

MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 26, 1902.

Number 1001

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.

Commercial Credit Co., Ltd.

Widdicombs 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

Sole agents for the State of Michigan for the

S. F. & A. F. Miller & Co.'s

famous line of summer clothing, made in Baltimore, Md., and many other lines. Now is the time to buy summer clothing.

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IF YOU HAVE MONEY

and would like to have it EARN MORE MONEY, write me for an investment that will be guaranteed to earn a certain dividend. Will pay your money back at end of year if you desire it.

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Battle Creek, Michigan

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

C. E. McCrone, Manager.

Currie & Forsyth

Managers for

Douglas, Lacey & Co.

1023 Mich. Trust Bldg., Grand Rapids, Mich.

P. B. Forsyth, of the firm, and Dr. C. H. Bull, of this city, left Nov. 8th inst. with a party of 25 to visit the different properties handled by Douglas, Lacey & Co. in Arizona and California. We will be glad to give our customers and friends full particulars of the trip and how they found the properties in that section. We have an excellent good purchase that will be withdrawn from sale shortly. Prospectus of our Plans and Methods of Business sent free to anyone on application.

CITIZENS PHONE 1651.

Tradesman Coupons

If you could see the Oro Hondo property, you would invest

The location of the Oro Hondo property adjoins the biggest gold mine in the world—the Homestake—which promises to become equally famous and profitable. The Homestake has paid regular dividends for twenty-five years and is crushing over 3,000 tons of ore daily, and has enough ore in sight to run its enormous plant for 35 years. This ore ledge, which is 450 feet wide, traverses the Oro Hondo property. The managers of the Oro Hondo property are practical business and mining men, who bought the property, consisting of over 1,000 acres, at a cost of over \$500,000. With their own money they began the initial development work before a share of stock was offered. They erected a large hoisting plant at a cost of \$20,000, and the shaft is down over 100 feet in ore at \$7.60 a ton. They are blocking out ore sufficient to operate a large cyanide plant which will cost about \$500,000, and to do this they are offering to original investors a portion of its treasury shares at 50c per share, par value \$1. Write us for full information.

If any subscriber, upon investigation, is not satisfied that existing conditions at the mine have been understated by us, we will refund the amount subscribed.

Wm. A. Mears & Co.,
Fiscal Agents, New York

Address all communications to

Charles E. Temple,
623 Michigan Trust Bldg.,
Grand Rapids, Mich.

Noble, Moss & Co.

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Members Detroit Stock Exchange and are prepared to handle local stocks of all kinds, listed and unlisted.

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LET ME SELL

your farm, residence, store building, stock of goods or business (any line) anywhere; I am a SPECIALIST in this line. Send two stamps for booklet and learn how. Address

A. M. BARRON, Station A,
South Bend, Ind.

Secure the agency for the
FAMOUS QUICK MEAL
STEEL RANGE

Write for 1903 catalogue

D. E. Vanderveen, Jobber, Grand Rapids, Mich.

Cheaper Than a Candle

and many 100 times more light from
Brilliant and Halo
Gasoline Gas Lamps
Guaranteed good for any place. One agent in a town wanted. Big profits.
Brilliant Gas Lamp Co.
42 State Street. Chicago Ill.

One Ton of Scratch Pads

We will sell 25 pounds assorted for \$2, all small sizes, made from finest writing paper. This price is good for this lot only. We don't want to move them to our new location and for this reason offer the stock at a bargain.

TRADESMAN COMPANY.

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THE HUNTINGTON RULE.

A good deal is said nowadays about the hours of labor. For years there has been a tendency to reduce them. In the old days the factories and the mills started early in the morning, and it took a long time to earn less than is received now for a shorter period. There is more and more general acceptance of the old, homely adage that "All work and no play makes Jack a dull boy," and the proverb applies to men and to women as well. There is very general approval of the reform which has lessened the hours of labor, especially in the mills, where now much more equitable and acceptable conditions prevail. While there is a great deal of discussion as to the number of hours which any man should work for his employer, there is possibly danger, perhaps, of losing sight of a very important consideration in this connection. In a large measure the success and the promotion which will enter any man's career will be dependent upon the number of hours he works for himself.

It is said that some one once asked the late C. P. Huntington by what rule of action he was able to rise from very humble beginnings to a place of prominence and influence in the business world and to the possession of many millions of money. His answer was terse and in these words: "By never looking at the clock." He meant thereby that he never limited the time he should give to the subject in hand, having his mind firmly fixed only on the object to be achieved. Only those succeed who are in love with their work, whose ambitions prompt them to be continuously diligent and industrious and who seek to make the most out of every opportunity. It is a question not of how little one can do, but of how much. In no other country on the globe are the results of this policy so obvious. The men of influence and of wealth, who rejoice to be called the captains of industry, have, in the majority of cases, worked their own way to the front and have achieved success by deserving it. If a young man's contract calls for him to work eight or ten hours for his employer, he will do well to supplement that time by other hours spent in working for himself, in studying or in the acquirement of some accomplishment

along the line of his ambition. The Huntington rule is a very good one to bear in mind.

In leaving Washington on his journey to Pekin, ex-Minister Wu Ting Fang said that he went away with a great deal of regret, and promised that he would surely come back some day. He took with him to China a great quantity of American clothing, which he frankly stated he intended to exhibit to the Orientals as sartorial curiosities. "I'm going to introduce the bathing suit in China," said he, "and I expect to wear it myself. Of course, is not a bathing suit proper? I think so. I wore one down at Atlantic City, and I liked it. It is the only comfortable sort of clothes you American people have, and you only wear them when you go in the water. Some things I can't understand about you American people. But I have been thinking, and I have come to the conclusion that the most remarkable thing about the American people after all is their wonderful energy. There are other marvelous things about you, but that is most surprising. You American people are—what is the word—hustlers. It is a mighty good word. I like that word. There is another word I like. You say, 'Get busy.' Busy is a good word."

The anarchists have been pretty quiet in this country since one of their number assassinated President McKinley. The people have been in no mood to tolerate anarchistic orators or anarchistic acts. It appears from the confessions of a woman in New York that there have been three plots to kill President Roosevelt, but the men appointed to do the work have lacked the courage. The woman's story is confirmed in some particulars, and information furnished by her has been acted upon by the secret service men, who have had several anarchists under surveillance. If another American President should be sacrificed there will be an uprising of the people which will end in the extermination of all representatives of anarchy, root and branch.

In a book in which Nathaniel C. Fowler has induced several hundred Americans to tell how the American boy may achieve success there is a wealth of good advice. One of the best contributions is by Joseph Jefferson, who says to the boys: "Avoid evil influences; restrain your passions; injure no man, and particularly injure no woman. There is no armor like the truth; it commands the respect of all men and strengthens courage. Do all the good you can consistent with self-preservation. Read the advice of Polonius to his son in Hamlet."

Conditions are improving in Italy. They are far better than they were five or ten years ago. There is less unrest among the people and a greater manifestation of industry and enterprise. The young King, Victor Emmanuel, is given much credit for the wholesome influence of his example in leading a simple and useful life.

HOLIDAY ADVERTISING.

Some Ways in Which It Can Be Done Profitably.

Written for the Tradesman.

At this season of the year merchants all over the country are preparing for the rush of business that is expected to come with the holidays. The new goods are being unpacked and marked and everything in connection with the store is being overhauled and brightened up, that customers may be favorably impressed with the establishment when they come to buy. When the windows are gayly trimmed with the best the store affords, the holiday stuff arranged in pleasing fashion about the establishment and the dirt scrubbed from the floor the place will wear an air of attractiveness that is unknown at other times in the year, so that customers will wonder at the change that has been wrought by the hands of the clerks and proprietor.

And in many stores throughout the country the merchants are carefully planning their holiday advertising campaign, although, strange as it may seem, there are still many who stick to the old notion that advertising is profitable only to stores located in the large towns. It is a fact that a majority of merchants in small towns, as a general rule, are skeptical in regard to the value of printers' ink. And among those who do have faith in advertising there are few who advertise sufficiently at this time of the year.

In considering the question of holiday advertising a man to be successful must understand the wants of the people. The man who studies his customers will soon come to understand their likes and their dislikes. He will learn that in the country people look forward to the holidays as a time when they can throw aside the cares of everyday life for the pleasure of making other people happy. The children save their money to buy candy and nuts. The women folks who guard closely the family pocketbook board up the profits of the henry and dairy and apiary, and when the time for buying presents comes they have on hand a goodly supply of money. The head of the house also sees to it that at this time he has a wallet well filled with filthy lucre. They are all waiting patiently for a chance to spend their money. Now, who is going to get it, the merchant who carries a five inch double column advertisement in which he says, "Trade with John Jones, the old reliable merchant," or the fellow who takes a page and fills it with interesting descriptions and prices of his goods?

The merchant who has studied human nature knows that at this season people will go farther to trade than at any other time, provided they can be made to understand that it will pay them to do so. As they have more money to spend they take particular pains to place it with the store which offers the greatest inducements for their trade. It will be seen, then, that the advertising of a store at this time should be spread over a larger territory than during other seasons of the year.

While the people in the rural districts are looking for the store with the biggest inducements, it does not necessarily follow that they are looking for the so-called bargains that are put out by many stores to satisfy the demand for something cheap. Not so. The people in the country are prosperous. While they are economical and averse to squandering their money, they are not stingy.

They are as willing to pay a reasonable price for a good article as people living in the city, and the wise merchant advertising to catch the holiday trade will push the sale of the best he has in stock. The cheap stuff can be left until another time. People do not buy trash for Christmas presents in times of prosperity. The time for the bargain sale is after the holidays.

Another question that confronts the merchant is how much territory he can cover profitably with his advertising. This, of course, depends on the location. Some towns have more available country to work than others, but there are many merchants in small towns who cover an area of forty and fifty miles square. Others can only reach about ten miles in every direction. To cover so much territory a merchant can not rely entirely on his local paper to spread the news of his store offerings. The average local paper reaches only a limited number of persons at this distance, so a portion of the country must be covered with handbills.

There are greater possibilities for great success in the field of the small town merchant than he imagines. There is more money awaiting his call than he realizes. The success of a young merchant in a small town in Western Michigan proves the truth of the assertion. In the town in which he is located there are altogether not more than 900 souls. The surrounding country is not the best nor the worst imaginable, just about the average, where the people raise beans, potatoes and rye for a living. This merchant conducts a drug business, with which he carries crockery, glassware, jewelry, clocks, etc. At Christmas time he carries books, toys and other things that are in demand at this time of the year. There are two newspapers in his town. Last year this young man spent \$150 advertising his business during the three weeks previous to the holidays. He ran page advertisements in each of the newspapers and distributed several thousand large bills in the districts where the papers did not circulate. He even sent his men into a neighboring town that is larger than the one in which his store is located, where every woman was given one of the advertisements. He covered the country for fifteen miles distant in every direction and then waited for business.

When the people began coming, they almost swamped him. Extra clerks were added to the force until he had fourteen people waiting on customers. In the rear end of the store a big phonograph ground off sweet music while the people jostled each other in the search for goods. The store was literally jammed with humanity on several occasions. The ring of the cash register bell sounded through the building constantly. Everybody was on the jump from morning until night, and when the rush was over and the merchant figured up to find how he stood with the world he was filled with a feeling of joy, for he was ahead several hundred dollars. Notwithstanding the large amount of money he spent in advertising, he was satisfied that it paid him handsomely.

There are many merchants living in better towns than this young man does. But how many of them ever plan such an advertising campaign as the one we have just described? How many of them ever really hustled in true American style for the trade that lies within their grasp if they will but reach after it in time? Not one in ten. That is the reason it is so easy for some fellows to succeed. It makes it easy for the hustler to get there, because he has no competition.

Raymond H. Merrill.

Seventy-Six Special Reports For \$2.50.

Cobb, Howard & Bailey, attorneys at Cincinnati, write the Mercantile Adjuster as follows:

The following facts have recently come to our knowledge, and, we believe, will be of such interest to the profession, and especially to those of us who are members of, or affiliated with, the Associated Law Offices that a history of the transaction should be published in the Mercantile Adjuster. The facts, briefly, are these:

The International Mercantile Agency, a concern claiming to have a capital of two million dollars, with its headquarters in New York, but with a branch office here, wrote from this office to a firm of attorneys in a Southern State as follows:

The International Mercantile Agency, recently organized, capital \$2,000,000, headquarters in New York, District Office for the Middle West and South at Cincinnati, will report the financial and general standing of merchants, traders and manufacturers and publish a book of ratings based on these reports.

Instead of sending traveling reporters into the different localities gathering information, it is the intention of this agency to have the reporting done by local men, thus diverting the expense into the proper channel, the correspondents being paid for the work done by them instead of being called on to report without adequate returns, as has been largely the custom heretofore.

Your name has been suggested to us as a desirable correspondent, and we shall appreciate it if you will advise us by an early mail if you can act for us. If not, will you kindly give us the name of some party who can?

We will pay you \$2.50 for full information, on blanks to be furnished by us, on all parties in business in ——— county, the rate of remuneration for Semi-Annual Revisions, reports on new firms, items of record, notification of change in firms, fires, etc., to be agreed on later.

With a view to allowing you sufficient time to work up the reports without inconvenience, we can allow you fifteen days in which to complete it.

Thanking you in anticipation for a prompt reply, Yours very truly,

International Mercantile Agency.

H. Fenton, Manager.

On receipt of this letter the local attorneys accepted this offer in a letter which showed plainly that they understood the offer to be \$2.50 for each report and proceeded to cover the county thoroughly.

On August 7 the International Mercantile Agency wrote them requesting advice as to their progress, and on the 13th sent them a list of forty towns in the county whose names ranged from Abbott to Zeru, requesting them to cover those points. The attorneys completed the report called for and reported on every firm, person or corporation in business, answering every question in detail as near as possible, making, also, explicit reports under the head of Reporter's Remarks—in all there were seventy-six of these reports, and they forwarded the same, together with a bill for the seventy-six at \$2.50 each, being \$190.

Members of the bar, especially in view of the fact that the attorneys had spent almost a month on this work, and had paid out between fifteen and twenty dollars for livery hire, hotel bills, etc., will appreciate their surprise on receiving the following letter:

Your letter of Aug. 8 is considerable surprise to us. Our proposition was to pay you \$2.50 for reports on merchants in ——— county, ———, as a whole, and not individually, as you will see if you refer to our letter.

This proposition was the same as made by us to hundreds of other corres-

pondents, who are sending us in good results. We certainly must compliment you on the manner in which the information is gotten up and regret that there should have been any misunderstanding in the matter.

On hearing from you we will send you a check for the amount agreed upon.

Yours truly, H. Fenton, Mgr.

Subsequent correspondence with the Agency showing no disposition to pay a reasonable compensation for the work done, the attorneys placed the matter in our hands, and we have brought suit in our local courts. If, as is claimed by the Agency, it is doing this all over the country, there are probably other attorneys who have failed to catch the significance of this adroitly worded letter and find themselves in the same situation as our clients. The suit, therefore, will be in the nature of a test and we feel that we ought to lay this case before our associates so that they may understand the possibilities of what appears to be a simple proposition.

Cobb, Howard & Bailey.

Cincinnati, Ohio, October 7, 1902.

Rich Man Brought to Terms.

Robert Carrick, one of the richest bankers of Scotland a few generations ago, was as mean as he was wealthy. Being one day visited by a deputation collecting subscriptions toward a new hospital, he signed for two guineas; and as one of the gentlemen expressed disappointment at the smallness of the sum, he said, "Really, I can not afford more."

The deputation next visited Wilson, one of the largest manufacturers in the city, who, on seeing the list, cried, "What! Carrick gave only two guineas?"

When informed of what the banker had said, Wilson remarked, "Wait; I'll give him a lesson."

Taking his check-book he filled in a check for ten thousand pounds, the full amount of his deposit at Carrick's bank, and sent it for immediate payment.

Five minutes later the banker appeared breathless, and asked, "What is the matter, Wilson?"

"Nothing the matter with me," replied Wilson; "but these gentlemen informed me that you couldn't afford more than two guineas for the hospital. 'Hello,' thinks I, 'if that is the case there must be something wrong, and I'll get my money out as soon as possible.'"

Carrick took the subscription list, erased the two guineas, and substituted fifty, upon which Wilson immediately tore up his check.

The hospital was built, and here the best part of the story begins, for the rich man who was thus forced against his will to raise the amount of his subscription soon began to take an interest in the hospital. Before many years he contributed sufficient to endow and maintain it fully.

She Had One Guess.

"Lady," said Meandering Mike, "de greatest pleasure dat I could find in life would be to chop some wood for you—"

"I don't want any wood chopped."

"Or get some water from de spring—"

"I've got a well right at the kitchen door."

"Or shoo de cows in from de pasture—"

"I haven't any cows. We buy our milk."

"Well, lady, I've made these guesses about what I could do to help you along. Now it's your turn. An' I don't mind givin' you a small hint dat vic-tuals an' clothes'll be purty near de answer. It's a nice game, lady, an' I tink you're goin' to be lucky."

A Matter of Commissions.

"Why does it cost so much less for a woman to support a family than it does for a man?" asked the curious person.

"Because," replied the experienced mother, the "commission she charges for doing the business is so much less than a man asks for doing the same thing."

It is not good policy to offer substitutes for Royal Baking Powder, nor to sell the cheap alum powders under any circumstances.

The consumer whose trade is most valuable wants the best and purest goods, and in baking powder this is the "Royal." If he does not find the Royal at your store he will go elsewhere for it, and in so doing there is a liability that he will carry all his orders with him.

Around the State

Movements of Merchants.

Quincy—Sherwood & Corless have reopened the City market.

Coopersville—A. C. Davis & Co. succeed Wm. Asman in the bakery business.

Delray—The Hathaway Furniture Co. has been organized with a capital stock of \$5,000.

Sherwood—O. F. Thornton has purchased the hardware stock of Thornton & Hicks.

Albion—Torrey & Brown, grocers, have dissolved partnership, the latter succeeding.

West Bay City—Sanback & Bush, grocers, have dissolved partnership, John W. Bush succeeding.

Calumet—H. E. Lean and J. Wolstein have purchased the grocery stock of Dudley & Koppelman.

Adrian—Webster & Brown are succeeded by the Adrian News Co. in the news and confectionery business.

Newaygo—Edward Kennicott has purchased the interest of his partner in the lumber business of Hemily & Kennicott.

Pentwater—G. F. Cady has purchased the grocery stock of S. P. Compton, who retires from business on account of ill health.

Berrien Springs—Skinner & Storick have sold their grist mill to J. W. Flora, of Chicago, who is in full possession of the premises.

Hillsdale—John G. Wolf, proprietor of the Beckhardt Grocery Co., has sold his stock of goods to August Beers and Clarence McGlaughlin.

Durand—Chester J. Mapes has purchased the interest of his partner in the house furnishing goods and undertaking business of Mapes & Frost.

Delray—The Delray Clothing Co. succeeds Jacob B. Greenberg in the clothing and men's furnishing goods business. The capital stock is \$5,000.

Detroit—Frank E. McDonald, dealer in cigars, tobacco and news, now conducts business under the style of the F. E. McDonald Cigar Co., Limited.

Traverse City—J. M. Gillett has opened a meat market at 541 West Front street, and has placed M. A. Gillett, a cutter recently from Chicago, in charge.

Sault Ste. Marie—Eddy & Reynolds, grocers, have purchased the grocery stock of Calhoun Bros., at 806 Ashmun street, and will close out the stock at once.

Port Huron—The grocery store of George E. Parker, on Tenth street, is nearing completion. Mr. Parker expects to be ready for business before the holidays.

Benton Harbor—R. M. Seely, manager of the Standard Oil Co., at Ft. Wayne, has been transferred to Benton Harbor and will take charge of the business at this place.

Ann Arbor—B. St. James has purchased the dry goods stock of Miss Minnie Schwilk on South Main street. Miss Schwilk is obliged to retire from business on account of illness.

Detroit—New Bristol, druggist at 1027 Grand River avenue, has filed a petition in bankruptcy. He gives his liabilities as \$1,751.64, and his assets as \$200, which he claims is exempt.

Wayland—C. I. Wilson, whose furniture stock was destroyed during the recent conflagration at this place, has removed to Moline, where he has purchased a building in which he will continue the furniture business.

Ovid—N. Seitner, of Seitner Bros., of Toledo, who have dry goods establishments in Toledo, Ohio, St. Louis, Saginaw and Shepherd, has opened a dry goods store in the Marvin building.

Jackson—Richard Wirsing has purchased the meat market of Walter Davenport, at 110 Cooper street. The building is being enlarged by a brick addition and will be completed by Dec. 15.

St. Ignace—C. H. Wilber, who has been engaged in the drug business for twenty-two years, has sold out to Eaton & Foley. Mr. Eaton hails from Traverse City and Mr. Foley from Wolverine.

Jackson—S. M. Woy, who has been manager for the Milwaukee Harvester Co. in this city for the past two years, has been succeeded by J. H. Tutbill, of Toledo, formerly with the Johnston Harvester Co.

West Bay City—The grocery stock owned by Alexander McDonald, at the corner of Washington and State streets, has been purchased by Prescott Gilkey, who will continue the business at the same location.

Casnovia—Clintsman Bros., general merchandise dealers, have dissolved partnership. The business is continued by Herschell Clintsman, his brother, Glenn, having accepted a position on the road for a Chicago wholesale house.

Calumet—Falvey & Clark, who have conducted a grocery business on Fifth street for some months past, have dissolved partnership. Mr. Clark will continue the business and his brother, James Clark, will be associated with him.

Ishpeming—Ole Walseth has purchased the stock and equipment of the wagon factory and blacksmith shop conducted by Harold Trosvig, at the corner of Pearl and Second streets, and will continue the business at the same location.

Quincy—George F. Trott and Stephen S. Clark, who have been engaged in the meat business at this place under the style of Trott & Clark, have dissolved partnership by mutual consent. George F. Trott will continue the business in his own name.

Clarkston—The E. Jossman State Bank has been incorporated with a capital stock of \$20,000. This bank was formerly a private institution, known as the Jossman Exchange Bank, and was owned by the late Esidor Jossman. Ralph Jossman is cashier.

Sault Ste. Marie—Love & Freedman, the Ashmun street clothiers and furnishers, will shortly retire from trade at this place to become associated with the wholesale and manufacturing establishment of Freedman, Love & Co., of Detroit, their fathers being at the head of the house.

Saginaw—A four-story brick building, with a frontage on Tilden street of 126 feet and a depth of 90 feet, will shortly be erected for the wholesale grocery establishment of the Smart & Fox Co. The building will have a floor space of 450,000 square feet and will cost about \$30,000.

Petoskey—Bertha C. Levinson, who recently uttered a \$34,000 mortgage on her general stock, now offers to settle at 50 cents on the dollar. Creditors have instituted bankruptcy proceedings, both at Grand Rapids and Detroit, in the belief that they should receive the full amount of their claims.

Manistee—E. A. Gardner will close out his grocery stock and remove to Minter City, Miss., where he will become a member of the Cane Lake Lum-

ber Co., being associated with Charles Lindsay and C. E. Angell, of this place. A plant has been purchased and timber enough to stock it for eight years.

Ishpeming—The clothing and cloak business conducted by F. Braastad & Co., at the corner of Bank and Second streets, will be closed on Jan. 21. The goods remaining unsold will be transferred to the Cleveland avenue store, where departments will be arranged as they were before the branch store was established.

Elk Rapids—The old store building erected in 1856 by Dexter & Noble is being torn down this week by Julius Hanson. By the destruction of this building, an old landmark is removed. This building was the first store of the Dexter & Noble Co. R. W. Bagot, at present Cashier of the Elk Rapids Savings Bank, was employed therein by the Dexter & Noble Co. from 1858 to 1872, being in general charge of the stock of merchandise carried at that time.

Brookfield—The general merchandise stock of Lamb & Spencer, operated by Charles Powers, and the building occupied by same were completely consumed by fire last week. The fire was occasioned by the head of a match flying into the rubbish about the kerosene tank. Mr. Powers lighted it to find the can cover and, thinking it had not ignited, lighted a second match, found the cover and returned to his customer. In about five minutes the rear of the building was ablaze and the flames spread so rapidly that only the books and cash were saved. Lamb & Spencer and Mr. Powers were insured for \$4,500, but will lose about \$3,000 above this amount. The buildings will be replaced and the business continued.

Calumet—The Workmen's Mercantile Co., a co-operative association which has been doing a general mercantile business in this city for the last three years, is in the hands of a receiver. The finances of the company have been in bad shape for some time past and the present trouble is simply the natural outcome of an impossible method of doing business successfully. Michael Johnson is the receiver. He hopes to get the financial tangle straightened out, so that business can be resumed soon and the company placed on a sound basis. The heaviest creditors of the company are the Lake Superior Produce & Cold Storage Co. and Roach & Seiber, but there are others. The company has been doing business recently in the old Nappa store building on Fifth street. The first two years of its existence it was in business on Pine street. The majority of the stockholders are Finns. When the company started in it decided to pay back to stockholders 10 per cent. of their gross purchase accounts. It is thought that the company will be in shape to resume operations inside of a few weeks. There are some good business men interested in the organization, but they were not able to control the policy of the concern.

Manufacturing Matters.

Flint—The capital stock of the Flint Wagon Works has been increased from \$150,000 to \$400,000.

Mt. Pleasant—The Mt. Pleasant Body Works has increased its capital stock from \$12,000 to \$20,000.

Pontiac—The Pontiac Canning Co. has discontinued operations on apples and is now canning pumpkins.

Muskegon—Palmer, Herendeen & Co. continue the galvanized iron and zinc business of the McConnell & Herendeen Co.

Fairgrove—The Fairgrove Engine Creamery & Butter Co. has filed articles of association. The capital stock is \$4,600.

Hickory Corners—A new enterprise has been established at this place under the style of the Hickory Creamery Co. The capital stock is \$4,700.

Detroit—The Michigan Bolt & Nut Works has bought 250x600 feet adjoining its factory for \$40,000 from the Gaylord Iron Co., and will put up new buildings and enlarge its docks.

Ithaca—Wm. F. Thompson has leased the tub factory to Thomas Marr and O. Jordan, who will stock up the plant and operate it until next spring, when it will probably be converted into a canning factory.

Pontiac—The Cortland Specialty Co., of Cortland, N. Y., is considering the idea of removing its plant to this place. The firm manufactures castings, trimmings and other specialties used in the making of a buggy.

Battle Creek—James H. Brown will shortly put on the market a medicated food to be known as Energy and a dyspepsia tablet of the same name. The food is for invalids and will be sold in glass jars instead of in paper boxes.

Battle Creek—The Neverbreak Shaft End Co., Limited, has filed articles of association. The capital stock is \$25,000, divided into 250 shares of \$100 each. The new company will manufacture and sell an enameled double steel shaft end.

Pontiac—The fight between the Pontiac Bending Co. and the trust has resulted in great benefit to the company, the publicity of the matter having resulted in a large number of orders from people who are desirous of purchasing goods outside of the trust.

Eaton Rapids—The T. M. Bissell Plow Co. will be known in the future as the Monarch Plow Co., on account of a decision of the United States Court, the Bissell Chilled Plow Works, of South Bend, Ind., having determined to restrain the former company from the use of the old style.

Jackson—J. V. Malmight, manager of the Jackson Skirt & Novelty Co., has purchased a half interest in the Jackson Novelty Leather Works. Mr. Malmight's interest was formerly owned by Arthur E. Bliss. Jefferie Collins, the founder of the leather company, will still continue as its manager.

Hickory Nuts Wanted

Name us price f. o. b. your station or delivered.

M. O. BAKER & CO.
Commission Merchants

119-121 Superior St., Toledo, Ohio

Heating Supplies

Iron Pipe, Radiator Valves, Fittings, Radiators, Valves, Air Valves, Pipe Covering.

Grand Rapids Supply Company
20 Pearl St., Grand Rapids, Michigan

Grand Rapids Gossip

The Grocery Market.

Sugars—The raw sugar market is very firm, prices for 96 deg. test centrifugals showing an advance of $\frac{1}{8}$ c. Comparatively few sales are made, however, as offerings are light, holders taking a very firm view of the situation and holding out for higher prices. The refined market is very firm indeed, prices showing two ten point advances this past week. Demand has been very good, although little speculative business is done, most orders being for sugar to supply the actual consumptive demand. There is a continued good demand for Michigan beet granulated, which is becoming more popular with the trade every year.

Canned Goods—The canned goods market is in a healthy condition with fair movement in all lines and prices are generally held firm. Interest in tomatoes has disappeared almost altogether. Practically all buyers now have their wants supplied and are turning their attention to something else. Corn is held at rather high prices and is not moving very rapidly. Peas continue very firm and are moving out well, especially the fancy grades, which are in very good demand, although in light supply. The market on all grades of peaches has been quiet this past week and the market is nominally unchanged. This applies also to apples. There is some little enquiry for small fruits, but stocks are exceedingly light and it is very difficult to obtain any good sized quantities of any variety. There is a good trade in salmon at unchanged prices. Stocks are moderate and are being gradually increased by arrivals of fine pack Alaska from the coast. Sardines are moving out well and prices show no change, but are steady.

Dried Fruits—There is a fairly active movement in most all descriptions of dried fruits and prices generally are firm. The present mild weather, however, is against the sale of dried fruits, but a certain amount of business is done no matter what the weather is, and in view of the approaching holiday business will undoubtedly show considerable increase. Prunes are very firm and large sizes are wanted badly. Demand is only moderate for the small sizes, which are in good supply. Raisins are very firm and are in good demand. Several cars of new goods are now on the way from the coast. Apricots and peaches are selling well at full prices. Currants are firm, but demand at present is rather light. In figs there is a fair demand, but the continued warm weather is against a healthy buying interest. Dates are very firm with the tendency toward higher prices. There is practically nothing new in the evaporated apple market. Very few dryers are running and there is not much pressure to sell on the part of the dryers, but the demand is expected to show considerable increase as soon as the weather gets a little colder. Prices show no change.

Rice—The rice market is practically unchanged. Prices are very firmly held with good demand for the medium grades. The high grades are scarce and prices are consequently higher.

Molasses—The molasses market presents a steady tone and prices are firmly maintained by dealers. The volume of business is fairly large, but rather below the average at this season of the year, due to the continued mild weather.

Fish—Trade in fish of all descriptions

continues good with a trifle easier feeling on mackerel, but with codfish and herring still firmly held.

Nuts—There is a good trade in nuts of all descriptions in anticipation of the Thanksgiving trade. Prices for almost all grades have been held very firm, but a slightly easier feeling in all lines is looked for immediately after Thanksgiving.

The Boys Behind the Counter.

Mt. Pleasant—S. W. Rose, formerly engaged in the drug trade at Traverse City, has taken the position of prescription clerk for F. G. Thiers.

Sault Ste. Marie—A. J. Eaton, who recently resigned his position with the Alf. Richards Co., has taken a position as chief clerk with Ray McDonald & Co., the shoe dealers.

Ishpeming—T. N. Tremberth has taken the position of head book-keeper and cashier at the Ishpeming Co-operative store. He takes the place of John Quail, resigned. Mr. Tremberth is very well known here, having been with F. W. Read & Co. for several years, both here and at the main office at Marquette.

Sturgis—J. C. Wolfinger, clerk in N. I. Tobey's drug store, has retired from that position and takes the road for the Dr. Miles Medical Co., of Elkhart. Mr. Wolfinger has been with Mr. Tobey nearly eight years.

Caledonia—Ross Porter is assisting C. E. Van Der Vries in his clothing store at present. Gordon Gavitz, formerly of this village, will soon enter his employ.

Ft. Wayne—Henry Stier has taken a position as floor walker at the Rurode dry goods store. Mr. Stier began his career with the old Root store, and served there nearly ten years. Thirteen years ago he went to the People's store, where he remained until recently, when he went back to his old place.

Hides, Pelts, Furs, Tallow and Wool.

There are a large number of orders from the East for hides, but at prices below those at which they can be sold and they are not accepted to any extent. There is no accumulation of stocks, although the kill is heavier.

Pelts are good sellers and are wanted, with full value asked and obtained. The take-off has been large and readily taken.

Furs are in good demand at high values on good skins.

Tallow is in fair demand for No. 1 country, while lower grades are dull and draggy. Packers' prime has been offered in small lots and is sold readily. White grades are strong and closely sold, while off grades are neglected.

The wool market is strong, with fair sales. Prices do not advance. Eastern buyers have gone home, as holdings in the States are too high to afford a margin. Manufacturers are running double time to fill orders, with a much lighter reserve to pull from than a year ago. The outlook is good for higher values.

Wm. T. Hess.

The capital stock of the Grand Rapids Wood Carving Co. on Seventh street, near Broadway, has been increased from \$10,000 to \$25,000.

Mrs. F. Meyers has engaged in the grocery business at 71 Clancy street. The stock was furnished by the Judson Grocer Company.

Deardorff & Hawbaker have engaged in the grocery business at Brethren. The Worden Grocer Co. furnished the stock.

The Produce Market.

Apples—The market is glutted with poor stock, but there is a scarcity of good stock, which easily fetches \$2@2.25 per bbl.

Bananas—Good shipping stock, \$1.25 @2 per bunch.

Beeswax—Dealers pay 25c for prime yellow stock.

Beets—40c per bu.

Butter—Creamery is firm and higher, commanding 27c for fancy and 26c for choice. Pound prints from fancy command 28c. Dairy grades are strong and in active demand, commanding 20@22c for fancy, 17@19c for choice and 14@16c for packing stock. Receipts of dairy are meager in quantity and only fair in quality.

Cabbage—40c per doz.

Carrots—35c per bu.

Cauliflower—\$1.25 per doz.

Chestnuts—\$5@6 per bu. for Ohio.

Michigan nuts command \$7.

Cocoanuts—\$4 per sack.

Cranberries—Early Blacks are out of market. Howes are scarce and have advanced to \$3.40 per bu. box and \$9.75 per bbl.

Celery—Home grown is in ample supply at 17c per doz.

Dates—Hallowi, 5 $\frac{1}{2}$ c; Sairs, 5c; 1 lb. package, 7c.

Eggs—Local dealers pay 20@21c for case count and 22@24c for candled. Receipts are small and quality is poor. Cold storage range from 19@21c.

Figs—\$1.10 per 10 lb. box of California; 5 crown Turkey, 17c; 3 crown, 14c.

Grapes—Malagas, \$5.25@5.75; Catawbas, 20c per 4 lb. basket.

Honey—White stock is scarce and higher, readily commanding 17@18c. Amber is active at 14@15c and dark is moving freely on the basis of 12@13c.

Lemons—Californias, \$5; new Messinas, \$5.50.

Lettuce—12 $\frac{1}{2}$ c per lb. for hothouse.

Maple Sugar—10 $\frac{1}{2}$ c per lb.

Maple Syrup—\$1 per gal. for fancy.

Nuts—Butternuts, 75c; walnuts, 75c; hickory nuts, \$2.75 per bu.

Onions—Home grown stock is in ample supply at 60@65c. Pickling stock, \$2@3 per bu.

Oranges—Floridas command \$4 per box. Jamaicas fetch \$4.50 per box. California Navels, \$4.50.

Parsley—30c per doz.

Potatoes—The market is far from active, but buying at country points goes merrily on on the basis of 40@45c per bu.

Poultry—Turkeys, ducks and geese are firm and chickens are easy. Live pigeons are in active demand at 60@70c. Nester squabs, either live or dressed, \$2 per doz. Dressed stock commands the following: Spring chickens, 10@11c; small hens, 9@10c; spring ducks, 11@12c; spring turkeys, 12@14c; small squab broilers, 12 $\frac{1}{2}$ @15c; Belgian hares, 12 $\frac{1}{2}$ @15c.

Radishes—30c per doz. for hothouse.

Spanish Onions—\$1.25 per crate.

Spinach—60c per bu.

Squash—2c per lb. for Hubbard.

Sweet Potatoes—Jerseys, \$3.50 per bbl.; Virginias, \$2.25.

Turnips—40c per bu.

The Grain Market.

Wheat ruled very easy during the week, as the visible showed an increase of 3,600,000 bushels. The price sagged off about 1c per bushel for both cash and futures. The coming of Thanksgiving day also had the influence of making traders dormant, as they want to wait until after that day, not wanting to hold wheat over. There was also a rumor that J. P. Morgan had called Armour to New York, advising him to stop bulling wheat, as it would stop exports so that gold would have to be shipped out instead of wheat. This was probably a pure fabrication, gotten up by the bear element. However, some longs saw fit to sell out. Our visible is not as large as it was last year by 6,000,000 bushels and the good wheat in store is not burdensome. We do not

look for much change in price for a couple of weeks.

Corn was also weak, with a downward tendency, but as there is only 400,000 bushels of contract corn in Chicago, the question arises where the millions the bear clique sold short is coming from to fill contracts. Settling day will come and then someone will have to hustle to get the contract corn. December options sold at 53 $\frac{1}{2}$ c—quite a drop from 58c.

Oats are very strong, as there seems to be a demand for all that are offered and more are wanted. Especially are good oats wanted at full prices.

Rye is neglected. While no change in price has taken place, there seems to be no demand. The rye is poor and hardly any comes in that will grade. It looks as if rye will have to be fed to stock, especially if corn keeps as high as at present.

Beans remain very steady. No change can be recorded since last week.

Flour is in fair demand, the easy feeling in the wheat market being reflected in the flour trade, which is usually the case when wheat prices are easy.

Mill feed remains very strong, with no change in price—\$17 for bran and \$19 for middlings.

Receipts during the week have been as follows: wheat, 72 cars; corn, 4 cars; rye, 1 car; flour, 4 cars; beans, 6 cars; malt, 2 cars; salt, 1 car; potatoes, 18 cars.

Millers are paying 74c for wheat.
C. G. A. Voigt.

Marshall Butchers Burlusquing an Honorable Business.

The meat war among the butchers of Marshall, Mich., is getting more brisk every day. They were selling round steak at 15 cents, porterhouse at 18 and other meats at similar prices until about two weeks ago. Fred Schmitman opened up a new market and sold round steak for 10, porterhouse for 14, etc. Later he had a special sale and disposed of over 2,000 pounds at even lower prices. J. S. Cox, one of the old butchers, is after Schmitman, and has employed a man to ring a bell in front of his shop all day. Cox also commenced a special sale and with every pound of meat sold gave the purchaser a ticket by which he could obtain an 18 cent pound of coffee for 15 cents.

Say They Have Found a Scheme.

The statement comes from Indianapolis, Ind., that Kingan & Co., the big packers there and large manufacturers of oleomargarine, have discovered a process for making colored oleomargarine without using any of the prohibited ingredients. The shipment of a quantity made by this process was seized in Chicago, but the Government could detect nothing illegal in it, so let it proceed to market.

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

Piles Cured

By New Painless Dissolvent treatment; no chloroform or knife. Send for book.

Dr. Willard M. Burleson

Rectal Specialist

103 Monroe St., Grand Rapids, Mich.

Getting the People

The Community of Interest in General Advertising.

The most remarkable feature of modern journalism is the increase in the volume of advertising. From year to year tremendous strides are taken all along the line of publicity until the observer is led to wonder where it will all end. There is possibly a diminution in the frequency of launching new journalistic enterprises, especially among magazines, from the fact that the full occupation of almost all possible fields makes the promotion of such undertakings more and more difficult. Then in the weekly field there is a great increase in the number of combinations, with hyphenated titles, a weeding out of the poorer ones in localities oversupplied, which would seem to indicate that the tide of new enterprises in journalism is possibly turned, but this as yet seems to indicate no abatement in the flood of publicity.

All leading magazines, in their annual advertising rush, make rapidly advancing records. In some cases the section devoted to this work exceeds the number of pages devoted to literary matters, and many of them are obliged to number the pages of this section with three figures. When one considers the great mass claiming attention in every field it provokes the conjecture as to whether the individual is not lost in the sea. If this were so, however, it would quickly be manifest in a diminution in the demand for space.

As a matter of fact advertising educates its own clientele, creates its own field. If the great ocean of current publicity were to be suddenly poured over the plain of human intelligence, without having had any previous existence, it would be a useless flood, for the gradual growth has educated a demand so that there is a vast number of searchers for that of interest in every field. It is on this account that the successful advertisers are not the ones that make the widest departures from accepted methods, but rather those who work in harmony with the education with which they have to deal.

There was a time when it was the ambition of the advertiser to be unique in the vehicle of his publicity. If he could stipulate that no other should be admitted in the line he thought it would insure him success. He is coming to learn that there is no advantage under ordinary conditions in having the monopoly of his field. The greater the amount of advertising in the given line the greater the interest on the part of the public. While a monopoly of the one in the line may catch the accidental eye, the amount of interest is in a geometrical progression in proportion to the numbers and space devoted to the subject.

The volume of modern advertising then is a result of the supporting public demand. This is a reciprocal relation in which the advertising supplies the demand it creates. Thus in the mail order field, for example, there are localities where the community has been educated to the mail order idea by its having been widely exploited by the catalogue houses. Instead of seeking new and untried territory the judicious mail vendors work in the fields where there is already an interest in the subject.

Modern advertising is gregarious. Its limit of expansion is the limit of the interest it can command. The solitary

IT IS A KICKED DOG THAT HOWLS!

Well, here we are, still doing business. Insulting slurs by jealous competitors don't fool the people. The people know what they are doing when they buy here. They know they are not buying Auction Sale goods and such goods from down on East Broadway. They know they are not buying SWEAT SHOP GOODS when they buy here.

YOU Can't Fool the People!

Suits...

8.00 Suits.....	4 95
10.00 Suits.....	7 48
12.00 Suits.....	8 95
15.00 Suits.....	11 38
18.00 Suits.....	13 50

Overcoats...

6.00 Coats.....	4 95
9.00 Coats.....	6 38
12.00 Coats.....	8 95
15.50 Coats.....	10 95
15.00 Coats.....	11 95

Boys' and Men's Pants...

25c Pants.....	19c
50c Pants.....	39c
75c Pants.....	59c
1.00 Pants.....	79c
1.25 Pants.....	99c
1.75 Kersey Pants.....	1 38
2.00 Kersey Pants.....	1 68
2.25 Kersey Pants.....	1 89

Men's Furnishings...

Celluloid Collars.....	4c
Rubber Collars.....	15c
25c Wool Sox, heavy.....	19c
50c Shirts.....	39c
60c Underwear.....	35c
75c Underwear.....	48c
1.00 Underwear.....	79c
25c Suspenders.....	19c
25c Goat Gloves.....	19c
1.00 White Shirts.....	19c

Ladies' Underwear...

25c Underwear.....	17c
50c Underwear.....	35c
75c Underwear.....	43c
1.00 Underwear.....	89c

1/3 to 1/2 off on all TRIMMINGS

Dress Goods...

30c Novelties.....	15c
50c Novelties.....	19c
1.00 Novelties.....	39c
50c Flannels.....	43c
85c Flannels.....	65c
85c Venetians.....	65c
1.25 Venetians.....	89c
1.75 Gloves only.....	1 29

Silks...

50c Colored Silk.....	29c
50c Novelty Silk.....	25c
90c Taffeta Silk.....	65c

Domestics...

Shirting Prints.....	3c
6c Dark Prints.....	3 1/2c
7c Muslin.....	5 1/2c
5-4 Oil Cloth.....	12 1/2c
7c Gingham.....	5 1/2c

FRIEDMAN'S,

The Big Store on the Corner.

FURNITURE!

HIGH GRADE

RIGHT PRICE.

Osgood ^A_N Osgood.

MONEY LOANED

—ON—

Farm Mortgages

The State Savings Bank, Ovid



YOU WOULD NOT.....

Have a doctor's prescription filled at a grocery store, although they may sell the ingredients. . .

LOTS of STORES SELL SHOES,

But only at a Special Shoe Store like ours, with the unlimited assortment of high-class makes, can you obtain that satisfaction in footwear you are looking for. . .

ALL GOOD GRADES.
ALL WIDTHS. ALL SIZES.

JACOB ROSE,

304 Front St.



advertiser is as lonesome as Robinson Crusoe.

Furthermore it is on account of the community of interest in demand that it is impossible for any class of dealers to stop advertising by mutual agreement. Such agreements serve to put each party thereto on the same basis, no doubt, but it is a basis of loss to each. Better would it be to canvass the possible advantages to be derived from the most aggressive campaigns and to encourage each other in using the means of creating general interest to the utmost.

There is a pleasant, attractive way of saying things and there is the other way. The introduction to Friedman's clothing announcement is the other way. I would rewrite the display and paragraph in the upper panel and put it in pleasanter style. Then, in the display at the top, I would use type to harmonize with the remainder. The general plan of the advertisement and the arrangement in panels are exceptionally good. The price lists could not be improved. I would add the name of the city. So good an advertisement deserves a better send off.

Osgood & Osgood could not say much and use less wording, but what they say is complete, except that I would add an address. The printer should leave out the pauses and use the character "&" in the firm name.

The State Savings Bank believes in using a fair space in calling attention to its loan department. This is much better than the five line local which is usually made to do duty—as far as it is done—in such cases. The display is well calculated to catch the eye interested in the subject.

Jacob Rose makes a good argument in favor of buying shoes at a shoe store and the cuts supplement the display to good purpose. I would have kept the upper line in the same style as the rest. The name of the city would give added value.

The Lobsters of Crusoe's Island.

From the San Francisco Chronicle.

From Robinson Crusoe's island has come a man looking for capital to invade the quiet of the celebrated spot with a lobster-canning factory. He is Juan Calasaff, a Chilean, with up-to-date ideas regarding what is necessary these days to place a business enterprise on a sound footing, and while he knows where the toothsome lobster abounds, he is aware that money is quite essential to the establishment of a proper canning factory. He has the lobsters, and he is looking for the man with money.

Calasaff lives on Juan Fernandez, utilizing all the resources but the lobster beds, and brings a roseate account of the possibilities that are open to any enterprising American who will engage with him in marketing the product of the island waters. Few spots in the world have such an abundance of lobsters, says Calasaff, and the open season of nine months there makes it possible to gather a great harvest. There is a population of 180 people on Juan Fernandez, but in all the island there is nobody with sufficient means to take advantage of the one great opportunity to get rich and add to the fame of Robinson Crusoe's land. So Calasaff has come to the Grand Republic of the North, as the Chileans call it, to finance the enterprise.

Family Pride.

"They are going to teach the languages with a machine."
"A talking machine?"
"I suppose so."
"Nonsense. I'll wager something handsome that my wife can talk the balance wheel off it in a hundred revolutions."

The New York Market

Special Features of the Grocery and Produce Trades.

Special Correspondence.

New York, Nov. 22—The sugar situation is interesting, in view of the steady advance, and no one seems to know when the end will be reached. The settlement of the "war" or its rumored settlement, has tended to clarify the situation somewhat and buyers are more willing to take decent supplies. While the volume of trade is not especially large, it is, perhaps, all that could be expected at this time of year.

The coffee market has met with several ups and downs and at the close remains in about the same position as last noted, with rather more activity shown on the part of buyers who have made some quite fair purchases. The prevailing belief seems to be that we shall have a higher range of values, but this belief is not so deep as to cause any great rush for the article as yet. At the close Rio No. 7 is quotable at 5¼c, at which 2,000 bags sold Thursday. From July 1 to Nov. 10 the receipts at Rio and Santos have aggregated 6,013,000 bags, or over 2,000,000 bags behind last year, when they amounted to 8,932,000 bags. In store and afloat there are 2,697,148 bags, against 2,346,380 bags at the same time last year. Speculation in coffee has been quite active and an advance of about 10 points has been scored.

No staple is in better position than tea. There are a strong and advancing market, an increasing consumption in many parts of the world, if not here, and a crop that is decidedly short. It is said that large British buyers are laying in good stocks on present basis of values and they will very likely realize a neat profit. Holders here are not seemingly anxious to part with stocks so long as an advance is in sight, and if they sell it is at full quotations. Buyers realize that there is little use in shopping and if they see the quality they want they take it without haggling over prices.

The week has been rather quiet in price, so far as actual sales go. Buyers are not taking large lots and yet it seems reasonable to suppose that at present figures it is a good purchase. Prices are firm and supplies moderate, nor are they likely to become at all burdensome.

Medium grades of molasses are worth from 26@27c for blends and from 37@38c for choice. Open-kettle have been in fair jobbing demand. Lower grades meet with little call, although prices are well sustained. Syrups are in light request.

Firmness characterizes the dried fruit market and the demand for the holidays is being felt to quite an extent. Prices are well sustained and almost every article is moving at a satisfactory gait.

Firmness characterizes the canned goods market right along. Corn is very scarce and desirable lots of Maine are practically out of the question if large lots are needed. Any offerings are quickly taken at \$1.35. Tomatoes are selling freely and the supply seems to be about large enough to go around. An average rate will probably be found at about \$1.12½ for standard New Jersey goods. Salmon are meeting with fair request at former rates.

The butter market remains firm on the basis of 28c for best Western. The rate given may have been exceeded a little if the goods were very extra, but the usual rate was not over this price. Seconds to firsts, 23@27c; lower grades, 20@22c; imitation creamery, 17½@21c, the latter for the very best grade; factory, 17@19c; renovated, 18@21c, although the latter is, perhaps, rather extreme.

The cheese market is quiet, with large sizes still rather scarce and selling at unchanged quotations. The range for full cream is from 12¼@13c.

Potatoes are in liberal supply, Michigan stock being quotable at \$1.75@2 per 180 pounds. Grocers are retailing at \$2.25@2.50 per bbl. Sweet potatoes, per bbl., \$1.50@3.

Beans show some increase in supply and the market is hardly as strong as noted heretofore; Marrows, \$2.72½@2.75; medium, \$2.35@2.37½; pea, \$2.35@2.37½; red kidney, \$2.95@3; white kidney, \$2.70@2.75.

Policies make good tools when forged out of principle.

A Complete Stock

Low Prices.

Quick Shipments.

These are our reasons for guaranteeing satisfaction.

We solicit your orders through our salesmen or by mail.

WORDEN
GROCE
COMPANY

Grand Rapids
Michigan



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.

Our financial responsibility is

\$1,960,000

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

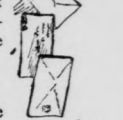
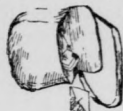
3% interest

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.



Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers. Sawed white-wood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich.

SHIP YOUR

BUTTER AND EGGS

—TO—

R. HIRT, JR., DETROIT, MICH.

and be sure of getting the Highest Market Price.

Hyde, Wheeler Company

41 North Market Street and 41 Clinton Street

BOSTON

Strictly Commission Merchants

Consequently we are able to give consignments our undivided attention. We want shipments of

POULTRY AND EGGS

You can not make a very big mistake if you give us a few trial shipments. We will give you the market price and remit promptly. Write for stencils, information relative to advances or anything you wish to know about our line. We do our banking with the Fourth National, Board of Trade Bldg., Boston. When you write mention the Tradesman.

T. W. Brown & Company

Wholesale Poultry,
Butter and Eggs

Port Huron, Mich.

FIFTY-TWO WEEKS

in the year we are in the market for Poultry, Butter and Eggs.

We are paying this week:

FOR SWEET DAIRY PACKING STOCK BUTTER, 16c, f. o. b. shipper's station, Port Huron weights and 2 per cent. added account shrinkage. Pack your butter in parchment paper lined sugar barrels and head with wooden head.

FOR FRESH GATHERED EGGS (cases included) 19c, f. o. b. shipper's station, Port Huron count and inspection.

For Poultry Delivered Port Huron:

Fowls, No. 1	- - - 8c lb.	Old Tom Turkeys	- - - 10c lb.
Springs, No. 1	- - - 8c lb.	Old Hen Turkeys	- - - 11c lb.
Old Roosters	- - - 4c lb.	Young Tom Turkeys (over 10 lb. and fat)	11c lb.
Ducks fat, full feathered	7½c lb.	Young Hen Turkeys (over 8 lb. and fat)	11c lb.
		Geese (fat, full feathered)	7c lb.

We charge no commission or cartage and make prompt returns upon receipt of shipments. Prices are quoted for Michigan shipments only.

We refer you to First National Bank, Durand, Mich., Jean, Garrison & Co., New York City, St. Clair County Savings Bank, Port Huron.

If you are a carload shipper let us hear from you. We buy in carlots.



Devoted to the Best Interests of Business Men

Published weekly by the
TRADESMAN COMPANY
Grand Rapids

Subscription Price

One dollar per year, payable in advance.
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E. A. STOWE, EDITOR.

WEDNESDAY - NOVEMBER 26, 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 November 19, 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-second day of November, 1902.

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

THE NITROGEN SCARE.

One of the most important fertilizing agents is nitrogen. Vegetable life takes an enormous amount of sustenance from the atmosphere and from water. The atmosphere is composed of oxygen and nitrogen, with carbonic acid gas.

If a seed be planted in a carefully weighed pot of earth and allowed to germinate and grow until it becomes a considerable plant, being duly watered, but not otherwise interfered with, and then carefully uprooted and weighed without abstracting any of the earth in which it was planted, it will be found to have obtained but little of its substance from the soil in which it grew, but to have gained most of its material from the air and water.

It is true that the average tree contains some mineral salts, such as lime, potash and other earthy matters, but the greatest amount of its substance is composed of carbon and a lot of gaseous substances. When the wood is burned in a very hot fire all is consumed and dissipated in the form of gases with the exception of ashes which are made up of the earthy matters and are but a small proportion of the bulk of the wood before it was consumed. Nitrogen gas is found in all animal and vegetable bodies, and unless nitrogen in some form is supplied to all living animals and plants, they can not prosper, and probably can not exist. Nitrogen constitutes by bulk or measure four-fifths of the atmosphere of our earth, and all living creatures, whether animal or vegetable, have the ability to extract this gas and appropriate it to their own use. When an animal or vegetable dies and goes to decay, it gives back its nitrogen to the atmosphere, or in combination with oxygen or hydrogen, as the case may be, becomes incorporated with mineral matters.

Nitrogenous matters make the most important fertilizers to be used on lands which are deficient in nitrogen. Islands

that have been for ages the homes of sea birds, caves that have from remote periods been frequented by bats, and places where there have been for long periods stored up the decayed remains of animal and vegetable matter furnish large quantities of nitrogenous and phosphatic fertilizers.

In 1898 Sir William Crookes, a prominent English chemist, in an address before the British Scientific Association, put forth the notion that the world's supply of nitrogen fertilizers is being rapidly exhausted, and that when the guano islands, the bat caves and the phosphate beds shall be exhausted, the population of the earth will either starve to death or be forced to live on a short allowance. This chemist held that the average ordinary wheat yield is not more than thirteen bushels to the acre, and that the time is rapidly approaching when this will not be enough to feed the wheat-eating people.

On the basis of this theory, a prediction was made to the effect that some thirty years hence the wheat required to feed the world will be 3,260,000,000 bushels annually, and that to raise this about 12,000,000 tons of nitrate of soda yearly for the area under cultivation will be needed over and above the 1,250,000 tons now used up by mankind. But the nitrates now in sight and available are estimated good for only another fifty years, even at the present low rate of consumption. Hence, according to this startling statement, if starvation is not immediately in sight for all of us, the food problem is very serious.

There are always people who are predicting all sorts of wholesale calamities that are to befall the population of this earth, and there have been such from the earliest times. They invoke the aid of pestilence and famine, and from time to time they appoint dates for the destruction of the greater part of the people of our globe by a fiery visitation or by violent collision with a comet, or by a tidal wave from the sea, which is to sweep over entire continents up to the summits of the highest mountains.

Of course, nothing that human beings can do could avert such a catastrophe as the conflagration of our globe, or contact with a mad comet, or the bursting of the ocean from its bed; but much has been done to reduce the danger of attacks from plagues and pestilences, and to stave off starvation. Something less than a century ago, one Thomas Robert Malthus, in England, predicted that the population of the earth was increasing so rapidly, and the food supply was running short at such a rate, that universal starvation would soon set in.

This prediction has long ago come to naught, as will that of Sir William Crookes, who, however, proposed a remedy. He recalled a discovery made a hundred years previous by Priestly, another chemist, that a lightning stroke passing through the atmosphere sets free or otherwise deals with the nitrogen of the air so as to render it fit for fertilizing vegetation.

Mr. Crookes now proposes that the power of Niagara Falls and of other cataracts be set to work to operate electric dynamos for the setting free and converting into a fertilizing agent of the nitrogen of the atmosphere. One of his disciples, writing in the Review of Reviews, says:

Sir William Crookes has estimated that, with the electrical energy of Niagara to burn up the air, nitrate of soda ought to be producible at not more than \$25 per ton. This compares, for exam-

ple, with Chilean nitrate at \$37.50 per ton, or the nitric acid of commerce at \$80 per ton. Now the greater the consumption of Chilean nitrates or Carolina phosphates the higher the price is driven; whereas, the larger the scale upon which the energy of Niagara is utilized the cheaper the output of any plant there. The supply of air will be granted to be inexhaustible, and the available energy of Niagara is put at from five to ten million horse power; so that at the spillway of the Great Lakes alone the inventor lays his hand upon all the raw material required for furnishing, under favorable conditions, whatever nitrates can possibly be needed, whether for the crops of the world or for various other important uses.

It seems strange that anybody should seriously champion this nitrogen scare. Long before any human being was able to live upon this earth it was covered for the greatest part with dense forests and the rankest possible vegetable growth, and peopled by innumerable living creatures that were all quite as dependent on a requisite supply of nitrogen and its compounds as we are to-day, and, without doubt, they got all they needed. As to the proposal to improve nature's deficiencies by utilizing the power of Niagara Falls to make free nitrogen, it should be remembered that nature, on a scale vastly more colossal than Niagara can ever approach, is constantly launching into the atmosphere lightning in the form of bolts, of sheets of flame and in every other variation, over land and over seas, by means of the cyclone, the tornado and the ordinary thunder storm, setting free in a single moment of time more nitrogen than Niagara could produce in a year.

But it has come to be the fashion to discover the glaring and inexcusable blunders that have been made in the construction and management of the universe, and hence the nitrogen scare.

Recent raises granted by nearly a score of railroads divide something like \$17,000,000 between 650,000 employees. This is a very substantial increase in pay and was granted without any demand enforced by a strike or threatened strike. It was the expression of a disposition on the part of the employers to share prosperity with those who contributed to it. Practically all the great systems have participated. Presumably the men are duly appreciative, for thereby they and their families will be able to live just so much better or to save just so much more. The trouble most of the railroads have just now is to find cars in which to move and locomotives to haul the freight and passengers offering patronage. Perhaps there will be an advance in rates, at least partially to offset and make good the cost of this increased pay. The action of the railroads is all the more noticeable, coming as it does so soon after the great coal strike, where the matter of work and wages was in controversy, not only to the great detriment and annoyance of employers and employees, but as well the public, in some respects the greatest sufferer.

A Rochester woman, in a suit for divorce, alleges that her husband taught her parrot to swear. She claims that he taught the parrot to say "D— you, get up," in lieu of getting an alarm clock. There are other allegations in the wife's complaint, but this is the one chiefly relied upon to procure a decree. The decision of the court will be awaited with interest in numerous households which number parrots among their inmates.

GROWTH OF THE SOCIALIST VOTE.

While the aggregate has not reached anything like alarming proportions, an analysis of the figures made at the last election in the several states shows a considerable growth of the Socialist vote. It is thought that altogether it will foot up between 325,000 and 350,000. This vote is not cast under the same name in all the states. Sometimes it is called Socialist Labor, sometimes Socialist and sometimes Social Democrat, the latter being the party founded by Eugene V. Debs, the Chicago agitator. In Massachusetts, supposed to be the seat and center of conservative learning and sound judgment, the Socialist vote this year showed an increase of 300 per cent. over that of last year. In Pennsylvania it amounted to 20,000; in Illinois to 25,000; in Indiana to about 10,000; Minnesota, 12,000; Washington, 8,000, with other states straggling along at from a few hundred to a few thousand.

It seems that there has been an increase everywhere, and although the percentage of increase is very large, the vote itself is not immense in the aggregate compared with that cast for other parties. The total and the increase are sufficient, however, to entitle the subject to some consideration and attention. A good deal of it is attributed this year to the coal strike, which had more or less effect all over the country. If after the settlement of the strike next year's elections should see the Socialists holding their own or gaining, a more serious phase would be put on the matter. Socialism can never hope to have a majority of the votes in this country, but it might easily become strong enough to be a dangerous factor. It is already divided into two or three factions, which probably could amalgamate as easily as the Populists, Free Silverites and Democrats did in 1896. So long as the Socialists stand distinctively by themselves they can not hope to cut any very important figure affirmatively in elections. They might in spots be strong enough so that they would be sought as allies and the union thus effected might elect its candidates. Thus far, however, the Socialist vote is only sufficient to constitute a note of warning.

A New York paper the other day, discussing problems in punishment, said that the one most difficult of solution by the police magistrates is that presented in this question, "How shall a wife beater be punished so that the burden shall not fall heavier on his innocent wife and children than on himself?" The penalty which the statutes allow is fine or imprisonment. The payment of the fine takes just so much support away from the family and turns the husband loose meanwhile to do more beating. Imprisonment deprives the family of the husband and father's wage earning capacity and support during the term of incarceration. He comes out pretty sober but often pretty mad and ready to wreak vengeance upon those he has abused before. This subject has been much discussed, but after all is said and done there remains a very strong argument in favor of the old-fashioned whipping post as the punishment which comes closest to fitting the crime of wife beating. To make it effective it must be made spectacular and humiliating. Many a man to whom a fine or ten days' imprisonment seems nothing at all would shrink from the whipping post penalty and would be very careful to avoid it. The man who strikes his wife is not entitled to any sympathy or respect.

Mr. Grocer



You will find the quickest sales and largest profits in

Tryabita Food

The only ready-to-eat wheat flake cereal food that is impregnated with PEPSIN and CELERY. We are also the only cereal food company that employs only union labor. Union men know this. Have you seen our catchy advertisements in the daily papers all over the country advertising Tryabita Food and Tryabita Hulled Corn?

TRYABITA FOOD CO., Ltd., Battle Creek, Mich.

JAMO

Coffee, the world's best, is blended and dry roasted by experts. Contains the finest aroma and richest flavor of any coffee in this market. Sold in pound packages.

Telfer Coffee Co.

Detroit, Mich.

MALT

Scientifically Malted
Predigested
Invigorates Body and
Brain

It is the most delightful, delicious, nutritious and economical food made. It is rapidly growing in popular favor.



==OLA

Purifies the Blood
Strengthens the Nerves
Good for
Old and Young

All up-to-date grocers handle it.
If YOU DON'T then write for free package. A postal will do.

LANSING PURE FOOD CO., LTD., Lansing, Mich.

The Good Food

Cera Nut Flakes

Is not recommended to CURE consumption, rheumatism, toothache, etc., but the people who use it soon recover from all their ailments. Made from nuts and wheat—Nature's true food.

National Pure Food Co., Ltd.
Grand Rapids, Mich.

For That Boy of Yours!



rough usage. The gear is painted yellow, body blue in the Police Patrol and red in the Fire Patrol; both ornamented and stenciled. It is superior to all other large Patrol Wagons on the market, in that it has extra heavy axles, with heavy wire wheels, which are well known to be stronger and more lasting than wood wheels. Weight, 90 pounds.

Spices guaranteed pure.

Given free with 72 pounds Ground Spices in assorted grades for **\$18**

Spices and Patrol Wagon F. O. B. Toledo.

WOOLSON SPICE CO., Toledo, Ohio

There's Nothing Too Good For Him

Of all the joys, of all the toys,
The Patrol is the best for the boys.
Don't be tight—the price is right,
And more abundant love for papa in sight.

No. 2 Police or Fire Patrol Wagon

Body 21x40 inches; with a front seat and two seats running lengthwise of wagon, with brass rails; seats are upholstered in red plush. Has a foot pressure gong. Has a footboard in front and step on rear, both of which are ironed and strongly braced. The gears are very strong and well braced. 11-16 inch axles are used, having a 5/8x3 spindle. Tinned wire wheels, 14 and 20 inches, with extra heavy hubs, spokes and rims. The construction throughout is extra strong, making it capable of carrying extra heavy loads and enduring

Clothing

News and Gossip Regarding New Styles and Fads.

Up to the present writing we have seen few of the 50 or 51-inch overcoats on the street, for the weather has not been cold enough to call them forth as a rule. Some of the younger men, however, have seen fit to assume the garment in its various phases and have flaunted it abroad, creating some amusement and no little comment in the face of the continued mild weather which characterized the fall long after November first. There will undoubtedly be many of these coats worn, the styles verging on that of the old ulster in many respects. There is, however, a vast difference in many ways. The present coats, while including the real warmth and comfort of the ulster, have real "snap and go," that lift them far above the rank of the old ulster. I look for a good run of these coats if the winter provides cold weather, but even if it is mild there will be a good proportion of the people wear them, as a swell, up-town tailor told me he already had many orders for them. Perhaps it is because they are particularly well adapted to driving.

The great diversity in the styles of neck and chest protectors that have made their appearance in the market makes one wonder "what becomes of all the protectors." One seldom wears a muffler out, yet there are thousands of them sold every year in every city in the country. Probably over half of those sold are for gifts and, if the truth were known, most men have two or three extra ones tucked away among their belongings together with numerous glove and handkerchief cases and other little articles contributed by feminine admirers. The protectors with embroidered initials will undoubtedly be in great demand for Christmas gifts, but I wonder how many of them we will actually see worn this winter.

The swellest protectors that I have seen are made of soft white or cream cashmere or silk, about five feet long and 18 to 20 inches wide. This folded makes an ideal full dress protector, covering neck, collar and shirt front. It should not be tied in front, but merely folded across the chest.

Cravats are growing wider. We escaped the string-tie period this time although we came perilously near it and for a long time I thought we would land there. Fortunately the tide turned before we were obliged to make ourselves look ridiculous. I can well remember when we wore ties about half an inch wide, many of them Roman stripes, and how funny they looked. I do not refer to the time five or six years ago when this happened but about twenty or twenty-five years ago. I discovered one of these diminutive cravats a few days ago and I assure you I was very glad we had not come to them again. I admit that they looked somewhat better in those days, for collars were lower, but even so they did not look any too well.

The cravat of to-day, whatever its style, is a pleasing medium and the man of good taste does not want pronounced patterns or color combinations. One color on a black or soft colored ground will suffice and one of the brightest combinations allowed is a very small red figure or group on a black ground.

Speaking of cravats, it has been the writer's more or less good fortune to view some of the earliest designs of

neckwear prepared for next spring. These designs may and probably will be modified to a considerable extent before they are finally placed before the buyers. I sincerely hope some of them will be. We have had a relief from freakish styles for some time, but now it appears to me that a reaction is due and we are going to get it with a vengeance. Usually it is the cheaper grades that suffer from this, but it now looks to me as though the finer makes were about to be afflicted in the same way.

I was asked recently by one of the smart haberdashers, if I thought the men of the upper set would wear stocks another summer. Well, I most certainly do. The stock has come to stay for riding, golfing and other open-air recreations. It has assumed a position that places it beyond harm from cheap imitations and will endure beyond many other articles of apparel.

A serious question to the man who gives thought to each detail of his apparel and who has time to spend on it, is that of hosiery. Even the swell shops advocate such, to say the least, peculiar styles. Fancies are everywhere; some good, many bad, and it is here that many men's tastes fall so hard. Even where they are all right on neckwear they lose themselves on hosiery. It looks as though they felt that they must make up in this way for the general sombreness of their attire. Their cravats being always in evidence, they are a little shy of making them too bright or too pronounced, but with their hosiery it is different; while walking or standing, it is not seen, but when sitting it can be carefully displayed more or less as the occasion may seem to warrant. As a consequence we see most bizarre effects on otherwise well-dressed men: big checks, bright changeable effects in reds, greens and blues. Last winter a fad started that was originally confined to a select few, that of having the initial embroidered on the ankle. This winter many of the shops are displaying assortments of all letters in a variety of colors and styles, ready to wear. This has killed the fad among the better class and it went the way of the knit cravat and hand-painted or embroidered scarf, but in a much quicker time.

It is wonderful the progress our manufacturers are making in the speed with which things of this kind are dupli-

cated. A few years ago if something new was adopted by the smart set, they felt safe for at least a year from the encroachments of the manufacturer, but to-day anything that appears worthy of duplication is reproduced within a few weeks frequently, so a fad is apt to run but a short time.

It was not long ago that a person traveling through England could bring back with him many clothes of the very latest cut and feel confident that even the custom tailors would not copy them before the following season. To-day a

man will bring over something new and nine times out of ten, he can find practically the same things in any of the up-to-date shops.

This is due to the fact that the swell tailors and manufacturing clothiers, alike, either have their own representatives abroad, or correspondents, who inform them of everything new that makes its appearance. In the matter of women's garments this is much more advanced than with men's and it frequently happens that the agent for a woman's wear concern, either gowns,

Special Sale

Of the entire stock of the old reliable wholesale clothiers,

Kolb & Son, of Rochester

(now retiring from business)

The stock has been purchased in bulk by The William Connor Co. and will be disposed of at a great sacrifice to the retail trade.

The William Connor Co.

Wholesale Clothiers

28-30 South Ionia Street, Grand Rapids, Mich.

**A
Fool
and his
Money
are
soon
Parted**

The wise wear
**VINEBERG'S PATENT
POCKET PANTS,**
the only pants in the world fitted
with a safety pocket; nothing can
drop out and are proof against
pickpockets. Manufactured by

**Vineberg's Patent
Pocket Pants Co.**

Detroit, Mich.

PAN-AMERICAN GUARANTEED CLOTHING

Is something more than a label and a name—it's a brand of popular priced clothing with capital, advertising, brains, push, reputation and success behind it—a brand with unlimited possibilities and profits in front of it. The profits can be yours.

Our \$5.50, \$7.00 and \$8.50 lines have been "class leaders" for years. Progressive methods and success have enabled us to add QUALITY to our whole line.

\$3.75 to \$15.00—Men's Suits and Overcoats—a range which includes everything in popular priced clothing.

Boys' and Children's Clothing, too—just as good values as the men's.

Looks well—wears well—pleases the customer—pays the dealer—and you want it.

"A new suit for every unsatisfactory one."



Detroit Office
Room 19,
Kanter
Building.
M. J. Rogan
in charge.

WILE BROS. & WEILL BUFFALO, N.Y.

FIELD ASSN. OF AM. RETAILERS

millinery or otherwise, will see some innovation introduced by one of the nobility or some one who can set the fashions, and will cable the information to his principals, so that within a few days it will be reproduced in this country, frequently to the amazement of the Englishman who attended the ceremony and then took passage for the States and saw it exhibited here on his arrival. The world moves rapidly and we may soon see this same enterprise with men's clothes. It exists, in fact, to some extent already. Before the present King ascended the English throne, innovations in his apparel were frequently cabled over.

Scarf pins seem to be a stumbling block for many men, but this should be a simple matter. A scarf pin should never be worn except where it has some specific duty to perform in the way of holding the cravat; even with the four-hand it is entirely out of place.

The man of perfectly normal build, and even more particularly those of special girth, will look askance at the statement which has arrived from London in regard to the latest effects demanded by men of fashion there, or perhaps, more properly speaking, by their tailors. The reports are very likely exaggerated, but, nevertheless, a number of our American journals are publishing the account and illustrating it. It is to the effect that waists are now indispensable if one would be regarded as well dressed.

For over half a century waists have been an almost unknown quantity among men. Their studied cultivation has been limited to the sex which it suits better. But now, it is stated, the London tailors have issued the fiat that the masculine waist must be compressed and the hips must be padded. This situation is beset with many obvious difficulties. Men have ignored their hips; they have been allowed to develop within limits of their own will. Now, when suddenly the order is issued that a slim waist line is absolutely indispensable for the proper wearing of winter apparel, what will the result be? Let a man spend however much he will, he can never hope to be considered fashionable unless he tapers in triangular form from the shoulders to the waist. It is said that the London tailors have had a trying time of it this fall since they advocated the new order and many men of athletic disposition, despite their invisible waists, have tried to discover the identity of the man who originated the idea; others of a more practical turn of mind have visited the corsetmakers.

This fashion is really a return to the days of the dandies when men paid a great deal of attention to their waists, and wore padded hips in the first year or two of Queen Victoria's reign.

A rather startling novelty was shown to me recently by a friend, which, while it will hardly come under the head of fads or fashions for the "upper ten," or even for the "400," may for the next "40,000." A description of it in the papers is as follows:

As the dress suit is seldom worn in rooms of low temperature and very frequently where the temperature is above a comfortable degree, it is not unlikely that a device which would enable the wearer to support his trousers without the aid of braces would prove very acceptable, as these supports add somewhat to the weight and consequent warmth of the clothing. Then, too, the suspenders may cause the shirt bosom to bulge beyond the opening in the waistcoat. It is to aid in keeping the bosom in place and to support the trousers

without the aid of braces that this article of wearing apparel has been designed by an Englishwoman. The new garment consists of an ordinary shirt bosom, with a broad band of cloth attached to each edge, ending in overlapping tabs at the rear, with projecting flaps on either side of the bosom, from which the trouser supports are suspended. As the cloth bands replace the shoulder portions of the ordinary shirt, this appliance does the work of the suspenders without any additional fabric over the shoulders, and the weight of the trousers on either side of the bosom and at the back will serve to keep the shirt in shape close to the body of the wearer.

If so desired the tabs at the rear may be extended to fasten directly on the trousers without the use of the pulley attachment.

Meanness of Brown.

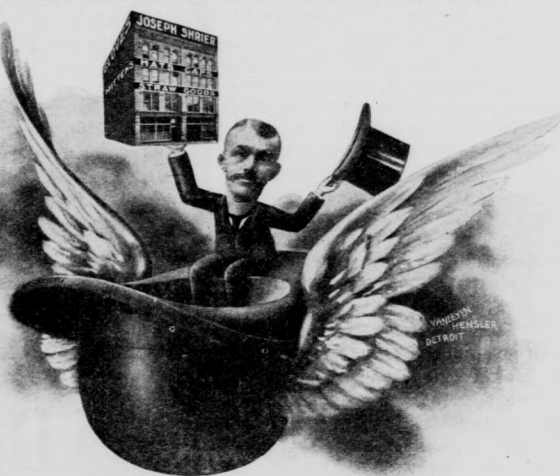
Green—Brown told an acquaintance of mine that he could have beat my time and married you himself if he had wanted to.

Mrs. Green—The idea! I wonder why he didn't do it, then?

Green—Oh, I can readily understand why he didn't. He had a grudge against me.

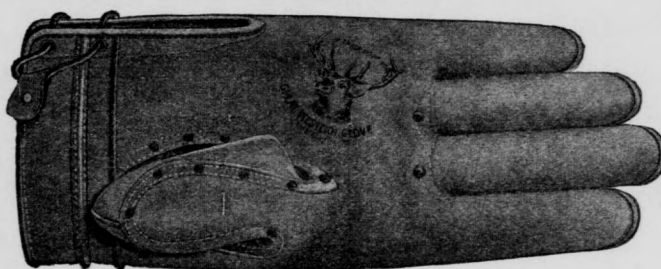
They who love melancholy live in misery.

"Lest Ye Forget" JOSEPH SHRIER CLEVELAND, OHIO Hats, Caps, Straw Goods, Gloves, Mittens—Season 1902-3



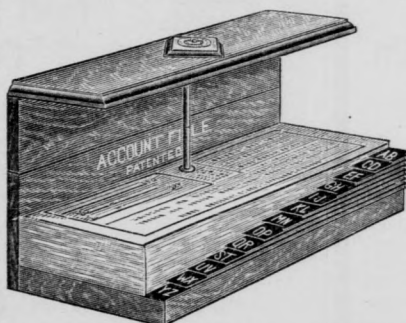
The best valued line that goes through Michigan. The hats you want for \$3, \$2.50, \$1.50 and \$1. The most tasty line of caps shown. The cleanest up-to-date straw goods.
FRED H. CLARKE, MICHIGAN REPRESENTATIVE, DETROIT, MICH.
Will call early, if not write us and will send him to you.

Ellsworth & Thayer Mfg. Co. MILWAUKEE, WIS., U. S. A. Sole Manufacturers of the



Great Western Patent Double Thumbed Gloves and Mittens UNION MADE

We have everything in gloves. Catalogue on application. We want an agency in each town.
B. B. DOWNARD, General Salesman.



Account Files

For petty charges of the busy grocer. Different styles. Several sizes.

THE SIMPLE ACCOUNT FILE CO., Fremont, Ohio
500 WHITTLESEY STREET



Lot 125 Apron Overall
\$7.50 per doz.

Lot 275 Overall Coat
\$7.75 per doz.

Made from 240 woven stripe, double cable, indigo blue cotton cheviot, stitched in white with ring buttons.

Lot 124 Apron Overall
\$5.00 per doz.

Lot 274 Overall Coat
\$5.50 per doz.

Made from 250 Otis woven stripe, indigo blue suitings, stitched in white.

We use no extract goods as they are tender and will not wear.

THE
DEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

Hardware

The Sale of Paints by Retail Hardware Merchants.

The following letters from hardware jobbers are significant as indicating the extent to which retail hardware merchants are selling paints:

From an Illinois jobbing house: It is the writer's opinion that paint is being more generally handled by the hardware trade and it is becoming quite a branch of the business. Many of the hardware dealers are handling it to quite an extent, but the paint generally handled by the hardware jobber is put up under his own special brand. As regards the makes of paints that are generally handled throughout the country, will say that most of the old and established lines of paint put up under the manufacturers' own brands are generally handled by regular paint dealers in connection with wall paper, drugs, etc. It is the writer's opinion that paint can be handled by retail dealers to splendid advantage, as the hardware dealer has the first chance with the customer to sell it. A man building a house or barn has to have his hardware long before he thinks about paint and it gives the hardwareman a chance to get at him first, and a customer naturally prefers to buy everything he needs at one place if possible.

From a Western house: We have been contemplating adding a line of paints to our stock, as we find that nearly all retail hardware stores throughout the State are adding this line, and the only people in this section of the country who handle paints are the lumber dealers.

From a jobbing house in North Carolina: I hardly know of a hardware store that does not carry a line of paints in this country. So far as this section is concerned you will find no hardware store that does not carry them.

From jobbers in Illinois: Within the past two years an epidemic of paint business has swept over the hardware trade. To just what extent it has been taken up by the retail dealers we are not able to say exactly, but we believe 80 to 90 per cent. of the retail trade in our section of the country are now handling paints. Whether or not it has turned out to be a profitable investment is still an open question, but it would seem that the line should be one that could be handled advantageously by the hardware trade.

From West Virginia jobbers: Our experience is that the aggressive retail hardware dealers are carrying and pushing paints, which work in admirably with window glass, etc., and we see no reason why this department should not be generally profitable.

From a New England house: Through the East the paint business is done largely by the hardwaremen, and the tendency has been, as far as we have observed, for the hardware people to add it to their line if they have not already carried it. At least this has been our experience in jobbing paint for the last year or two. We would say that over 50 per cent. of our hardware concerns carry paint in some form.

From a wholesale house in Michigan: Our observations show that paints and oils are now pretty generally handled by all the retail hardware dealers. In fact, this part of the business has become so general that we have just decided to place paints in our stock as regular hardware and will hereafter carry a full supply of paints for the accommodation of our retail customers. This

condition has developed largely within the last few years. Prior to that time paints were carried by the drug houses and lumber yards almost exclusively, but now the hardware dealers have pretty generally added them as part of regular stock. We believe that paints properly belong to the hardware trade and we know that all the retail dealers who now handle paints have made arrangements to handle them profitably to themselves. We believe that in the next few years the hardware dealers will be practically the large distributors of paints and oils.

From an Iowa jobbing concern: We took up paint about two years ago and have found it a very satisfactory line to handle. We felt compelled to take up the line owing to the fact that such a large portion of the retail hardware trade were already handling it. During the past two years the number handling this line has increased very largely, and we presume that now 50 per cent. of the hardware dealers in Iowa handle this line.

An Alabama house: As a rule, the retail hardware trade of this section do not carry a stock of paint. It is the exception when they do. We handle and job paint, and there is one other jobber of hardware that carries a stock in the city. We think that the hardwareman who is furnishing all other kinds of material that go into the construction and furnishing of houses is the natural channel for the supply of these goods, and that the hardwareman is taking a step in the right direction in adding this line to his other stock.

From a New England house: It depends very largely upon the localities in which the hardware trade is located in regard to the handling of paints. In

We have the Largest
Stock in Western Mich-
igan of

**Sleigh Runners
Convex and Flat
Sleigh Shoe Steel
Bar and Band
Iron**

Send us your orders.

Sherwood Hall Co., Ltd.
Grand Rapids, Michigan

**C. C. Wormer
Machinery Co.**

Contracting Engineers and
Machinery Dealers

Complete power plants designed and erected. Estimates cheerfully furnished. Let us figure with you. Bargains in second-hand engines, boilers, pumps, air compressors and heavy machinery. Complete stock new and second-hand iron and brass and wood working machinery.

Large Stock of New Machinery
DETROIT, MICHIGAN
Foot of Cass St.

Fire Arms

We have the largest stock of Shot Guns, Rifles and Ammunition in this State. This time of year is the retailer's harvest on sportsmen's goods. Send us your order or drop us a postal and we will have a traveler call and show you.

Foster, Stevens & Co.
Grand Rapids, Mich.



Do Not Wait

for cold weather,
but commence now to

Save \$\$\$\$\$\$

by attaching



Burton's Fuel Economizer

to your stovepipe.

If you are a dealer you should sell it.
If you are a fuel consumer you must have it.

Price: Wood's Smooth Iron, crated, \$3.75.

Our "Money Refund" Guarantee Convinces Everybody

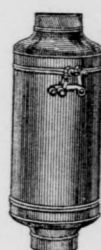
If you wish to save fuel at once, order now.

If you wish further information write for catalogue J and testimonials.



**The
Fuel Economizer
Company**

160 West Larned St., Detroit, Mich.



Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers
Sole Manufacturers **CRYSTAL-ROCK FINISH** for Interior and Exterior Use.

Corner 15th and Lucas Streets, Toledo, Ohio.

CLARK-RUTKA-WEAVER CO., Wholesale Agents for Western Michigan

localities where there are large wholesale and retail paint and oil dealers I do not think it would be wise for the hardware trade to carry it, but in localities where there are no such large paint houses this commodity can be carried very advantageously by hardware dealers. We have been in the paint and oil business for a good many years, and while there are some drawbacks to it, in the way of bad accounts, on the whole we consider it quite a good line for us to handle.

From a Maryland house: Our attention had been called some two or three years ago by the paint manufacturers to the facts as alleged by them that the paint business throughout the United States was rapidly changing from the drug trade, where it had been generally handled, to the hardware trade, and that the latter dealers were in their opinion those best calculated to be its distributors. We felt a great hesitancy about undertaking a line with which we had so little acquaintance, but finally accepted the agency of one of the largest concerns in the United States, and must say that we have found the statement true as made by the manufacturers, that it was a line suited to the retail hardware dealers, and our experience has been very satisfactory in acting as the distributors for the factory we represent.

From a New York house: We handle paints in a small way. We believe there are quite a few retailers in the hardware trade who are selling this article.

Whether a man may be successful in it depends largely upon his ability to dispose of it at a profit. The one drawback for launching out in this line is the great competition in it at the present time. It is sold by drug houses in

nearly all places of importance and also by many other dealers who are not legitimately in the hardware trade. There are many inferior lines on the market, which makes competition the greater. We think the dealer would have to use a great deal of judgment about it.

From a jobbing house in New York State: Were actually forced into handling paint in our retail department, there being such a demand for it. We have been agreeably surprised at our sales and find that it fits in very nicely with our builders' hardware, and we have advised our friends that we consider it a valuable addition to our stock.

From a Southern house: Our information is that paints are handled pretty extensively by the retail hardware trade, and, in fact, the trade in general in this section, and the business bids fair to drift into the hands of the hardware trade exclusively. We do not handle paints, but will perhaps do so later on.—Iron Age.

Surprised His Wife.

A story is told of a Kalamazoo county farmer who wore his old suit until everyone was tired of it, and his estimable wife was almost ashamed of the bustling man who had been inside it so long. One day he went to town to sell his produce and while there he determined to buy a new suit and, happy thought, surprise Eliza. So he bundled a neat suit into the wagon and drove homeward.

It was after night as he hurried homeward, and at a bridge over a river he stood upon the wagon and "peeled" and threw the despised old suit in the water. Then he reached for his new clothes. They were gone—had jolted out of the wagon. The night was cold and his teeth chattered as he hurried home. He surprised Eliza even more than he anticipated.

Marks of Distinction.

A Kalamazoo subscriber tells of the "break" of a little tot of a certain family who was one of a party of little girls at a recent gathering of juveniles in the vicinity of her home. She had been valiantly boasting of the manifold advantages of belonging to her family and had managed to hold her own against the vain glorious and ingenious discourses of her companions. They had gone from clothes to personal appearances, then to interior furnishings, then to the number of tons of coal consumed in the home of each during the last winter and finally brought up at parental dignity. The minister's little girl boasted:

"Every package that comes for my papa is marked 'D. D.'"

"An' every package that comes for my papa is marked 'M. D.?' retorted the daughter of a physician of the neighborhood.

Then came a fine snort of contempt from the heroine of this anecdote. "Huh!" she exclaimed, "every package that comes to our house is marked 'C. O. D.'! There, now!"

Another New Health Food.

Elbert Hubbard is responsible for the following lucid advertisement of a suppositious health food made at Battle Creek:

Helta-Skelta. The new substitute for Srenuosity. Puts you to sleep while you work. Helta-Skelta is a prepossessing product, made from posthole pollyglot piecrust, and is warranted free from teddine, swaboda, korona, kabo and karezza. Served face to face with cream or without, it is spit out as soon as chewed, and can not be swallowed. Locate the lavatory and try a free sample. The Helta-Skelta Co., Battle Creek, Mich.

It is comparatively easy to give up rich living; it is a different proposition to acquire it.

Light Machinery

MADE TO ORDER

Models for Patents, Dies and Tools of every description.

Write for estimates on anything you want.

John Knappe Machine Co.

87 Campau St., Grand Rapids, Mich.

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.



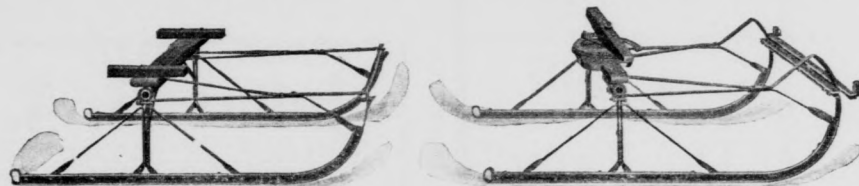
POSTAL SCALE \$1.00

Tells at a glance postage in cents on all mail matter. Capacity, 1 lb. by half ounces. 3 in. high. Cuts down the stamp bill. Useful and attractive present. We make several styles from \$1 in nickel, as shown, up to \$6 in sterling. If dealer doesn't sell it, we prepay on receipt of price. Catalogue P. free. *Pelouze Scale & Mfg. Co., Chicago

E. Bement's Sons

Lansing Michigan.

Peerless Steel Sled



Patented March 5, 1895. Other Patents Pending.

Do not buy a pair of bobs to go under your express wagon body, platform or depot wagon, surrey, piano body or for any other purpose until you have seen the Peerless Steel Sled. Please bear in mind they are not a coarse, cheap, cast-iron affair, neither is it a hub runner attachment, but a pair of bobs, fitted with the Peerless Steel Shifting Bar, to which can be attached buggy shafts and easily adjusted to side or center draft. The Peerless Steel Sleds are light, strong and durable; the workmanship is first-class, and the material is the best to be found, the several parts being placed edgewise so as to resist the greatest strain. The runners are of two pieces placed edgewise with space between through which pass the bolts that secure the shoe in place. They are therefore easily reshod. They are low priced only on account of their peculiar construction. It is practically impossible to break them. Remember they are not put together with cast iron pipe fittings which are sure to break, but every part is such as to obtain the greatest amount of strength for the material used. These Sleds are designed to go under a box taken from a wheeled vehicle, by attaching by means of a bolster on the rear bob, and by attaching the circle on the front bob to the front bolster from the wagon. Shipped without shafts or tongue and without reach or couplings.

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—There is considerable difference in the tone of heavy brown cottons for immediate and nearby delivery and those for future delivery are the firmer. It is said sellers have made some slight concessions. On the latter they are very stiff although it has not shown its effect in open price change. Bleached muslins have shown no marked improvement in the demand and business continues quiet at previous prices. Bleached cambrics in medium and fine grades are well sold up with few stocks on hand and prices firm. There is but a limited supply of cotton flannel and blankets, and prices consequently are stiff with few to be found. In coarse colored cottons the market is in an excellent shape. Buyers find it difficult to secure supplies of denims and plaids as well as some other lines for quick shipment.

Prints—Printed calicoes are being purchased almost entirely for the spring delivery although there is some business transacted for the present season. There has been a fair request for light fancy prints in both full standard and larger quantities. Shirting prints have also been in good request with a fair business reported in indigo blues, mournings, reds, etc., for next season's delivery. There are no price changes to note in any quarter, and the general tone of the market is steady.

Underwear—The underwear market is undergoing an experience which is peculiar. There are a good many lines now on the market, and particularly of the cheaper character, but there does not seem to be anything in the way of general opening and where goods are being sold the agents are very reticent about prices. As a matter of fact, manufacturers do not know just "where they are at" and each one wishes that the other would commit himself first. Samples are all ready, but they are evidently being held back. Much of the uncertainty is due to the situation in the yarn market. Comparatively few of the knitting mills are situated dissatisfactorily as far as the yarns go and this makes their condition so uncertain that they do not dare to quote prices too low, yet they are afraid to go too high. The general opinion in the market is that every one would be better off if the opening were postponed for two or three weeks or at least until after the first of December. Certainly buyers would be more anxious for the goods if the conditions underlying the market and influencing it could be more clearly defined; prices would then be regulated accordingly, and every day's delay now will help conditions. Spring duplicates are being ordered, but it will be two or three weeks before this business is well under way.

Hosiery—While the general conditions in the hosiery market are quiet, there is considerable agitation in certain sections. Fleeced hosiery is scarce and buyers are making every effort to secure the goods and much the same condition exists for bundled goods.

There are some duplicate orders received for cotton hosiery, but this part of the business is not expected to develop until the jobber has secured more orders for himself. How soon this will materialize is uncertain, but it may be seen for several lines.

Carpets—The new carpet season has begun in good earnest, under the most

favorable conditions. Much satisfaction in all branches of the trade was unquestionably felt when the new prices were given out last week. The advance on the better grades of $\frac{3}{4}$ goods was even better than anticipated, while the amount of initial business taken far exceeded the hopes of the trade. The readiness with which the buyers from the Middle and Far West, as well as those from the South and East, were willing to place heavy orders at the new prices was indeed gratifying to the manufacturers and indirectly to the carpet yarn spinners. The doubts of a slow and unprofitable carpet season can now be thrown to the winds. Western jobbers and wholesalers are so greedy for stock to replenish their depleted supplies that great stress has been and is laid on the fact that early deliveries were indeed very essential. It is probable that a larger representation of the jobbers throughout the country never attended the opening in New York before. The individual reports concerning the future demand were all of a very encouraging nature, which were backed up by heavy buying in anticipation of the same. Prosperity seems to show itself in every section, and there is no reason why just as much carpeting should not be cut up this season as last. The greatest advances, as was expected, were on the three quarter goods. With the exception of certain lines of tapestries and tapestry-Brussels, which showed an increase in price of two and one-half cents, the advances ranged from 5 to 7½c. Ingrains in every case showed 2½c increase at the least, and on small orders prices were given out showing an increase of 5c. Ingrain weavers have received orders that fully warrant a very successful season.

Rugs—Rugs of all kinds have advanced proportionately. The large carpet-sized Wilton and Brussels rugs show better prices by from \$1 to \$2. Small Smyrnas and moquettes show a small but fair advance. Orders that are in have been very heavy, and makers will be kept very busy for months to come.



**Suspenders
That
Move**

"The Kady"

Moves in more ways than one. When worn it adjusts itself to every movement of the body. When marketed it sells faster than any other suspender you ever handled.

Try "The Kady"—to wear or to sell—you'll like it either way. Leading jobbers handle "The Kady."

The Ohio Suspender Co.
Mansfield, Ohio



P. STEKETEE & SONS

Wholesale Dry Goods

Way's Mufflers

Harvard Mufflers

Silk Mufflers

Cotton Mufflers

Silk Handkerchiefs

Linen Handkerchiefs

Cotton Handkerchiefs

Silk Initial Handkerchiefs

Cotton Init'l Handk'chiefs

Also a large assortment of Gents' neckties in all the latest designs.

Grand Rapids, Mich.



It Annoys a Man

To get a poor fitting shirt. We always aim to secure the good fitting kind. 'Tis true it costs a little more, but there is a great deal of satisfaction in knowing our customers will be suited. Our line for the Spring and Summer of 1903 is an extra good one. We are showing soft goods with or without collars to retail at fifty cents equal in appearance to lots of the dollar stuff. We can treat you right on work shirts as well. Our salesman will show you the line if you say so.

Grand Rapids Dry Goods Co.,

Grand Rapids, Mich.

Exclusively Wholesale

Julius H. J. Friedrich

30 and 32 Canal st.,

Grand Rapids, Mich.

Pianos, Organs,

Sheet Music,

Talking Machines,

and all kinds of

Small Musical Instruments

Right Goods, Right Prices and Right Treatment is our motto



EDUCATING THE TRADE.

Increasing Their Purchases of Delicacies by Diplomacy.

I have heard a good many people say, as an argument in one line or another, that "you can not increase the consumption of the necessities of life." I believe I have said it myself sometimes.

We are all wrong—you can increase the consumption of the necessities of life, and a grocer I know has done it.

He is a Maryland grocer and is counted well fixed. I know myself that he owns two farms right outside of his town and several houses in the town. He has three sons and every one has had a college education.

One night last week I had to stay over night in his place and, as I know him pretty well, I dropped around at his store just after supper to smoke a cigar with him and digest the terrapin layout I had gotten at the local Waldorf-Astoria.

He had dined well, I gathered, and was feeling contented and complacent.

"You have been a pretty successful man in the grocery business, have you not?" I asked.

"Well, I suppose I have," he admitted. "I have made a living every year I have been in it and some years I have made quite a little more than a living. And I have done it by mixing what little brains I have with my business, too," he added, emphatically. "It has not been any chance business with me—I have planned every step of the way, and don't you forget it," he concluded.

I flatter myself that I know when to keep my trap shut, so I smoked on invitingly and said nothing.

"For instance," continued the grocer, "for twenty years I have worked one scheme that has paid me big money. It is a scheme to make my customers increase their purchases of groceries and it has worked beautifully."

"How can you increase the consumption of the necessities of life?" I asked, doubtfully.

"Well, I have done it all right," he answered. "The scheme was this: Once a month I would look over my list of customers. I would always find some like the Joneses down here, for instance. What I did with the Joneses will show up the scheme. They were once poor people, but they got to making money and moved into a better house. There are five in the family, all grown people, and when they did not have much money they spent about \$5 a week with me, and that was all they could afford.

"Well," he went on, "when they got so they could afford more, their old habit of paring down stuck to them and they still bought very little more than the \$5 every week. I made up my mind that I ought to get more out of them than that, so I set to work.

"These people had not ever had any experience with the dainties of the grocery business at all," he said. "They had never been used to buying anything but plain, solid stuff. To make a long story short, I taught them that orange marmalade made a splendid appetizer for breakfast, for instance, and they have been buying it steadily at 20 cents a jar ever since.

"I got them into the habit of eating soup as the first course for dinner," he continued, "and they buy a lot of that now. Another thing they eat now, but did not before, is olives. I got them into that; they never touched them before. And I got them to use a whole lot of things like that that they could well

afford to, but never would have used, if they had not been educated to it."

"How much is their weekly bill now?" I asked.

"Miss Gregory," he called through a cubby hole in his office, "what was the amount of Mrs. Jones' statement last week?"

"Eight, sixty-three," she answered, after a minute.

"And it never gets below \$8," said the grocer.

"But how did you do it?" I asked. "How could you carry out an education like this without being obtrusive and offensive?"

"Simply diplomacy," he said. "In the case of the marmalade I merely showed Mrs. Jones a jar one day and asked her if she had ever tried it for breakfast. I knew she had not, and then I told her how it was used in England and how its use was increasing in this country. She hesitated a minute—it was a new scheme, you see—and then bought a jar.

"I got her into buying olives one time when she had a lot of company. She either did not know or had forgotten that olives were usually on the table and I knew it. I got around it by saying, after I had put up all the order she had intended to give:

"Now, Mrs. Jones, we have forgotten the olives. You can not get along without them, of course."

"She looked at me doubtfully, but bought a bottle, and has been buying them ever since."

I smoked a minute meditatively. It seemed to me that a man with brains like that ought to have been a merchant prince in a large city.

"I do not suppose you have ever reversed the process," I observed, facetiously, "and cut down the purchases of any of your customers, have you?"

"That is what I have, all right," he replied. "There was one family I used to have who lost a good bit of their money. She used to live high, and everything I would show her she would buy. She would have kept on doing it even after she lost her means of paying for it and would have stood me off, but I simply did not show her a thing, and all my clerks had orders not to, either. When she came in here, I would wait on her just as politely as I could, but I would not suggest that she buy a single thing outside of what she had to have."

"What was the result?" I asked.

"The result was that her bills dropped from about \$11 a week to an average of about \$7," he replied. "She managed to pay the \$7, but could not have paid the \$11 at all, so you see what I gained."

Is not that brains for you?—Stroller in Grocery World.

IT'S A POSITIVE FACT

We Can Increase Your Sales

TWO CENTS (a postage stamp) is your only expense till we prove it.

This Rocker

is full size, 10 inch back board, golden oak finish, nicely varnished. It's a trade puller when offered free with \$25 to \$35 cash trade or \$5 trade and \$1.15 cash.

Coupons and window display cards furnished free.

We ship on 30 days' approval

Rockers, \$8.50 per doz. and up.
Tables \$6 per doz. and up.
Framed pictures, etc.
Catalogue free.



No. 304½—\$12.50 per dozen

The Stebbins-Moore Co.

Premium Specialists,

Lakeview, Mich.

We not only carry a full and complete line of the celebrated

Lycoming Rubbers

but we also carry an assortment of the old reliable

Woonsocket Boots

Write for prices and catalogues.

Our assortment of combinations and Lumberman's Socks is complete. "Our Special" black top Felt Boots with duck rubber overs, per dozen, \$19. Send for a sample case of these before they are gone.

Waldron, Alderton & Melze,
Saginaw, 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

Every Cake



of FLEISCHMANN & CO.'S YELLOW LABEL COMPRESSED YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

Shoes and Rubbers

The Value of Special Sales.

The true principle of a well-organized special sale, as it is conducted by the large dry goods and shoe stores of the country, is well worth a careful study by the small shoe dealer, who is continually in "hot water" owing to the large stock he is obliged to carry for the possible volume of business that he can do.

One of the great principles of the present-day retailing is to obtain the largest possible turnover on the capital invested. The up-to-date merchant argues: "If I can sell \$5,000 worth of goods each year in a certain department on an average invested capital of, say, \$1,200, and can clear a gross profit of 25 per cent. on the average sale, I am much better off than doing a \$3,000 business on the same investment and gaining 35 per cent. gross." One does not have to be a great mathematician to figure the greater profit on capital invested that comes from the first method of operation, but this theory seems slow to germinate in the minds of many merchants who feel that they must have their regular standard profit on every article they sell.

The public is commencing to distinguish more quickly that some stores sell on a lower-price basis than others. The strenuous competition of the day seems to bid people to watch their purchases more closely—advertisements loudly proclaim bargains, and other trade-attracting methods are continually forced before the eye of the possible purchaser, and the reputation of selling good goods cheaply is a tremendous asset to a modern retailer.

Let us assume that a retail shoe dealer carries an average stock of, say, \$5,000, and he has been doing a business from \$13,000 to \$15,000 a year on this investment. Would it not pay to inaugurate a campaign by which 5 per cent. of the average gross profit he now obtains be sacrificed to add another \$5,000 or \$8,000 worth of business to the store? We think it would.

A great many retailers bemoan the fact that they are in a retail business, making it necessary to wait for the customer to come in, and that a retail business does not have any of the advantages of a wholesale or manufacturing business which can send its drummers broadcast, and use any one of a score of different methods for aggressively pushing sales. This is not strictly true. There is no reason why a retailer must sit idly by and wait until the customer comes in. We have given scores of good methods to attract trade into a store, and suggested many ways and means by which more people may be induced to visit it. It is true that all of them involve more or less expense, but no method that a dealer may use to push his business, be it retailing, wholesaling or manufacturing, can be tried without some investment, and the retailer who has made up his mind to save the money that his more vigorous competitor may be using in extending trade, is bound to succumb in the end. Rent, light and other incidental expenses are fixed charges which fluctuate but little in dull or busy periods. Why, then, not try to reduce the percentage of selling expenses and the cost of doing business by simply trying to do a larger business at the same expense?

If it costs the dealer who is doing a \$15,000 business on a \$5,000 investment 20 per cent. of his gross sales to keep

his store open, would it not be a splendid plan to use every effort to do a \$20,000 business on the same expense and thus reduce the percentage to 15? Would it not even be policy to spend 5 per cent. in order to bring about the desired result inasmuch as the percentage of selling expense would not be increased thereby while the additional net profit is just so much more clean gain for the business?

Another point, goods that lie on shelves are eating up capital at the rate of 1 per cent. a month, the rate which money tied up in a retail business is supposed to yield. Is it a better policy to keep the regular profit added onto a pair of shoes with the risk of carrying them on the shelves two or three years, or is it wise to make an apparent early loss of 25 or 50 cents a pair and move them? That "the first loss is always the best" is a trade axiom which needs no emphasis here.

Many a merchant lies awake nights wondering how he is going to meet his bills with a heavy stock and dull business, and the thought never occurs to him "to burn a few red lights and blue fire," figuratively speaking—and thereby wake up his town in earnest, and bring a crowd of shoe buyers into his store.

A special sale has just as legitimate a basis in a small store as it has in the larger one. It can be used just as effectively to reduce the stock and bring in the ready money for the medium-sized establishment as for the greater one.—Shoe Retailer.

It Certainly Will

Be to your advantage to send for samples of our Over-gaiters, Jersey and Canvas Leggings. Qualities are A 1 and prices right. Send for Catalogue and deal at headquarters.

CHICAGO

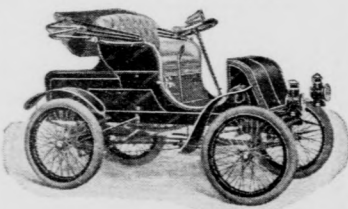
Shoe Store Supply

COMPANY

154 Fifth av., Chicago

Automobiles

are requested to write us.



We are territorial agents for the Oldsmobile, Knox, Winton and White; also have some good bargains in second-hand autos.

Adams & Hart,
12 W. Bridge St. Grand Rapids



JUST BUY BOSTONS THEY ARE DURABLE

Moreover Bostons are made over correct and accurate lasts and possess superior fitting qualities.

We carry a large stock of the Boston Rubber Shoe Co.'s goods in stock. Prompt shipments.

Rindge, Kalmbach, Logie & Co., Ltd.

GRAND RAPIDS, MICH.



Men's Fine Shoes

Are nobby and up-to-date in style. They are made on perfect fitting lasts. Increase your Men's Shoe trade by adding a line of shoes that will bring satisfied customers back to you.

Write for prices.

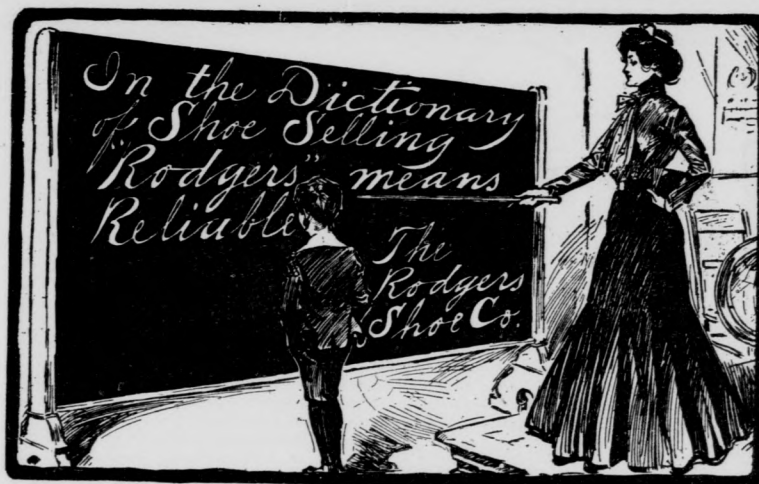
F. MAYER BOOT & SHOE CO., Milwaukee, Wis.

Women's Blue Cross Shoes

Have no equal for comfort. They have rubber heels.

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





What Constitutes a Good Shoe Salesman.

A good salesman, to begin with, has to have a character and a first-class personal appearance. He must likewise have a good address and be a good judge of human nature. He certainly must possess patience and the sticking quality. If he has these requisites he will be a first-class salesman. Where ninety-nine out of every hundred fall down is that they give up too quickly. They lack confidence in themselves. There are many good salesmen who make a serious mistake in showing the trade too many kinds of shoes, thereby getting customers confused. The fewer kinds shown the better and the quicker the sale is made. I have known of a salesman making the rounds of the shelves and securing samples of a great many styles. The customer studies them over, one after another, taking up a great deal of time. And frequently when this is done and a style is finally selected it has been found that the particular size of the style wanted is out.

The first thing to do with a customer is to get him seated and then take the shoe off. Next ascertain the style desired. A customer generally asks for a shoe of a certain price and quality. Work along on the customer's idea to the end and the sale is made.

Many sales are lost because the salesman tries to work against the customer's nature. This is a serious mistake, and one that is very difficult to rectify. It is an imperative rule to always show a man what he asks to see. If you haven't it, tell him so before you commence to show him goods. While working on the customer's line of view I would introduce other ideas to a limited extent, but not enough to confuse him. After you gain the confidence of people you gain their trade. Take some of the hardest customers to suit and have plenty of patience with them, work along with their natures and you will find when once won they will make the strongest customers and be the best advertising medium among their friends.

A most important thing to do after a customer has entered the store, is seated and the shoe removed, is to measure the foot, regardless of the size being worn. Never ask customers their size. This gives an immediate impression that the salesman does not know his business. But nine out of ten customers can be seated, the shoe removed and the foot measured without the slightest objection. The measuring of the foot gives confidence that the size selected will be the proper size for the foot. A size of one make may be a little larger or smaller than the same size of another make. A good salesman has confidence

in himself and has the confidence of his trade. He follows the bent of each person's inclination and will sell shoes where others will lose sales and will do it in less time and with better satisfaction.

Wm. M. Stowe.

Invaluable Information For Clerks in Retail Stores.

One of the leading State street stores in Chicago has issued a small pamphlet for the benefit of its salespeople, containing some suggestions of great value to all classes of clerks. A few of the most pointed ones are:

1. Cultivate common sense and diplomacy and let them show this in every detail of every transaction.
2. Learn the great value of courtesy, not merely to customers, but to fellow employees as well.
3. Pay strict attention to whatever you have in hand and let that for the time have your whole thought.
4. Learn to leave no misunderstanding unsettled to the entire satisfaction of the customer.
5. Know how to listen well; take in all the points you are told and catch the spirit as well as the letter of the request.
6. Avoid too much cross examination of customers when goods are returned; this causes needless irritation.
7. Think about your work as a whole, not merely about the little pieces of it in hand.
8. Do not allow little differences to shut off probable connections and associations.
9. Put yourself in other people's places to get a proper view of your methods and work.
10. Let your every dealing with the public be such as will inspire confidence.
11. Treat all customers courteously, regardless of how they may be dressed; the contrary is inexcusable under any circumstances.
12. Know the value of a good personal appearance.
13. The general majority of errors are made through carelessness; learn to care; be exact; strive to have it exactly right. Making a mistake in business is like falling down in a foot race; it is a setback.
14. Learn to show a thorough interest in a customer; try to view the matter from his standpoint as well as your own.
15. Let every effort be toward the idea of permanence; do things to last; make the casual customer a permanent one through satisfaction.
16. Salesmanship may be made a profession and receive the same degree of respect accorded to an artist of any class.
17. Make friends of visitors to the store and do not hesitate to politely call them by name if you know it.

The highest exercise of charity is charity toward the uncharitable.—Buckminster.

YOU WILL FIND

This cut on all our cartons. We stand behind our assertions; if goods are not as represented, remember that the railroad runs both ways. We will send the following shoes on approval because we know you can not better them. "Honesty is the best policy," so we are honest in what we advertise. Three of our good things made by us at our Northville factory are:

- No. 236. Men's Boarded Calf, Heavy $\frac{1}{4}$ D. S., Brass Stand, Screw, French, Bals..... \$1 50
 No. 230. Men's Boarded Calf, two full Sole and Slip, Brass Stand, Screw, French, Bals.... 1 60
 No. 231. Men's Boarded Calf, two full Sole and Slip, Brass Stand, Screw, Tipped, Bals.... 1 60

Each pair with a guarantee tag attached

The Rodgers Shoe Company, Toledo, Ohio
 FACTORY, NORTHVILLE, MICH.




Rush Your Orders

in now for HOOD and OLD COLONY RUBBERS. You will soon need them and we can take good care of you now.

Either mail them or drop us a card and we will have our salesman call on you soon.

We are the main push on the above goods for this part of the country.

The L. A. Dudley Rubber Co.
Battle Creek, Mich.

Mr. Retailer

Our line is complete. Salesmen will call soon. Wait for our Ladies' specialties; they retail at

\$2 & \$2.50

Made in
All Leathers

The Lacy
Shoe Company
Caro, Mich.

O, YES!

We make other shoes beside the Hard Pan, and good ones, too. But our Hard Pans receive the most painstaking attention from the moment the order reaches the factory. The upperstock, the insole, the outsole, the counter, the gusset, even the thread, and every smallest part are most carefully selected, scrutinized and examined. And the greatest watchfulness is exercised in putting these parts together; every process is closely followed, every mishap guarded against. Everything is done and nothing left undone to produce the greatest wearing shoe that can be made out of leather. To make our "Hard Pan Shoes—Wear Like Iron" is our greatest ambition. Try them.

HEROLD-BERTSCH SHOE CO.,
MAKERS OF SHOES **GRAND RAPIDS, MICH.**

CAUSE FOR THANKS.

What the Modern Merchant Has to Be Thankful For.

Written for the Tradesman.

This is Thanksgiving time and I hope every merchant who takes the Tradesman in his hand and reads the above caption has something to be thankful for or, rather, is thankful for something. Every man has something to make him glad. Thankfulness is nothing but appreciation; and the things we have to be thankful for are measured more by our ability to appreciate them and our ability to look at the bright side of things than by those things that we actually possess. Many a man in this world who has the greatest cause for thanks is less thankful than the man with little, because he has not developed that ability to enjoy what he has without worrying about what he has not.

It is also a somewhat paradoxical truth that many a man has excellent cause to be thankful for what he does not have. We all remember the Irishman who went up a tree to catch a panther. A friend came along and found Pat engaged in a struggle with the animal. "Pat," he said, "do you want someone to come up and help you hold him?" "No," replied Pat, "what I want is some one to come up and help me let go." So, in life, we are often much more exercised to rid ourselves of the things we have than to obtain those we have not.

If you can not find something to be thankful for you must be a pessimist indeed. If you really have nothing to be thankful for, try to think of something to be thankful for that you have not. We can not all wear diamonds, but those of us who can not are not worried lest thieves should break in and carry them away. We can not all live on a diet of quail on toast; but those of us who can not suffer less from indigestion. We can not all ride in automobiles, but we should be thankful for the street car and buckboard. If the merchant approaches the question of Thanksgiving in this philosophical spirit, he will certainly find something to be thankful for and much at that.

I really believe from my observation that the merchant life of to-day offers more than did that of the merchant of twenty-five years ago. Life was not so strenuous then, and a strenuous life appeals to your progressive American. We love strife and healthy desire. Competition is sharper in these days, but less acrimonious. Men contest for commercial supremacy in these days with less of a spirit of envy. We find men who fight in the advertising columns of the newspapers meeting at evening at the convivial board, in society and at the club. If men are more disposed to praise their own wares, they are also less disposed to cry down the wares of others.

Modern life has much that will be appreciated by the man of progression and activity. It is this ambition that takes a business life higher than the mere accumulation of money and makes the greatest joy the joy of accomplishment.

The world has come more and more to yield a place to the merchant, not merely in a commercial sense, but also in a social way. His impression on the community is only measured by the degree in which he impresses himself. I do not mean that he should force himself into all circles or attempt to sit at all councils; but the merchant of activity, of self respect, will attract by his inward qualities rather than by visible effort.

The modern merchant has aids in his business which his father behind the

counter did not enjoy. This is true, for instance, in the advertisement of his wares. I do not speak merely of specialties, such as package goods, when I say that many articles upon the merchant's shelves help to sell themselves. There is an army of manufacturers forced by competition to assist the merchant in the sale of its goods. This army of manufacturers has at all times a helping hand extended to every great city store and corner grocery in the land where its goods are sold. This strife of competition at the head of production does not create a competition among merchants that is hurtful to them. The commercial mart is as free as air. Merchants are at liberty to go there and buy the things that the public seems most to demand. What assistance the manufacturers give them in the disposal of their wares is so much pure gain and so much aid to business.

The merchant has to be thankful for such papers as the Michigan Tradesman, which stands as the pioneer of trade papers in this part of the country. If the editor will allow me, I want to say that, while there are other trade papers of value, there is none of the particular value of the Tradesman in the field it covers. It gives the markets in which its readers are most interested and employs a staff of special contributors who are specialists in their line of work, and many of whom have the faculty of weaving a vein of delightful humor into their written efforts.

The means of publicity afforded the merchant of this day are much greater than they were a quarter of a century ago. Even the smallest community has its newspaper; and I trust the merchants avail themselves of these opportunities of publicity, for in advertising lies a large part of the merchant's success. Paper and ink are cheap and close at hand. There was a time when newspapers were scattered and printing offices distant and poorly equipped. Now the smallest towns have their newspapers, and many of the country printing offices are equipped in a manner that might rival the famous De Vinne press of New York. I know of a case in particular in Michigan, and I have no doubt there are many others, where a modern printing office is established in a town of but a few hundred population and its work will compare with that done in the largest cities in the world; that is the printery of C. DeVos, of Coopersville.

Surely our prosperity, which no one will presume to deny, gives the merchant cause for thankfulness. There are few pinched faces now asking anxiously and fearfully for credit, and people spend their money with a freer hand and are in a position to buy more of the merchants' wares. There are other things which do not apply to the merchant in particular, but which make life more worth living to every man in every occupation in the country. There are the easy ways of communication which keep us in touch with the whole world, increased facilities of education, and a score of other things which will suggest themselves to the man who will sit down and attempt to enumerate a few of the things for which he should be grateful; and there are things in the merchant's personal life, of which I can have no knowledge, for which he will doubtless be thankful. If he has a loving wife, he will have no difficulty in finding those who will tell him he still has something to be thankful for.

There is one thing for the merchant and every other man to be thankful for, if he has it, and that is the ability to be thankful. If he has that, he is indeed blessed. If we can look out of ourselves, as the invalid looks out of the window, and see the bright flowers and hear the singing birds of life, it is a blessing greater than riches, more enduring than gold, more lifting than education, more redeeming than personal righteousness and more lasting than any of these. Then every day is sunny, every season welcome and sorrow itself strengthening and cleansing.

Which I think you will admit is good sermonizing from one who is not a preacher.

Charles Frederick.

Educated

FOR BUSINESS SUCCESS.

Young men and women who have character enough to desire to support themselves in independence attend the Detroit Business University. Every subject taught at this institution has a money earning value. Large corps of men teachers. Individual instruction. Students commence any day most convenient for them. Supplies business houses with bookkeepers, stenographers and other business assistants. Elegant catalogue furnished on application.

Wm. F. Jewell, Pres.
Platt R. Spencer, Sec'y.

BUSINESS UNIVERSITY BUILDING,
11, 13, 15, 17, 19 Wilcox Ave., Detroit, Mich.

Putnam's Menthol Cough Drops

"They Stop That Tickle"

Certificate in every carton. Ten certificates entitle dealer to one carton free. Manufactured only by

Putnam Factory National Candy Co.
Grand Rapids, Mich.

Facts in a Nutshell

BOUR'S

COFFEES

MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

129 Jefferson Avenue
Detroit, Mich.

113-115-117 Ontario Street
Toledo, Ohio

OUR NEW HOME



FOR the next seventeen years the Tradesman Company will be located in the corner floors of the Barnhart Building, North Ionia and Louis streets, where we will be pleased to meet and greet old friends and such new ones as may desire to make an acquaintance that we will undertake to render pleasant and profitable for both parties.

Woman's World

Why the Perfect Woman Is Not Yet Discovered.

In common with the remainder of my sex, I yearn for the admiration of man. Oh, you need not deny it, sister. I know that out in the world we assume a lofty air of indifference to the opinion of our brothers, but this is the confessional, and it is the solemn truth, that from the cradle to the time when she works herself into the grave trying to please him, the main object of every woman's life is to win the applause of man.

Now, not only for my own personal profit, but with a view to being a missionary to my sex, I have been at much trouble to collect a large amount of valuable data on the subject of what qualities men admire in women, and what attributes go to make up the masculine ideal of the perfect woman. I have found:

1. That a woman must be beautiful. This demand, however, is not so discouraging in reality as it looks on its face, since not one man in a million knows a pretty woman when he sees her, or is any judge of beauty. He can be fooled by a pretty dress, a lively manner, an agreeable talker. Every man is a Paris who sets his own criterion of beauty, and we have all seen him bestow the apple upon some pretty homely Venuses. Nevertheless, beauty is the first item on his list of feminine charms, the one thing he never fails to continually compliment her upon, but nothing disgusts him so much as for her to be vain. Therefore, a woman should be beautiful, but not know it.

2. A woman should always be well-dressed. There never was a man who was not a slave to frilly skirts and frou-frou petticoats and high-heeled slippers. No young man will go out with a girl who does not make a good appearance and look smart. Few husbands exist whose love can stand curl papers and wrappers. Even on the street car and in business, men make an insidious distinction between the woman who looks dowdy and the one who is silk-lined. It is men who make women's clothes the most important thing in the world to her, and yet they never weary of upbraiding her for thinking so much about dress. A woman, therefore, to come up to the masculine ideal, should always be the glass of fashion, but she should not spend much time or money in being it.

3. A woman should be intelligent. She should keep up with the times so as to be able to understand when a man expounds the political situation, and tells how he could have settled the coal strike in two minutes, with one hand tied behind him, or how he could run the Government without a hitch, but she should never know enough to argue the question with him or have an opinion of her own. In other words, she should know enough, but not too much.

4. A woman should be sympathetic. She should be one of those comprehending creatures to whom it is an unalloyed joy to tell the sad, sad story of your life. She should be willing to listen by the hour while a man descants on his achievements, his hopes, his prospects. She should be able to rejoice with him when he rejoices and weep with him when he weeps, but if she should happen to have any hopes or plans or troubles of her own, she should keep them to herself. No living man will sit patiently by and let a woman confide in him, and if she attempts to tell him her

troubles, he gets up and flees. A man's definition of sympathy is a quality that is strictly feminine. There is no reciprocity in it so far as she is concerned. Therefore, a sweet, sympathetic woman is one who will let you tell her your troubles and who never comes back with her own.

5. A woman should have a sense of humor. Nothing so bores a man as a woman who does not understand a joke, and who never sees the point of his witticisms, but a man loathes and fears the female who has the gift of saying smart things herself. The reason there are no woman humorists, is because every time a woman attempts to tell a funny story she gets sat down upon. A man's idea of a woman with a proper sense of humor is one who will laugh at his old jokes forty-seven times handrunning and never attempt to tell one herself.

6. A woman should be religious. It gives the average man a genuine shock when he hears a woman express a belief in the new thought, or the higher criticism, or any of the agnostic fads of the day. His ideal woman always says her prayers before she goes to bed, and prays for him and goes to church, and is as orthodox as the confession of faith, but he is perfectly willing for her to monopolize the virtue of piety. Therefore, a woman is a saint as long as she goes off to church by herself and leaves a man to the Sunday papers. If she makes him go with her she is a bigot and a fanatic.

7. A woman must be gay and lively, because men want to be amused and entertained, and in this country women have to make all of the running. They must be able to play a good hand at cards, because it bores men to play with bunglers. They must read the new books that deal with the vital things of society, because men want to discuss them. They must go to see the problem play because men take them to see it, but man's ideal of femininity is still artless ignorance and unsophistication. Therefore, woman must know her world and maintain the air of a vestal virgin. She must be able to play professional poker like an amateur. She must drink her cocktails with an expression of imbibing fresh milk.

8. Before she is married, a woman must be a butterfly, all beauty, grace, and airy frivolity, one of the fragile creatures who has done nothing all her life except dance and flit about from flower to flower. As soon as the wedding ceremony is over she must be metamorphosed into a household grub who knows how to cook and sew and make herself generally useful. Therefore, an ideal woman is one who combines the delicacy and beauty of a china cup with the staying powers of an iron pot.

9. A woman should never, never desire to have any life outside of her own home. Heaven put her by the fireside and she should never move. The woman with the career is man's bete noire. He never pictures the perfect woman as anything but a clinging vine, who is content to hang on a wall and take thankfully whatever is given her, and ask some man every now and then what he thinks she thinks about things. Still, he expects this flabby creature to know how to get out and hustle when the time comes when she needs to and when she can not do it, because she has no backbone, he berates her for it. Therefore, a woman should know how to cling enough to be interesting, and to work enough to be profitable.

10. A woman should be domestic.

1902 Jardiniere Assortment

Jardiniers, assorted blends, 2 dozen in a package.

$\frac{2}{3}$ dozen 7 inch assorted tints for	\$2.37
$\frac{2}{3}$ dozen 8 inch assorted tints for	3.00
$\frac{2}{3}$ dozen 9 inch assorted tints for	4.38

Total - - - \$9.75

They sell themselves for 50, 65 and 75 cents each.

Write for a package now.

GEO. H. WHELOCK & CO.

113 and 115 West Washington Street, 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 Uneeda 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.

The Favorite Chips

The Favorite Chips

There are lots of Chocolate Chips on the market, but the Favorite Chocolate Chips lead them all. We put them up in 5 lb. boxes, 20 lb. and 30 lb. pails and in our new 10c packages. S. B. & A. on every piece. Made only by

Straub Bros. @ Amiotte, Traverse City, Mich.

She must be able to keep a clean hearth and manage her household without ever letting any one hear the rattle of the domestic machinery. She must have everything done on time, without ever discussing the servant girl question. She must be a devoted mother, but she must not tell the smart things her babies say, and she must worship her husband without ever bragging of his perfection to other women. Still, for all that, every man likes to talk about his family. Therefore, a woman should do all the work of the household and let the man take the credit.

11. A woman should be reasonable. A woman's home and children should be sufficient to her, and she ought not to want to have any amusement outside of the nursery and the kitchen. If she does, it shows a very unhealthy moral state. Nobody, however, can expect a man to be like that. He needs something to divert his mind after a hard day in the office or store, and it is nothing but right that he should sit up playing poker, or go on an occasional bat. A dear, loving wife will see it in this way, and when she opens the door for him at 3 a. m. she will wear a glad, sweet smile and spend the next morning applying wet towels to his aching brow. Still, it would not do for her to attempt to break the monotony of her life by straying off any. Therefore, a good wife is one who excuses things in her husband that he would not overlook for a minute in her.

12. A woman should also have good common sense. She should be liberal enough to know that you can not tie men down to the same code of morals and manners as women. No girl should investigate a man's past or meddle much with his present, and a married woman should never take her husband's little flirtations seriously. It is a wife's business to make a happy home and take what she can get thankfully. Of course no man could take this point of view about himself. He demands an absolutely clean bill of lading with the woman he marries, but that is another question, and nothing annoys him more than the foolish suspicions and jealousies of men. Therefore, an ideal woman is the one who realizes early in the game that what is sauce for the goose is not sauce for the gander.

13. A woman should be a wizard with money. She should be able to dress so as to reflect credit on her husband, keep a fine table, entertain, send the children to school, and yet run up no bills, and make no demands for an appropriation. Of course, no man will say that he expects his wife to be able to work miracles and make one dollar do the work of ten, still that is about the size of it. If there were no financial problems in the home, there would be few quarrels. Therefore, the ideal woman is one who can live and make a show on nothing a year.

Summed up, the modest requirements of our brother are that a woman should be:

Beautiful, although ugly.
Intelligent, but humble.
Witty, but dumb.
Domestic, but brilliant.
Clinging, yet helpful.
Gay, but discreet.
Adoring, but not jealous.
Fashionable, but economical.

And that she should be as wise as the serpent and harmless as the dove, and have both eyes so fastened on her own conduct she would have no time to watch his.

No wonder no man has yet discovered a perfect woman! Dorothy Dix.

Recent Business Changes in Indiana.

Bloomington—The Bloomington Outfitting Co. succeeds J. M. Smith & Co. in the retail furniture business.

Fort Wayne—Roussey & Schneider, dealers in sporting goods, have dissolved partnership, Amos Roussey succeeding.

Indianapolis—The Indianapolis Mirror Works has removed its plant to Alexandria.

Indianapolis—The Murphy-Graffey Co., manufacturer of shirts, has reincorporated with a capital stock of \$40,000.

Kokomo—The style of Morrison & Thompson, grain dealers, has been changed to the Morrison & Thompson Co.

Marion—Young & Sheely, grocers, have dissolved partnership. The business is continued by H. Young.

Richmond—The coffee houses of the Esmeralda Coffee Co., the Indiana Coffee Co., Jilqueros Coffee Co. and the Jumaqui Coffee Co. have merged their stocks under the style of the United States Coffee Co.

Sound Bend—The LaSalle Paper Co., manufacturer, is succeeded by Frank P. Nicely, who continues the business under the same style.

Wallace—R. M. Basham & Co., general merchandise dealers, have dissolved partnership. The business is continued under the style of R. M. Basham & Son.

Fort Wayne—The Skelton Grocery Co. has filed a petition in bankruptcy.

Plymouth—The Plymouth Milling Co. has uttered a chattel mortgage on its plant in the sum of \$1,200.

Lost Time.

If one grain of sand on the shore of the ocean were lost, and scientists were to spend years in trying to find it, they would be attempting a task resembling that to which leading astronomers of England and France are now devoting themselves.

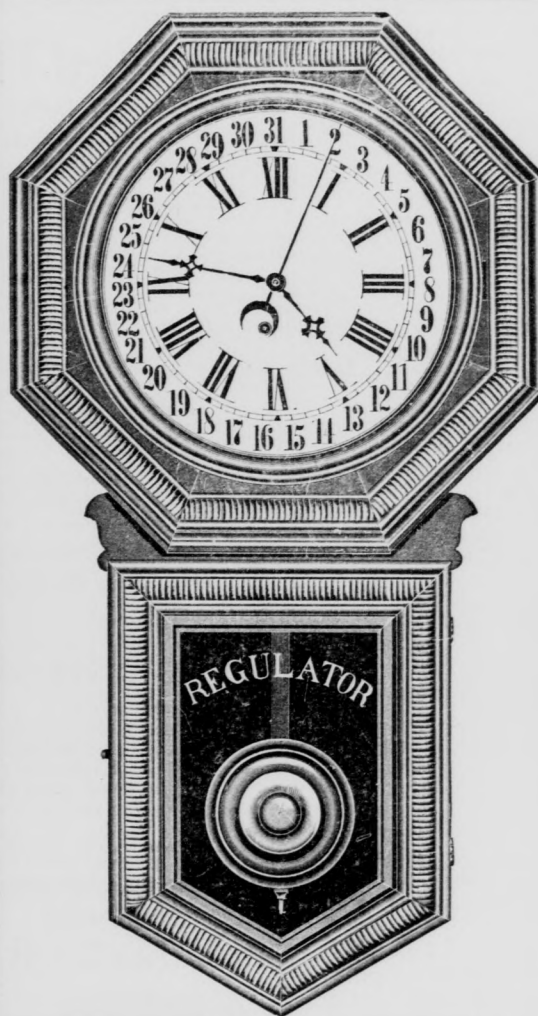
One-sixteenth of a second is missing and no one can tell where it has gone. Between the sun's time, as recorded at Greenwich, and as understood at Paris, there is that brief and seemingly unimportant discrepancy. No expense is being spared to trace the missing fraction. A special building has been erected at Paris, costly instruments installed, a corps of mathematicians engaged and a process that may take years to complete has been commenced. The inaccuracy is more important than will appear to the nationality of thousands of people. The pursuit of the missing fraction of a second is therefore of world-wide importance. We shall all be much relieved when it has been found, for then not a grain of the sands of time will be missing.

Dorothy Dix

Can run the gamut of human action and endeavor the most accurately of any writer of the age; but her knowledge is no more comprehensive than that of the **Commercial Credit Co.** when it comes to posting the merchant when it is safe and when it is unsafe to sell goods on credit.

Yes, This Is Good Value

The Toledo Coffee & Spice Co.—be sure you get the name



right---will send you this splendid 8-day Regulator (solid oak and 32 inches high), with 40 pounds of purest spices at the unusually low price for both of - - - - **\$10**

Toledo Coffee & Spice Co.,
Toledo, Ohio.

Butter and Eggs

Observations by a Gotham Egg Man.

The chief feature of the egg market during the past week has been the material decrease in our receipts of fresh-gathered eggs and the effect of this condition of scarcity upon the general situation of storage egg stocks has occupied a considerable portion of the attention of the trade.

There is no question that the lighter run of fresh eggs has increased the outlets for refrigerators, and it is evident the situation as a whole has been improved to that extent. But whether or not the present short supply of fresh can be taken as an indication that all the reserve holdings will find a satisfactory outlet depends upon the reasons of the present scarcity and the probability of its continuance.

Prior to last week there was a very general feeling of doubt as to the ability of storage egg holders to maintain recent values, and dealers who were using the held goods were buying from hand to mouth. But when the receipts of fresh eggs fell off so much last week the effect upon the demand for refrigerators was considerable; not only did dealers have to buy more to piece out the immediate shortage, but the stronger market conditions encouraged a freer buying for future requirements and a good many dealers were induced to secure stock ahead. This fact gave the refrigerator egg market a greater activity than represented by the actual withdrawals from store.

The marked falling off in our receipts of fresh eggs may be attributed to several causes. First, a large proportion of the goods previously arriving consisted of country held eggs, the supply of which naturally becomes smaller as the season advances. Second, the prices formerly obtainable here for average qualities of fresh collection were unprofitable to shippers as a rule and tended to encourage either a holding back of stock or a diversion to other outlets. Third, we have reached the period when fresh production is usually the lightest of the year unless in seasons of widespread winter weather. Fourth, in sections where poultry and eggs are handled together shippers have been head over heels in the poultry business—preparing for the approaching holiday markets—and have, in many cases, neglected the egg business for the poultry business.

It seems probable that we may expect some recovery in our receipts of fresh stock. The advance in prices has placed our market in a more favorable relation to other outlets, so that we may expect a larger proportion of the collections to be drawn this way; in cases where stock has been held back it is now likely to be drawn forward, and as soon as the rush of Thanksgiving poultry is over we may expect more eggs from the shippers who make a specialty of poultry.

But we can hardly anticipate any material increase in egg production until next month. We hear of occasional instances where fresh receipts show a good proportion of new eggs, and letters from the Southwest have stated that more eggs were found in the poultry coops, but usually even under favorable weather conditions, the spring pullets in Southerly and Southwestern sections do not get in shape to lay at all freely before December, and from that month onward the extent of the lay is, practical-

ly, limited only by the condition of the weather.

Our receipts of eggs from Nov. 1 to Nov. 18 this year were 83,197 cases, against 100,451 cases during the same time last year—a decrease of 17,254 cases. But we think the supply of fresh gathered eggs has been fully equal. There have been many less refrigerator eggs coming here from outside points this month than was the case in November last year owing to the much larger quantity of reserve stock located here.—N. Y. Produce Review.

A Matchless Observation.

"Have you a match?" asked the chronic bore who had dropped into the busy man's office for a chat. "My cigar has gone out."

"It seems to have the advantage of you," remarked the busy man.

"How's that?" queried the c. b.

"It knows its place," replied the b. m.

You ought to sell

LILY WHITE

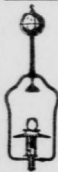
"The flour the best cooks use"

VALLEY CITY MILLING CO.,
GRAND RAPIDS, MICH.

WANTED

We have a business proposition that will interest ONE reliable young man in each city or town. Only a few spare moments of your time necessary; will not conflict with other work. Send us five two cent stamps for full particulars at once. Wiener Bros. & Co.,

Wholesale Produce, 25 John St., Boston



The Imperial Gas Lamp

Is an absolutely safe lamp. It burns without odor or smoke. Common stove gasoline is used. It is an economical light. Attractive prices are offered. Write at once for Agency

The Imperial Gas Lamp Co.
210 Kinzie Street, Chicago

Established 1865

L. O. Snedecor & Son
NEW YORK

Egg Receivers

HAVE YOU EVER?

considered how necessary it should be for your interests to ship eggs to an egg house that makes a specialty of the one line throughout the year? We want to double our business this year; we have the outlet, so will rely on YOU to send us the EGGS.

Reference: N. Y. National Exchange Bank.

SOME PEOPLE NEVER PROGRESS

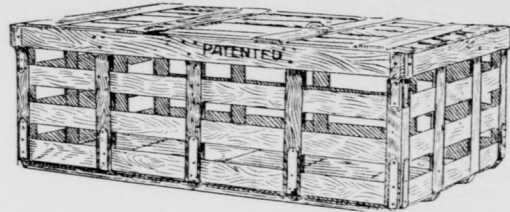


Other people are leaders and they are usually successful, but the idea of a successful business man writing his business letters with a pen is a thing of the past, at least is coming to be a thing of the past, as fast as people discover how easy it is to use a typewriter, and what a good typewriter "THE FOX" is.

Our free trial plan enables anyone to thoroughly try the machine before buying. Let us take the matter up with you.

Fox Typewriter Co., Ltd.
350 N. Front St., Grand Rapids, Mich.

POULTRY CRATES



Shippers of poultry will be interested in knowing that we are putting on the market crates made especially for poultry. They are made of seasoned elm, are strong, light and well ventilated. We have had nothing but words of praise from those shippers who have used them. Ask us to send you booklet giving full information and prices.

WILCOX BROTHERS,
CADILLAC, MICH.

BUTTER EGGS POULTRY

We expect to double our sales of poultry this winter. Why? Because all our old shippers will stick to us and this advertisement will do the rest. We can handle your poultry as well as any one and better than many. We are headquarters for Eggs and Butter. Give us a trial. Prompt and honest returns. Reliable quotations.

Buffalo market compares favorably with all others.

Rea & Witzig

Commission Merchants in Butter, Eggs and Poultry

96 West Market Street, BUFFALO, N. Y.

References: Buffalo Commercial Bank, all Express Companies and Commercial Agencies.
Established 1873

WHOLESALE OYSTERS

WE QUOTE YOU THIS WEEK

Selects, per can, 23 cents	Selects, per gallon, - - - \$1.60
Anchors, per can, 20 cents	Perfection Standards, per gallon, 1.15
Standards, per can, 18 cents	Standards, per gallon, - - - 1.10
Favorites, per can, 16 cents	Clams, per gallon, - - - 1.25

DETTENTHALER MARKET, Grand Rapids, Mich.

Butter

I always
want it.

E. F. Dudley
Owosso, Mich.

Discussing "Spoiled Meat" a Recreation.

A publication of the name of Recreation, having evidently become tired of discussing croquet and golf, has switched off onto the link subject, and sausage links at that, as follows: "Most of us believe we can determine whether or not meat is spoiled by the senses of taste and smell. However, the term 'spoiled meat' is only relative, some races relishing meat which others would consider entirely unfit for consumption. The natives of certain regions in South Africa esteem putrid meat a delicacy. More civilized races usually reject meat in which decomposition has proceeded so far that there is a noticeable odor or taste, although game is an exception, the 'high' flavor of game being, of course, due to decomposition. A German investigator has recently studied the chemical changes brought about by decomposition. According to the author, these changes in meat may be divided into four classes. The first is not characterized by the presence of chemical decomposing products, although after three or four days the ratio of ammonia to total ammonia is increased. In the second stage main bases of the aliphatic series, especially try-methylamin, can be detected, as well as amido acids. The third stage is one of marked decomposition. It is characterized by the odor, etc. In this stage, the amido acids disappear and fatty acids are observed; also, at times, indol and skatol. The amins become so abundant that they may be easily isolated. Finally ptomaines, for instance, putrescin, are observed. In the fourth stage, all these bodies slowly disappear, being replaced by simpler decomposing products, until finally only ammonia is noted. Naturally the first two stages are those which are of most interest to students of nutrition. If the ammonia content of any sample of meat or meat product exceed the normal, such goods can no longer be recommended; and if more than a trace of try-methylamin occurs, the meat is spoiled from a chemical standpoint. In case of sausages, the skins are characterized by the early occurrence of hydrogen, sulphid, indol and skatol, as well as relatively large quantities of amins and fatty acids. Therefore, special attention should be paid to the skins of the sausage and the material immediately adjoining, as this portion shows the first indication of decay."

Scarcity of Meat Seriously Discussed in Germany.

The price of meat in Berlin, as well as in other parts of Germany, is the chief topic of conversation in all circles. The best beef now retails at 44 cents a pound, and other grades are high-priced in proportion. The present prices are prohibitive to the laboring classes, and seriously affect the resources of the middle classes. The municipal authorities have already notified the government that salaries of city employees must be raised. The expense of the municipal government has already increased \$750,000 during the current year, owing to the high price of meat.

Increasing pressure is being brought to bear on the government with the object of opening the frontiers for the importation of foreign animals and a relaxation of the regulations created to exclude meat exports or for something which will afford relief from the excessive prices. The people who advocate government action assert that the scarcity of animals is due to the closed frontiers and the exclusion of many

kinds of foreign dressed meats, the German farmers being, seemingly, unable to raise enough animals for their country's requirements.

Carl Marx, of Frankfort on the Main, chairman of the National Butchers' Association, and J. H. Schuchmaker, head master of the Hamburg Butchers' Guild, have had a lengthy conference with Agricultural Minister von Podbielski in an effort to remedy the situation. They pointed out that the butchers, although selling at high prices, are unable to make as much profit as by larger sales and lower prices. The entire trade, therefore, asked for an alleviation of the conditions that limit the consumption of meat.

Angora Goat More Nutritious Than Mutton.

Angora wethers will dress out just about 50 per cent. of their gross weight on the average. If they are very fat the shrinkage will be considerably less than 50 per cent. If they are not fat the shrinkage will be something over 50 per cent. Of this shrinkage the green hide will weigh from eight to twelve pounds, according to size of goat and growth of fleece. The American public must realize sooner or later that prime Angora venison is a more nutritious meat than mutton, and not until then will the meat take its proper place in public estimation. Not until then will the public demand it under its true name. Not until then will the packers and butchers compete for Angora wethers at their true valuation in the market. Then, and not until then, will the breeders and growers of Angora venison get what is rightfully due them for their wethers on foot. W. G. Hughes.

Perfect liberty is manifest in delight in duty.

"Tobacco Thief"

"Tobacco Thief" is a guaranteed cure for the tobacco habit, in all its forms. It invigorates the whole nervous system, and completely eradicates that hungry, gnawing desire. Every bottle is wrapped with guarantee and sight draft, which will positively be paid in every instance where "Tobacco Thief" fails to cure. "Tobacco Thief" is put up in cases of one dozen each, together with 50 postage paid advertising cards, for the druggist to sign, and address to his customers, also about 100 counter slips with testimonials, etc. We do not guarantee the sale of the goods, but we furnish the kind of advertising that *does* sell them.

Don't hesitate to talk it, nor be afraid to sell it, and if necessary don't be afraid to use it. Liberal discount to agents.

Price \$1 per Bottle

Testimonials

I took my first chew of tobacco in 1865 and have used it continually ever since that time. December 26, 1893, I received a package of "Britton's Tobacco Thief" and commenced to take it, and continued chewing but two or three days when I wanted it no more, and am now completely cured and realize that it will save me a great amount of money, besides breaking me of the filthy habit. Yours Resp'y,
Fred K. N. Burhans, Portland, Mich.

Have used tobacco in all its forms for over 38 years, and after trying "Britton's Tobacco Thief" for 30 days I consider myself perfectly cured.
W. H. Triphagen, Pewamo, Mich.

Frank Corwin was cured by half a bottle, Nelson Harris by one bottle and I was cured by two and a half bottles.
Geo. H. Hollister, Breckenridge, Mich.

M. A. BRITTON, Pewamo, Mich.

We are in the market for

CLOVER, ALSYKE BEANS, PEAS, POP CORN, ETC.

If any to offer write us.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
24 AND 26 N. DIVISION ST., 20 AND 22 OTTAWA ST.

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.

WHEELOCK PRODUCE CO.
106 SOUTH DIVISION STREET, GRAND RAPIDS, MICH.
Citizens Phone 3232.

Beans

The bean market is very active. I can handle all you can ship me. Will pay highest price. Write or telephone me for prices and particulars.

E. D. Crittenden, 98 S. Div. St., Grand Rapids
Both Phones 1300

SEEDS

Clover and Timothy—all kinds of Grass Seeds.

MOSELEY BROS., GRAND RAPIDS, MICH.
26-28-30-32 OTTAWA ST.

E. S. Alpaugh & Co. Commission Merchants

16 to 24 Bloomfield St.

17 to 23 Loew Avenue

West Washington Market

New York

Specialties: Poultry, Eggs, Dressed Meats and Provisions.

If you anticipate shipping any produce to the New York market we advise your correspondence with us before doing so; it will pay you.

References: Gansevoort Bank, R. G. Dun & Co., Bradstreet's Mercantile Agency, and upon request many shippers in your State who have shipped us for the last quarter of a century.

Cold Storage and Freezing Rooms

Established 1864

POTATOES

Carlots only wanted. Highest market price. State variety and quality.

H. ELMER MOSELEY & CO.
GRAND RAPIDS, MICH.

Long Distance Telephones—Citizens 2417
Bell Main 66

304 & 305 Clark Building,
Opposite Union Depot

Phil Hilber
Jobber of Oleomargarine
109 Canal Street, Grand Rapids, Michigan

I have State agency for several manufacturers and am prepared to quote factory prices.

THANKLESS BILL.

Hank Spreet Has An Interview With a Pessimist.
Written for the Tradesman.

Bill Blivens, of Kelly Center, is a pessimist. He is always looking on the dark side of things. It would not be surprising to learn that when Bill looks into the mirror, he turns it around and looks at the silvered side. Last week Bill came into Hank Spreet's store with a face as long as the moral law and told Hank that he had to go down to the county seat, and Thanksgiving coming on.

"What's the matter?" enquired the grocer.

"Oh, it's that brother-in-law of mine—got mixed up in some kind of a lawsuit."

"Then he is a brother-in-law, indeed, but I don't know why you should feel sad, Bill. You must admit that it would be much worse if it was yourself."

"Oh, I know; but it seems to me, in spite of all this Thanksgiving talk, a man in this life has blamed little to be thankful for."

"Well, Bill, a man ought to be thankful that he has got something to eat and a place to eat it."

"I don't know as he's got so much to eat after all. Take my potato crop, for instance. Last year I planted potatoes on high ground and they dried up; this year I put them on low land and they drowned out."

"You ought to be thankful that you had the seed to plant anyhow. A good many men would not have had that."

"But look at the onion crop; that is a total failure—drowned out just like the potatoes."

"Well, that is enough to bring tears to the eyes; but you must admit that

your hay turned out well, and, with what you got from your hay, you ought to be able to buy enough potatoes and onions to get you through the winter."

"Well, it ain't only crops, but nothing I turn my hand to seems to end up well."

"I s'pose you mean your political aspirations, for instance?"

"Might be."

"I couldn't help gitting the post-office, Bill, and it might have been a curse to you, anyway. I read in the papers just a day or two ago where robbers blew up a postoffice out in Iowa and took \$700 worth of stamps."

"The postmaster didn't have to stand the loss, did he?"

"No, but the postmaster, it seems, had left the door unlocked; so the Government blew up the postmaster. The same thing might have happened to you."

"Well, I wouldn't have left the door open."

"That is probably what the other postmaster would have said, had the same thing happened to you."

Convinced that he could not make Bill look at the sunny side of things, Hank retired to the back part of his store and Bill drove off in his buckboard behind a black mare that he ought to have been thankful had not broken his neck long ago. He was gone a week and it was Thanksgiving morning when he drove back into town. Hank saw him coming far down the road and stepped out upon the porch of the little grocery to stop him as he drove up. The grocer's face was long and sad as he called Bill into his place of business. He motioned the pessimistic farmer to a chair and sat down with the remark:

"Somebody has got to tell you and I

don't know but I might as well break the news to you as anybody. You see, Bill, I want to break it gently. I don't want to do like the Irishman that you have heard about, who was sent to notify a woman that her husband had been blown up in a dynamite explosion. They told him to break the news gently and he did. When she came to the door in response to his rap, he said, 'Is this the widow Clancy?' She replied, 'No, this is not the widow Clancy, this is Mrs. Clancy.' 'You are a liar,' said the Irishman, 'the corpse is just coming around the corner.' I want to break it gently to you, Bill, for there are some things that are like the eggs you get down at the Imperial Hotel, that want to be broken gently. Now you remember that sorrel colt, Bill, that you thought was going to be a great trotter?"

"Of course."

"Sired by Neverwyn, 2:47½, wasn't he?"

"Yse."

"Dammed by Fastnot, 2:59¾, wasn't he?"

"That's the mare."

"What if I told you that he would never start in a race, that he got tangled up in a fence and broke his leg?"

Bill Bliven's face blanched at the news. Then he got up and started for the door.

"Wait a minute," said the grocer, "there is something more. Hard luck keeps after some men like an old maid after a young preacher. You remember that barn over on Section 18 that you had finished, all but shingling?"

"Yes."

"No insurance on it, was there?"

"Of course not."

"Well, that is too bad. You ought to have had it insured, Bill, the minute it

was raised. It don't do any harm to be careful."

Bill Blivens got his meaning and asked no questions, but the sorrow on his naturally sorrowful face deepened at the news.

"However," said Hank, brightening up somewhat, "that land over there on Section 18 is pretty good soil, ain't it, so if anything happened to the old place you would still have a place to plant next season's potatoes and onions, even if this summer's were bad?"

"What do you mean?"

"Never had any warrantee deed on that farm you own, did you, Bill?"

"No, I think not."

"Well, that was kind of careless. You see someone might turn up with a claim ag'n the old place and then what are you to do? I hate to make you feel bad, Bill, but how will you take it if I tell you that some woman over in Chicago claims a dower interest in a lot of property in through here; that her husband is dead, but she has never signed away any of her rights? Suppose'n your farm is one of the places that she claims an interest in?"

This was the straw that broke the camel's, or rather Bill Blivens', back. He arose with a look of utter woe and started for his buckboard to take a farewell look at the old farm, to tend his injured colt and to gather up the ashes of the big barn. As he stepped into the buckboard, Hank Spreet reached into his pocket and pulled therefrom one of the celebrated Hod Carrier's Pride cigars and handed it to him with this final question:

"Supposin', Bill, I told you that the colt was all right, that the farm was all right, and that the neighbors had turned out and shingled the barn for you while you was gone? Do you think, then, that you could find anything to be thankful for?"

Bill may have been angry, he may have been ashamed; he only clucked up his horse and drove on.

Douglas Malloch.



If you knew all that a National Cash Register would do, you would want one.

We ask an opportunity to prove that you need a register. We want you to send for our book of proof. Read it carefully and without prejudice. We believe you will then acknowledge that you are making a big mistake in doing business without a register. If you don't, your case will be an exception to the general rule.

We have convinced 300,000 merchants of the necessity of using our registers—we know of no reason why we cannot convince you. Will you let us try?

Detach the corner coupon, fill it out and mail to us today.

A
Fine
Booklet
posted free
NATIONAL CASH
REGISTER CO.,
DAYTON, OHIO.
GENTLEMEN: Refer-
ring to your advertise-
ment published in the
MICHIGAN TRADESMAN;
we shall be pleased to receive
printed matter, prices and full
information as to why a merchant
should use a National Cash Register.

Name _____

Mail address _____

NATIONAL CASH REGISTER CO.

Dayton, Ohio.

A REGISTER MORE NECESSARY THAN A STORE.

NATIONAL CASH REGISTER CO., DAYTON, OHIO.

Gentlemen: I need another register. This will make nine in actual use; and speaking of their value to a business man, I would state that I would prefer a register and no store, rather than a store without a register. This is as plain as I can express myself on this matter.

Yours very truly,

S. C. CHILDS.

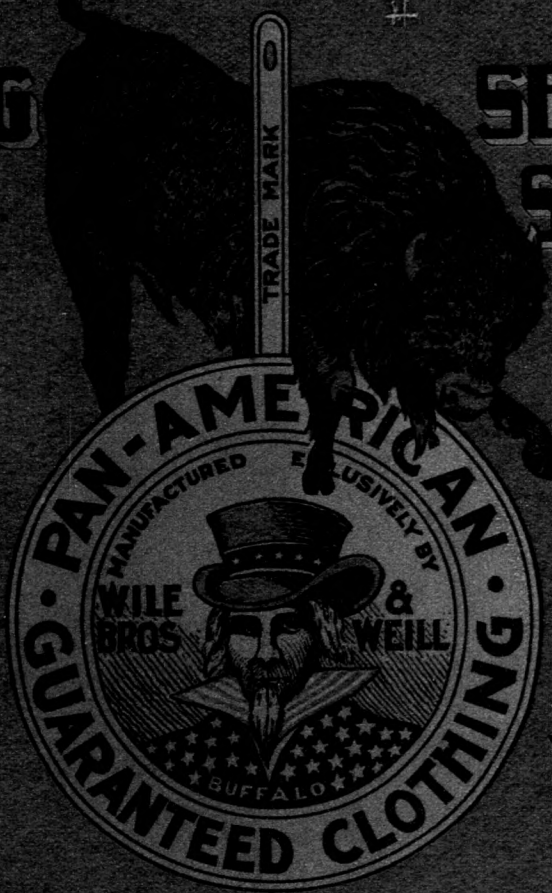


REGISTERS
FROM \$25 UP.

PAN-AMERICAN GUARANTEED CLOTHING.

SPRING
1903

SEVENTH
SEASON



BIGGER
THAN
EVER

BETTER
THAN
EVER

WILE BROS. & WEILL,

MAKERS OF PAN-AMERICAN GUARANTEED CLOTHING

BUFFALO, N.Y.



15 %

THAT'S THE AVERAGE SAVING to the dealer who handles **PAN-AMERICAN GUARANTEED CLOTHING**.

15 per cent is a big margin, too—gives a nice little leeway against competition—enables the dealer who is handling **PAN-AMERICAN GUARANTEED CLOTHING** to occasionally do a little "padding" himself, when cut-throat competitors get too aggressive.

Pan-American Guaranteed Clothing

UNION



MADE

We've put the Union Label on it because it enables us to make better clothing for the same money—gives us control of our own shops—enables us to watch materials and details—helps us to make good our guarantee. "A NEW SUIT FOR EVERY UNSATISFACTORY ONE."

Our price range is still **THE SAME**—

\$3.75 to \$13.50

—our quality a little better.

\$5.50—\$7.00—\$8.50 are usually strong lines.

Boys and Children's clothing, too.

Our Retailer's Help Department is busier than ever. We'll handle all kinds of advertising matter to help the retailer get trade. Please get on the list. Salesmen are out, or we'll send samples by Express, prepaid.

WILE BROS. & WEILL

Pan-American Guaranteed Clothing

BUFFALO

NEW YORK



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.

SUCCESSFUL SALESMEN.

David Drummond, Representing Brown & Sehlcr.

David Drummond was born at Ogdensburg, St. Lawrence county, N. Y., July 21, 1869, being the oldest of a family of three children. When he was 10 years old the family removed to Petoskey, locating on a farm two and a half miles south of town. Here he spent nine years, attending school for a limited time only. His first business experience was in the retail grocery store of J. Van Zolenberg, at Petoskey, where he remained four years. His next engagement was with the Pere Marquette Railway as baggageman at the Petoskey depot, which position he occupied four years. For the next year he was in charge of the train gates on the Chicago train of the Pere Marquette system. This portion of his career afforded him



very little satisfaction, because it brought him no end of trouble. Dec. 8, 1898, he obtained employment with Brown & Sehlcr, taking Grand Rapids and the southern half of Michigan as his territory. The trade has increased to that extent that he now covers only Grand Rapids and vicinity, the southern tier of counties being looked after by Alexander Withey, who was formerly in charge of the Brown & Sehlcr branch implement store at Conklin.

Mr. Drummond was married Aug. 14, 1889, to Miss Marion Thompson, of Petoskey. They have one child, Florence, now 12 years old. The family reside at 21 Sheldon street.

Mr. Drummond is a member of the Division Street Methodist Episcopal church; Grand Rapids Council, U. C. T.; Western Travelers' Accident Association; Durand Lodge, No. 344, F. & A. M., and the Modern Woodmen of the World.

Mr. Drummond—who prefers to be called by the plain everyday cognomen of Dave—is the prince of good nature, and is especially proud of the fact that he has succeeded in overcoming a bad temper, and does not care who knows it. He is genial in disposition, clever in

salesmanship and is as honest as the day is long. He attributes his success to hard work and keeping everlastingly at it.

Gripsack Brigade.

Mt. Pleasant Times: O. L. Bancroft, who has been in the employ of the Osborn Harvester Co. for the past two years, is about to move from this place to St. Louis, that being a more convenient place for headquarters while he is traveling.

J. E. Buchholtz, who has conducted the confectionery business at Ishpeming for the past eight months, has taken a position as traveling representative in the Upper Peninsula for the Badger Candy Co., of Milwaukee. The retail business will be continued by his wife.

Marquette Mining Journal: W. H. Harlow, a Chicago grocery salesman, who has been coming to this region off and on for the last thirty-two years, has retired from the road and will settle down at Maywood, Ill. During his life as a commercial traveler he has represented several grocery firms at different times. Mr. Harlow has seen the Upper Peninsula develop from its infancy. He has many old acquaintances and friends here who will miss him.

Hudson Gazette: The friends of Lee Wolcott, formerly of the firm of Wolcott & Letcher, of this city, will be pleased to learn that he has been advanced by the Sherwin-Williams Paint Company to the position of manager of their Western branch house with headquarters at Minneapolis. Mr. Wolcott left Hudson about two years ago to accept a position as traveling salesman with the Sherwin-Williams people, and his work was of so successful a character that he was chosen for the more responsible position mentioned above.

A Battle Creek correspondent writes: The record of this city as an ideal place for conventions is still on the boom. The local committees arranging for the entertainment of 500 Knights of the Grip in December are proving themselves hustlers and are arranging many attractions for the drummers. Except the banquet, the doings will be free. A grand ball will be one of the features, and for this every visitor will receive a complimentary ticket for himself and lady. All kinds of rides will be arranged for the travelers to see the many points of interest. It is probable that a food lunch will be spread, at which all of the standard foods made here will be served, including some new ones just out, such as "Fillastomachs," "Takasipa," "Triamouthful," "Takanipa," "Filluppa," "Wheatexcelsior," "Ned-alot," "Cornoleta" and "Eatawhat-not." Charles Colb, a former traveling salesman for the Advance Thresher Co., now a capitalist, has taken an active part in the work with the committee and the success of the meet is assured.

Springport—A suit was begun last week in the Circuit Court by Willis B. Harmon. According to complaint, he is a partner in the firm of J. Frank Swift and I. W. Swift, known as Swift Bros. & Harmon, flouring mill operators at this place. He claims that the partners have not observed the conditions of partnership as entered into in July, 1902, alleging certain grounds as the basis for a dissolution, and also restraining the defendants from paying out money until affairs are settled between them. Judge Jeck issued the injunction asked for.

"The best is the cheapest in the end," if the end be not too far off.

Opportunities Open to the Young Man of To-day.

The young man has better opportunities to-day than ever before. Not only are possibilities larger and ambitions higher, but since methods are swifter and vision is broader than in any preceding period more may be accomplished in early life.

The young man of to-day is master of a business at an age when his grandfather had scarce finished an apprenticeship.

Universal education and quick and cheap communication bring to the young man now a practical grasp of affairs which only long years of experience could give to the fathers of fifty years ago.

Men live and learn faster and develop earlier than ever before. But they decay faster, too. At 30 a man is in his prime. At 50 he is played out.

From factory and office up to college and church the cry is for young men. The world is his to do with it as he sees fit. Youth is the master.

This is well enough if the young man keeps in mind the fact that he will not always be a young man, that he, like his father before him, will be marked for "shelving" by the time he has reached his 50th year and that in youth, if ever, he must lay up his harvest.

In the same degree that he has his opportunities when he is young he will be deprived of them when youth is gone.

It behooves him, therefore, to provide against the enforced retirement that awaits him at the time when he may begin to feel his experience fits him for the best work.

Now is his chance.

Now is his time to be up and hustling. If he is waiting for a situation to offer itself wherein success will be easy he had better wake up to a realization that gray hairs will steal on before any such situation comes to him who merely waits.

"All things come to him who will but wait"—yes, if he has his hook baited with earnest toil. Otherwise, they never will.

If the young man is waiting for some rich relative to die and leave him capital with which to start into business "right," he had better realize that the only way to start into business right is with his two hands, and that the best capital nowadays is a combination of industry, sense, pluck and application. The young man who has this capital needs nobody's money. He who has it not would not succeed if he had a dozen fortunes as a foundation.

Money does less for a young man who will not also do for himself than it ever did before in the world's history.

Money, lands, property and all that form a smaller part in human life to-day than ever before.

Time was when these things comprehended almost all that men knew about or strove for. But the field of aspiration, of effort and of accomplishment has immeasurably broadened and will continue to broaden as man develops.

There is no man on this earth so poor, so afflicted, so narrowed by environment, but that there is a field of success for him.

And the time to find it and fill it is in youth.

When youth is gone there is no field for anybody.

Young man, if you are past twenty, get rid of the notion that you are "preparing" yourself for life. It matters not who you are, or what you are, you

are living your life more tensely perhaps and more decisively in all probability than you will be doing at any later period.

It is now that you are molding yourself the more freely, and the sum total of yourself is, when all is said and done, the sum total of your life.

Young man, now is your chance. Grab it—with both hands.

H. H. Fitzgerald.

Northville—The A. D. Power & Son cheese factory was destroyed by fire Nov. 24, together with a big stock of cheese. The origin of the fire is unknown, and even those who lived within a stone's throw of the factory did not know of the fire until awakened by the crew of the electric car, and the building at that time was burned nearly to the ground. The loss is about \$2,000, with no insurance. Mr. Powers says he will rebuild in the spring.

Manistee—The old Canfield & Wheeler mill at the mouth of the river has been bought by Gus Kitzinger, of this city, who will remove it to Beaver Island. Mr. Kitzinger has large timber interests in that vicinity, and this together with the fact that other large quantities held by various parties are tributary to the location and will sooner or later be cut, will keep the mill in operation for a number of years.

Quincy—Negotiations have been in progress for some time between Oscar Becker and James R. Mercer, representing the National Wheel Co., of Jackson, and J. N. Salisbury, of this place, with a view to equipping the Salisbury planing mill for the manufacture of hubs for carriages and wagons. The necessary machinery has been ordered and operations will begin in about two weeks.

Whatever the thing advertised, however clever the advertising, there is something that the writer writes into, and that the reader reads in it, of which neither writer or reader is much aware—personality.

National Fire Insurance Co.

of Hartford.

W. Fred McBain,

The Leading Agency,

Grand Rapids, Mich.

The Livingston Hotel

Only three minutes' walk from Union Station.

Cor. Division and Fulton Sts.
Grand Rapids, Mich.

The Warwick

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

Drugs--Chemicals

Michigan State Board of Pharmacy

Term expires
HENRY HEIM, Saginaw Dec. 31, 1902
WIRT F. DOTY, Detroit Dec. 31, 1903
CLARENCE B. STODDARD, Monroe Dec. 31, 1904
JOHN D. MUIR, Grand Rapids Dec. 31, 1905
ARTHUR H. WEBBER, Cadillac Dec. 31, 1906

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

Examination Sessions.

Detroit, Jan. 6 and 7.
 Grand Rapids, March 3 and 4.
 Star Island, June 16 and 17.
 Houghton, Aug. 25 and 26.
 Lansing, Nov. 3 and 4.

Mich. State Pharmaceutical Association.

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

Goods Well Displayed Are Half Sold.

The rules and methods of stock arrangement and display that experience has taught me bear out the truth of the axiom: "Goods well displayed are half sold." Keep most prominently displayed those articles that are likely to create a desire of ownership when seen, and store in the less conspicuous part of the show room such things as are only bought when absolutely needed.

Goods well displayed increase one's trade by inducing patrons to buy more than they came for. When a person enters a drug store it is usually to be supplied with some definite article. If something is seen that reminds him of a want, or that impresses him as being a desirable thing to have, and he buys it, your trade has been increased above the normal demand by the amount of that purchase. The customer has left more money with you than he intended when he entered the store. It is by the multiplication of such sales that a business is increased and built up. Without advertising and display the trade of a store will be limited to the absolute wants of its patrons—the things they must have. Advertising in its various forms will bring the customers to the store; but the display of goods in the store will in a large degree determine the volume of their purchases and future patronage.

This seems such simple common sense that one wonders at its being thought necessary to state it, but any one who has looked into the arrangement of drug stores as they are found must be impressed with the fact that there is a woeful lack of systematic arrangement and effective display of the stock in many of them. Goods that might increase sales if kept in sight are often stowed away under counters, in dark show cases or in drawers, and valuable show room is taken up with goods that are only bought when sickness compels their purchase. Wall cases that would sell physicians' and surgeons' supplies, or other sundries or fancy goods, are taken up with stock bottles that are only used in the laboratory and which the dispenser must carry to the prescription table and back again each time they are wanted, or, if duplicate bottles are kept in the prescription laboratory, the store bottles are simply feeders to them.

For these reasons and from the fact that I have found by personal experience that it paid, I am in favor of making the front store a show room pure and simple, for all goods that are attractive and interesting to the public, and relegating to the dispensing department, where they properly belong, all, or most, of the bottles and drawers containing drugs and chemicals that are only

called for when necessary and that everybody expects to find in a drug store; why take up six or eight inches of valuable shelf room with a stock bottle of paregoric? People know that you, being a druggist, keep paregoric anyway, and will call for it when they need it. They will buy no more of it because it is prominently displayed on your shelf, and they probably can not read the label anyhow, as it is in Latin. Then why not keep this and others like it in a less conspicuous place, and replace them with goods that are likely to sell when seen? The same amount of space taken up with, say a pile of your own cough remedy would bring in many more dollars in the course of a year.

In this regard the only concessions that I would make to having stock bottles in the show room would be to strictly limit their number to such articles of every-day call as are sold in bulk over the counter. Such drugs and chemicals as are called for once or twice a week can just as well be kept in the laboratory. Cutting down the store containers to this limit will give a number of wall sections that may be turned into display cases. Likewise keeping the patent medicine stock out of sight will give more room for the display of goods in whose sale you are more interested.

W. A. Dawson.

The Happy Results of an Error.

I had an experience some years ago which has ever since caused me to be more careful and strict in filling prescriptions. A doctor owned a store where I was employed at the time, and had a patient very sick with rheumatism. He wanted to give the patient some kind of a powder, but did not have it in stock. He therefore went to a neighboring druggist, brought back an unlabeled package, and laid it on the dispensing case. Within the next day or two the physician wrote a prescription calling for sodium salicylate, and I, not being very well acquainted with the store, could not find the salt. Discovering the package, however, I concluded that this must be it; and I consequently took the powder and filled the prescription. That evening I was looking over the dispensing case, and, to my surprise, there stood a half-pound package of sodium salicylate!

My heart was in my throat, but I knew it was now too late to do anything, for the patient had been taking the medicine since morning. So I said nothing and awaited results. What do you think happened? The patient came down town the next morning feeling fine, and I do not know to this day what I gave him. Neither does the doctor know what cured his patient so marvelously quick!

The experience taught me the lesson of being more careful. Previously to that I had been inclined to be a little careless.

C. F. Baughan.

The Drug Market.

Opium—Is weak but not quotably changed.

Morphine—Is steady.

Quinine—Is a little firmer on account of higher prices abroad.

Carbolic Acid—Has declined.

Cocaine—Has advanced twice since the 15th; is very firm and tending higher.

Menthol—Has declined in this country, but is very much higher in Japan.

Bromides—The three are steady at last decline.

Canary Seed—Is very firm at the advance.

Advertising Methods Pursued by a Detroit Druggist.

Detroit possesses a young druggist who is determined to make a success of advertising. For years he has studied the suggestions made in the drug and advertising journals; he has analyzed the sample advertisements printed in these mediums and sent to him by correspondents; and he has applied what has been learned in this way with a good deal of success. His advertising has been far above the average. It has been bright, snappy, convincing, and, above all, highly individual and characteristic.

But he has not been satisfied. He has realized that his advertising, although better than that which most retailers do for themselves, was not as good as it ought to be. It did not come up to the high standard being reached in the art of advertising. And so this young druggist is now taking a correspondence course of instruction. He is making a thorough fundamental, systematic study of advertising as he did pharmacy at an earlier period in his career.

He has been at this about four months, and he will perhaps finish the particular course chosen in six months more. So far the work has been largely technical—given up to a consideration of the innumerable styles of type, the selection of synonyms for given words, the question of typographical arrangement, the method of preparing "copy" for the printer, and the like. Upon this foundation will now be built instruction upon the art of writing an advertisement; and considerable attention will be given the philosophy of the subject—the principles of appealing to the public eye and mind, and the methods of doing so with the greatest force and economy. This is only a partial view of what the curriculum covers; and, of course, it is accompanied throughout with practical work on the part of the student, and with criticism and revision of that work from the instructors.

Advertising is becoming more and more a prime essential in the conduct of any business; and, other things being equal, that man succeeds best who gets out attractive advertisements and who keeps himself and his business constantly before the public. We simply tell the story of one druggist's thorough manner of going at the subject for what it is worth. Not all druggists can or will follow the lead of this young man. But it is worth thinking about. Nay, it is worth more than that. Many an ambitious and energetic druggist would find that an hour a day, for six or eight or ten months, spent in the systematic study and practice of advertising would enable him to appeal to the public with far greater success than has ever been the case before, and would have much to do with the enlargement of his business and the increase of his income.—Bulletin of Pharmacy.

How to Keep Rubber Goods.

There is no perfect preservative for soft-rubber instruments, but by care their lives of usefulness may be prolonged. Disuse and exposure to the air cause rubber implements to become hard and brittle by oxidation. Rubber tissue is best kept moist in covered jars. Sheet rubber should be kept sprinkled with talc, dry, flat, or loosely rolled, in an airtight case. Rubber gloves are soon ruined by boiling but this is counterbalanced by the great reduction in the present cost price. During sterilization they should be kept separated by being wrapped in gauze. Fluffed

gauze should be inserted into each glove finger to prevent sticking, which occurs after the first or second boiling on account of the softening which takes place. After using they may be washed in a castile soap lather, dried, sprinkled with talc, and laid away unfolded in gauze, in an air-tight case.

Atomizer bulbs and soft-rubber syringes should be kept thoroughly dry when not in use in a tight box or the instrument case. Stomach tubes may be cleansed in castile soap lather, then thoroughly dried, hanging up to drain, and placed at full length in case or box. Catheters and rubber rectal instruments are best kept at full length, never coiled, in closely stoppered glass tubes. Boiling does not seem materially to shorten the life of some catheters, but they vary greatly in their power to withstand injury from this source. Catheters, as well as rubber gloves and other implements of like nature, may be sterilized in formaldehyde vapor. This process, however, requires a special sterilizing chamber. An important factor in furthering the life of soft-rubber instruments is the nature of the lubricant employed when they are in use. Oil and grease of whatsoever mixture soon ruin the rubber. Alcohol, ether, and chloroform also shorten the careers of rubber goods.

Paris Green and Tobacco.

It is becoming quite general for cultivation of tobacco to sprinkle the plants with Paris green to exterminate the harmful grubs. Prof. J. W. Lloyd, in calling attention to this harmful practice says that the use of this poisonous drug in this manner should be prohibited by law, as, until it has been proved otherwise, it must be considered dangerous to the lives of tobacco users. On the other hand, one of our most important industries may be seriously crippled if European countries should legislate against arsenic-laden American tobacco.

A Dispensing Point.

In preparing a dozen suppositories it is necessary to use materials for one or two more. In preparing pills and powders provision is not made for loss, and the consequence is that the patient never gets the full strength of the medicine as ordered. In small quantities of potent drugs the percentage of loss is greater.

FRED BRUNDAGE

wholesale

Drugs and Stationery

32 & 34 Western Ave.,

MUSKEGON, MICH.

Send Us Your Orders for Special Sized Window Shades.

We guarantee satisfaction in price and quality of goods. Making window shades is a leading specialty with us. Orders filled within 24 hours after receipt. No delay. Send for samples and price list.

Heystek & Canfield Co.,
 Grand Rapids, Mich.

Jobbers wall paper and window shades.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Declined—Carbolic Acid, Menthol.

<div>Acidum</div> <div>Aceticum \$ 60¢ 8</div> <div>Benzolium, German. 70¢ 75</div> <div>Boracis 70¢ 17</div> <div>Carbolicum 22¢ 27</div> <div>Citricum 40¢ 42</div> <div>Hydrochlor. 30¢ 5</div> <div>Nitroceum 80¢ 10</div> <div>Oxalicum 120¢ 14</div> <div>Phosphorium, dil. 50¢ 15</div> <div>Salicylicum 50¢ 53</div> <div>Sulphuricum 1 1/4¢ 5</div> <div>Tannicum 1 1/2¢ 120</div> <div>Tartaricum 38¢ 40</div> <div>Ammonia</div> <div>Aqua, 16 deg. 40¢ 8</div> <div>Aqua, 20 deg. 80¢ 8</div> <div>Carbonas 130¢ 15</div> <div>Chloridum. 120¢ 14</div> <div>Aniline</div> <div>Black 2 00¢ 2 25</div> <div>Brown. 80¢ 1 00</div> <div>Red 45¢ 50</div> <div>Yellow 2 50¢ 3 00</div> <div>Baccae</div> <div>Cubebae, po. 25 22¢ 24</div> <div>Juniperus 6¢ 7</div> <div>Xanthoxylum 1 50¢ 1 60</div> <div>Balsamum</div> <div>Copaiba. 50¢ 55</div> <div>Peru 6 1 70</div> <div>Terabin, Canada 60¢ 65</div> <div>Tolutan 45¢ 50</div> <div>Cortex</div> <div>Abies, Canadian. 18</div> <div>Cassia 12</div> <div>Cinchona Flava 18</div> <div>Ruonymus atropurp. 30</div> <div>Myrica Cerifera, po. 20</div> <div>Prunus Virgini 12</div> <div>Quillaja, gr'd 12</div> <div>Sassafras, po. 15 12</div> <div>Ulmus. po. 20, gr'd 38</div> <div>Extractum</div> <div>Glycyrrhiza Glabra. 24¢ 30</div> <div>Glycyrrhiza, po. 28¢ 30</div> <div>Hematox, 15 lb. box 11¢ 12</div> <div>Hematox, 18 13¢ 14</div> <div>Hematox, 1/4s. 14¢ 15</div> <div>Hematox, 1/4s. 16¢ 17</div> <div>Ferru</div> <div>Carbonate Precip. 15</div> <div>Citrate and Quinla. 2 25</div> <div>Citrate Soluble 75</div> <div>Ferrocyanidum Sol. 45¢ 50</div> <div>Solut. Chloride 15</div> <div>Sulphate, com'l. 2</div> <div>Sulphate, com'l, by bbl, per cwt. 80</div> <div>Sulphate, pure 7</div> <div>Flora</div> <div>Arnica 15¢ 18</div> <div>Anthemis 22¢ 25</div> <div>Matricaria. 30¢ 35</div> <div>Folia</div> <div>Barosma. 35¢ 40</div> <div>Cassia Acutifol, Tin-nevelly 20¢ 25</div> <div>Cassia, Acutifol, Aix. 25¢ 30</div> <div>Salvia officinalis, 1/4s and 1/2s 12¢ 20</div> <div>Uva Ursi. 8¢ 10</div> <div>Gummi</div> <div>Acacia, 1st picked. 60 65</div> <div>Acacia, 2d picked. 60 45</div> <div>Acacia, 3d picked. 60 35</div> <div>Acacia, sifted sorts. 60 28</div> <div>Acacia, po. 45¢ 65</div> <div>Aloe, Barb. po. 18¢ 20</div> <div>Aloe, Cape. po. 15. 40</div> <div>Aloe, Socotri. po. 40 30</div> <div>Ammoniac. 55¢ 60</div> <div>Assafoetida. po. 40 25</div> <div>Benzolium. 50¢ 55</div> <div>Catechu, 15. 60¢ 13</div> <div>Catechu, 1/4s. 60¢ 14</div> <div>Catechu, 1/4s. 60¢ 16</div> <div>Camphora 64¢ 69</div> <div>Euphorbium. po. 35 1</div> <div>Galbanum 1 40</div> <div>Gamboge 80¢ 85</div> <div>Gumacum. po. 35 75</div> <div>Kino. po. 30.75 75</div> <div>Mastic 60 60</div> <div>Myrrh. po. 45 40</div> <div>Opil. po. 4.10@4.30 3 00¢ 3 10</div> <div>Shellae 35¢ 45</div> <div>Shellac, bleached. 40¢ 45</div> <div>Tragacanth 70¢ 1 00</div> <div>Herba</div> <div>Absinthium. oz. pkg 25</div> <div>Eupatorium. oz. pkg 25</div> <div>Lobelia. oz. pkg 28</div> <div>Majorum. oz. pkg 28</div> <div>Mentha Pip. oz. pkg 25</div> <div>Mentha Vir. oz. pkg 25</div> <div>Rue. oz. pkg 39</div> <div>Tanacetum V oz. pkg 22</div> <div>Phymus, V. oz. pkg 25</div> <div>Magnesia</div> <div>Calined, Pat. 55¢ 60</div> <div>Carbonate, Pat. 18¢ 20</div> <div>Carbonate, K. & M. 18¢ 20</div> <div>'arbonate, Jennings 18¢ 20</div> <div>Oleum</div> <div>Absinthium 6 50¢ 7 01</div> <div>Amygdale, Dulc. 50¢ 60</div> <div>Amygdale, Amara. 8 00¢ 8 25</div> <div>Anisi 1 60¢ 1 65</div> <div>Aurant Cortex 2 10¢ 2 20</div> <div>Bergamit 2 50¢ 2 65</div> <div>Cajupit 80¢ 85</div> <div>Caryophylli. 75¢ 80</div> <div>Cedar 80¢ 85</div> <div>Chenopadii 50¢ 55</div> <div>Chimaphili 1 00¢ 1 10</div> <div>Clitronella 35¢ 40</div> <div>Sellae Co. 2 00¢ 2 10</div> <div>Tolutan 2 00¢ 2 10</div> <div>Prunus virg. 2 00¢ 2 10</div> <div>Tinctures</div> <div>Aconitum Napellis R 60</div> <div>Aconitum Napellis F 50</div> <div>Aloes 60</div> <div>Aloes and Myrrh 60</div> <div>Arnica 60</div> <div>Assafoetida 60</div> <div>Aurore Belladonna 60</div> <div>Aurant Cortex 60</div> <div>Benzoin 60</div> <div>Benzoin Co. 60</div> <div>Barosma. 60</div> <div>Cantharides 75</div> <div>Capsicum 50</div> <div>Cardamom 75</div> <div>Cardamom Co. 75</div> <div>Castor 1 50</div> <div>Catechu 75</div> <div>Cinchona 50</div> <div>Cinchona Co. 50</div> <div>Columba 50</div> <div>Cubebae 50</div> <div>Cassia Acutifol 50</div> <div>Cassia Acutifol Co. 50</div> <div>Digitalis 50</div> <div>Ergot. 50</div> <div>Ferri Chloridum 35</div> <div>Gentian Co. 50</div> <div>Gulaca. 50</div> <div>Gulaca ammon. 50</div> <div>Hyoscyamus. 50</div> <div>Iodine 75</div> <div>Iodine, colorless. 75</div> <div>Kino 50</div> <div>Lobelia 40</div> <div>Myrrh 50</div> <div>Nux Vomica. 50</div> <div>Opil. 75</div> <div>Opil, comphorated. 50</div> <div>Opil, deodorized. 1 50</div> <div>Quassia 50</div> <div>Rhatany. 50</div> <div>Rhel. 50</div> <div>Sanguinaria 50</div> <div>Serpentaria 50</div> <div>Stromonium 60</div> <div>Tolutan 60</div> <div>Valerian 50</div> <div>Veratrum Veride. 50</div> <div>Zingiber 20</div> <div>Miscellaneous</div> <div>Aether, Spts. Nit. 7 F 30¢ 35</div> <div>Aether, Spts. Nit. 4 F 24¢ 38</div> <div>Alumen 24¢ 3</div> <div>Alumen, gro'd. po. 7 30¢ 4</div> <div>Annatto. 40¢ 50</div> <div>Antimonil, po. 40¢ 50</div> <div>Antimonil et Potass T 40¢ 50</div> <div>Antipyrin 20¢ 25</div> <div>Antifebrin 20¢ 25</div> <div>Argenti Nitras, oz. 10¢ 12</div> <div>Arsenicum 45¢ 50</div> <div>Balm Gilead Buds. 1 65¢ 1 70</div> <div>Bismuth S. N. 2¢ 9</div> <div>Calcium Chlor., 1s. 2¢ 10</div> <div>Calcium Chlor., 1/4s. 2¢ 12</div> <div>Cantharides, Rus po 2¢ 10</div> <div>Capsici Fructus, af. 2¢ 15</div> <div>Capsici Fructus, po. 2¢ 15</div> <div>Capsici Fructus B, po 2¢ 15</div> <div>Caryophyllus. po. 15 12¢ 14</div> <div>Carmine, No. 40. 3 00¢ 3 00</div> <div>Cera Alba. 55¢ 60</div> <div>Cera Flava. 40¢ 42</div> <div>Coccus 40¢ 40</div> <div>Cassia Fructus. 35¢ 35</div> <div>Centaria. 40¢ 10</div> <div>Cetaceum. 40¢ 45</div> <div>Chloroform 55¢ 60</div> <div>Chloroform, squibbs 2¢ 10</div> <div>Chloral Hyd Crst. 1 35¢ 1 60</div> <div>Chondrus 20¢ 25</div> <div>Cinchonidine, P. & W 35¢ 48</div> <div>Cinchonidine, Germ. 35¢ 48</div> <div>Cocaine 4 05¢ 4 25</div> <div>Corks, list, dis. pr. ct. 75¢ 75</div> <div>Creosotum. 40¢ 45</div> <div>Creta, po. bbl. 75 2¢ 5</div> <div>Creta, prep. 2¢ 5</div> <div>Creta, precip. 9¢ 11</div> <div>Creta, Rubra. 9¢ 9</div> <div>Crocus 30¢ 35</div> <div>Cudbear. 24¢ 24</div> <div>Cupri Sulph. 64¢ 8</div> <div>Dextrine 70¢ 10</div> <div>Ether Sulph. 70¢ 92</div> <div>Emery, all numbe.s. 8¢ 8</div> <div>Emery, po. 8¢ 8</div> <div>Ergota. po. 90 85¢ 90</div> <div>Flake White. 12¢ 15</div> <div>Galla. 23¢ 23</div> <div>Gambler 8¢ 9</div> <div>Gelatin, Cooper. 60¢ 60</div> <div>Gelatin, French. 35¢ 60</div> <div>Glassware, flint, box 75¢ 5</div> <div>Less than box. 70</div> <div>Glue, brown. 11¢ 13</div> <div>Glue, white. 15¢ 25</div> <div>Glycerina. 17¢ 25</div> <div>Grana Paradisi. 25¢ 25</div> <div>Humulus 25¢ 55</div> <div>Hydrarg Chlor Mite 2¢ 100</div> <div>Hydrarg Chlor Cor. 2¢ 90</div> <div>Hydrarg Ox Rub'm. 2¢ 110</div> <div>Hydrarg Ammoniatl 2¢ 120</div> <div>HydrargUnguentum 50¢ 60</div> <div>Hydrargrum 65¢ 65</div> <div>Ichthyobolia, Am 65¢ 70</div> <div>Indigo 75¢ 100</div> <div>Iodine, Resubi. 3 40¢ 3 60</div> <div>Iodoform 3 60¢ 3 85</div> <div>Lupulin. 50¢ 50</div> <div>Lyopodium. 65¢ 70</div> <div>Macis 65¢ 75</div> <div>Liquor Arsen et Hy-drarg Iod. 25¢ 25</div> <div>Liquor Potass Arseni. 10¢ 12</div> <div>Magnesia, Sulph. 22¢ 3</div> <div>Magnesia, Sulph, bbl 1 14¢ 1 40</div> <div>Manna, S. F. 75¢ 80</div>	<div>Soda, Boras. po. 90¢ 11</div> <div>Soda et Potass Tart. 25¢ 27</div> <div>Soda, Carb. 14¢ 2</div> <div>Soda, Bi-Carb. 3¢ 5</div> <div>Soda, Ash. 34¢ 4</div> <div>Soda, Sulphas. 2¢ 2</div> <div>Spts. Cologne. 2 60</div> <div>Spts. Ether Co. 50¢ 55</div> <div>Spts. Myrtila Dom. 2 00</div> <div>Spts. Vini Rect. bbl. 2¢ 2</div> <div>Spts. Vini Rect. 1/2 bbl 2¢ 2</div> <div>Spts. Vini Rect. 10gal 2¢ 2</div> <div>Strychnia, Crystal. 80¢ 1 05</div> <div>Sulphur, Subl. 24¢ 4</div> <div>Sulphur, Roll. 24¢ 34</div> <div>Tamarinds 80¢ 10</div> <div>Terebenth Venice. 28¢ 30</div> <div>Theobroma. 45¢ 50</div> <div>Vanilla 9 00¢ 16 00</div> <div>Zinc Sulph. 7¢ 8</div> <div>Oils</div> <div>Whale, winter. 70 70</div> <div>Lard, extra. 85 90</div> <div>Lard, No. 1. 60 65</div> <div>Varnishes</div> <div>No. 1 Turp Coach. 1 10¢ 1 25</div> <div>Extra Turp. 1 60¢ 1 70</div> <div>Coach Body. 2 75¢ 3 00</div> <div>No. 1 Turp Furn. 1 00¢ 1 10</div> <div>Extra Turp Damar. 1 55¢ 1 60</div> <div>Jap. Dryer, No. 1 Turp 70¢ 79</div>
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Drugs

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

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Druggists'
Sundries.

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

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

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

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

Hazeltine & Perkins

Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are 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

Straw Paper
Cranberries
Japan Rice
Medium Pickles

DECLINED

Rolled Oats
Pecans
Galvanized Pails and Tubs
Holland Herring

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AXLE GREASE

Aurora	doz.	gross
Aurora.....	55	6 00
Castor Oil.....	60	7 00
Diamond.....	50	4 25
Frazier's.....	75	9 00
IXL Golden, tin boxes	75	9 00



Mica, tin boxes	gross
Mica.....	75 9 00
Paragon.....	55 6 00

BAKING POWDER

Egg	doz.	gross
1 lb. cans, 4 doz. case.....	3	7 75
1 lb. cans, 2 doz. case.....	3	7 75
1 lb. cans, 1 doz. case.....	3	7 75
5 lb. cans, 1/2 doz. case.....	3	8 00

JAXON

Royal	doz.	gross
1 lb. cans, 4 doz. case.....	3	45
1 lb. cans, 2 doz. case.....	3	45
1 lb. cans, 1 doz. case.....	3	45
5 lb. cans, 1/2 doz. case.....	3	60

10c size

10c size	doz.	gross
1 lb. cans, 1 doz. case.....	3	90
1 lb. cans, 1/2 doz. case.....	3	1 35
1 lb. cans, 1/4 doz. case.....	3	2 50
1 lb. cans, 1/8 doz. case.....	3	4 80
5 lb. cans, 1/2 doz. case.....	3	13 00
5 lb. cans, 1/4 doz. case.....	3	21 50

BATH BRICK

American	gross
American.....	75
English.....	85

BLUING

Aretic, 4 oz. ovals, per gross	gross
Aretic, 4 oz. ovals, per gross	4 00
Aretic, 8 oz. ovals, per gross	6 00
Aretic, 16 oz. round per gross	9 00

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

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Star, 1 lb.	gross
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Star, 1 lb.	gross
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Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

CONDENSED PEARL

Star, 1 lb.	gross
Star, 1 lb.	2 10
Star, 1 lb.	3 60
Star, 1 lb.	2 40

2

CANDLES

Electric Light, 88	gross
Electric Light, 88	12
Electric Light, 168	12 1/2
Paraffine, 88	9 1/2
Paraffine, 128	10
Wickless	17

CANNED GOODS

Apples	gross
3 lb. Standards.....	85
Gallons, standards.....	3 25

Blackberries

Standards	gross
Standards.....	35

Beans

Baked	gross
Baked.....	1 00 @ 1 30
Red Kidney.....	75 @ 85
String.....	70
Wax.....	75

Blueberries

Standard	gross
Standard.....	1 90

Brook Trout

2 lb. cans, Spiced	gross
2 lb. cans, Spiced.....	1 90

Clams

Little Neck, 1 lb.	gross
Little Neck, 1 lb.	1 00
Little Neck, 2 lb.	1 50

Clam Bouillon

Burnham's, 1/2 pint	gross
Burnham's, 1/2 pint.....	1 92
Burnham's, pints.....	3 60
Burnham's, quarts.....	7 20

Cherries

Red Standards	gross
Red Standards.....	1 30 @ 1 50
White.....	1 50

Corn

Fair	gross
Fair.....	85
Good.....	85
Fancy.....	1 0 @ 1 20

French Peas

Sur Extra Fine	gross
Sur Extra Fine.....	22
Extra Fine.....	19
Fine.....	15
Moyen.....	11

Gooseberries

Standard	gross
Standard.....	90

Hominy

Standard	gross
Standard.....	85

Lobster

Star, 1/2 lb.	gross
Star, 1/2 lb.	2 10
Star, 1 lb.	3 60
Plenic Tails.....	2 40

Mackerel

Mustard, 1 lb.	gross
Mustard, 1 lb.	1 80
Mustard, 2 lb.	2 80
Soused, 1 lb.	1 90
Soused, 2 lb.	2 80
Tomato, 1 lb.	1 8
Tomato, 2 lb.	2 80

Mushrooms

Hotels	gross
Hotels.....	18 @ 20
Buttons.....	22 @ 25

Oysters

Cove, 1 lb.	gross
Cove, 1 lb.	85
Cove, 2 lb.	1 55
Cove, 1 lb. Oval.....	95

Peaches

Pie	gross
Pie.....	85 @ 90
Yellow.....	1 35 @ 1 55

Pears

Standard	gross
Standard.....	1 00
Fancy.....	1 25

Peas

Marrowfat	gross
Marrowfat.....	1 00
Early June.....	90 @ 1 00
Early June Sifted.....	1 65

Plums

Plums	gross
Plums.....	85

Pineapple

Grated	gross
Grated.....	1 25 @ 1 75
Sliced.....	1 35 @ 1 55

Pumpkin

Fair	gross
Fair.....	90
Good.....	1 00
Fancy.....	1 25

Raspberries

Standard	gross
Standard.....	1 15

Russian Caviar

1/2 lb. cans	gross
1/2 lb. cans.....	3 75
1 lb. can.....	7 00
1 lb. can.....	12 00

Salmon

Columbia River, talls	gross
Columbia River, talls.....	@ 1 65
Columbia River, flats.....	@ 1 80
Red Alaska.....	@ 1 30
Pink Alaska.....	@ 90

Shrimps

Standard	gross
Standard.....	1 40

Sardines

Domestic, 1/2 s	gross
Domestic, 1/2 s.....	3 1/2
Domestic, 1/2 s.....	5
Domestic, Mustard.....	6
California, 1/2 s.....	11 @ 14
California, 1/2 s.....	17 @ 24
French, 1/2 s.....	7 @ 14
French, 1/2 s.....	18 @ 28

Strawberries

Standard	gross
Standard.....	1 10
Fancy.....	1 40

3

Succotash	gross
Fair.....	95
Good.....	1 00
Fancy.....	1 20

Tomatoes	gross
Fair.....	1 10
Good.....	1 15
Fancy.....	1 25
Gallons.....	3 00

CARBON OILS

Barrels	gross
Eocene.....	@ 12 1/2
Perfection.....	@ 11 1/2
Diamond White.....	@ 11
D. S. Gasoline.....	@ 14 1/2
Deodorized Naphtha.....	@ 12
Cylinder.....	29 @ 34
Engine.....	18 @ 22
Black, winter.....	9 @ 10 1/2

CATSUP

Columbia, pints	gross
Columbia, pints.....	2 00
Columbia, 1/2 pints	gross
Columbia, 1/2 pints.....	1 25

CHEESE

Aome	gross
Aome.....	@ 14 1/2
Amboy.....	@ 14
Elise.....	@ 14
Emblem.....	@ 14
Gem.....	@ 14 1/2
Ideal.....	@ 13 1/2
Jersey.....	@ 14
Riverside.....	@ 14
Brick.....	14 @ 15
Edam.....	@ 90
Lelden.....	@ 17
Limbarger.....	13 @ 14
Pineapple.....	50 @ 75
Sap Sago.....	@ 19

CHEWING GUM

American Flag Spruce	gross
American Flag Spruce.....	55
Beeman's Pepsin.....	60
Black Jack.....	55
Largest Gum Made.....	60
Sen Sen.....	55
Sen Sen Breath Perfume.....	1 00
Sugar Leaf.....	55
Yucatan.....	55

CHICORY

Eagle.....	4
Franck's	7
Schener's.....	6

CHOCOLATE

6

Hominy	
Flake, 50 lb. sack	90
Pearl, 200 lb. bbl.	5.00
Pearl, 100 lb. sack	2.50

Macaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 2 1/2 lb. box	2.00
Pearl Barley	
Common	3.00
Chester	2.90
Empire	3.65

Peas	
Green, Wisconsin, bu.	1.85
Green, Scotch, bu.	1.85
Split, lb.	4

Rolled Oats	
Rolled Avena, bbl.	5.30
Steel Cut, 100 lb. sacks	2.70
Monarch, bbl.	5.00
Monarch, 1/2 bbl.	2.45
Monarch, 90 lb. sacks	2.45
Quaker, cases	3.10

Grits	
Walsh-DeRoo Co.'s Brand	



Cases, 24 2 lb. packages	2.00
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Sago	
East India	3 1/2
German, sacks	3 1/2
German, broken package	4

Tapioca	
Flake, 110 lb. sacks	4 1/2
Pearl, 130 lb. sacks	3 1/2
Pearl, 24 2 lb. packages	6 1/2

Wheat	
Cracked, bulk	3 1/2
24 2 lb. packages	2.50

FISHING TACKLE	
1/4 to 1 inch	6
1 1/2 to 2 inches	7
2 to 3 inches	11
3 to 4 inches	15
4 to 5 inches	18
5 to 6 inches	20
6 to 7 inches	22
7 to 8 inches	24
8 to 9 inches	26
9 to 10 inches	28

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	14
No. 9, 15 feet	15

Linen Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	50
Bamboo, 16 ft., per doz.	65
Bamboo, 18 ft., per doz.	80

FLAVORING EXTRACTS	
FOOTE & JENKS' JAXON	
Highest Grade Extracts	

Vanilla	Lemon
1 oz full m. 1 20	1 oz full m. 80
2 oz full m. 2 10	2 oz full m. 1 25
No. 3 fan'y 3 15	No. 3 fan'y 1 75

Vanilla	Lemon
2 oz panel. 1 20	2 oz panel. 75
3 oz taper. 2 00	4 oz taper. 1 50

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Vanilla	Lemon
2 oz panel. 1 20	2 oz panel. 75
3 oz taper. 2 00	4 oz taper. 1 50

7

Mutton	
Carcass	4 1/2 @ 5 1/2
Lamb	7 @ 8

Veal	
Carcass	8 @ 9 1/2

GELATINE	
Knox's Sparkling	1.20
Knox's Sparkling, pr gross	14.00
Knox's Acidulated	1.20
Knox's Acidulated, pr gross	14.00
Oxford	.75
Plymouth Rock	1.20
Nelson's	1.50
Cox's, 2-qt size	1.61
Cox's, 1-qt size	1.10

GRAIN BAGS	
Amoskeag, 100 in bale	15 1/2
Amoskeag, less than bale	15 1/2

GRAINS AND FLOUR	
Wheat	
Wheat	74

Winter Wheat Flour	
Local Brands	

Patents	4.25
Second Patent	3.75
Straight	3.55
Second Straight	3.25
Clear	3.15
Graham	3.40
Buckwheat	3.25
Rye	3.00

Subject to usual cash discount	
Flour in bbls., 25c per bbl. additional	

Worden Grocer Co.'s Brand	
Quaker 1/2s.	3.80
Quaker 1/4s.	3.50
Quaker 1/8s.	3.00

Spring Wheat Flour	
Clark-Jewell-Weiss Co.'s Brand	

Pillsbury's Best 1/2s.	4.00
Pillsbury's Best 1/4s.	4.00
Pillsbury's Best 1/8s.	4.00
Pillsbury's Best 1/4s paper	4.40
Pillsbury's Best 1/8s paper	4.40
Lemon & Wheeler Co.'s Brand	
Wingold 1/2s.	4.40
Wingold 1/4s.	4.40
Wingold 1/8s.	4.20

Judson Grocer Co.'s Brand	
Ceresota 1/2s.	4.60
Ceresota 1/4s.	4.60
Ceresota 1/8s.	4.40
Worden Grocer Co.'s Brand	
Laurel 1/2s.	4.40
Laurel 1/4s.	4.40
Laurel 1/8s.	4.40
Laurel 1/2s and 1/4s paper	4.30

Meal	
Bolted	2.70
Granulated	2.80

Feed and Millstuffs	
St. Car Feed, screened	23.00
No. 1 Corn and Oats	23.00
Corn Meal, coarse	23.00
Corn Meal, fine	22.50
Winter Wheat Bran	16.00
Winter Wheat Middlings	19.00
Cow Feed	18.00
Screenings	17.00

Oats	
Car lots new	34

Corn	
Corn, car lots	63

Hay	
No. 1 Timothy car lots	69.50
No. 1 Timothy ton lots	12.00

HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Sassa Leaves	25

INDIGO	
Madras, 5 lb. boxes	55
S. F., 2 1/2 and 5 lb. boxes	50

JELLY	
5 lb. pails, per doz.	1.85
15 lb. pails, per doz.	4.30
30 lb. pails	8.00

LICORICE	
Pure	30
Calabria	23
Sticky	24
Root	10

LYE	
Condensed, 2 doz.	1.20
Condensed, 4 doz.	2.25

MALTED FOOD	
MALT-OLA	

Cases, 12 packages	1.35
Cases, 36 packages	4.05

MEAT EXTRACTS	
Armour & Co.'s, 2 oz.	4.45
Liebig's, 2 oz.	2.75

MOLASSES	
New Orleans	

Fancy Open Kettle	40
Choice	35
Fair	26
Good	22

Half-barrels 2c extra	
-----------------------	--

MUSTARD	
Horse Radish, 1 doz.	1.75
Horse Radish, 2 doz.	3.50
Ray's Celery, 1 doz.	1.75

OLIVES	
Bulk, 1 gal. kegs.	1.35
Bulk, 3 gal. kegs.	1.10
Bulk, 5 gal. kegs.	1.05
Manzanilla, 7 oz.	80
Queen, pints.	2.35
Queen, 28 oz.	4.50
Stuffed, 5 oz.	7.00
Stuffed, 8 oz.	1.45
Stuffed, 10 oz.	2.80

PIPPERS	
Clay, No. 216	1.70
Clay, T. D., full count	85

PICKLES	
Medium	
Barrels, 1,200 count	8.00
Half bbls, 600 count	4.15

Barrels, 2,400 count	9.50
Half bbls, 1,200 count	5.20

PLAYING CARDS	
No. 90, Steamboat	90
No. 15, Rival, assorted	1.20
No. 20, Rover, enameled	1.60
No. 572, Special	1.75
No. 98, Golf, satin finish	2.00
No. 808, Bicycle	2.00
No. 632, Tournant's Whist	2.25

POTASH

Our Catalogue is "Our Drummer"

It lists the largest line of general merchandise in the world.

It is the only representative of one of the six largest commercial establishments in the United States.

It sells more goods than any four hundred salesmen on the road—and at 1-5 the cost.

It has but one price and that is the lowest.

Its prices are guaranteed and do not change until another catalogue is issued. No discount sheets to bother you.

It tells the truth, the whole truth and nothing but the truth.

It never wastes your time or urges you to overload your stock.

It enables you to select your goods according to your own best judgment and with freedom from undue influence.

It will be sent to any merchant upon request. Ask for catalogue J.

Butler Brothers

230 to 240 Adams St.,
Chicago

We Sell at Wholesale only.

We are Catering

To the best class of trade and it is such tradesmen that we wish to deal with exclusively.

DO YOU CATER

to this class of trade also? Then we can help you. Write to us and learn what we have to offer. Our Standard D Crackers are the best the market affords and they are not made by a trust. We are independent and make a superior article to sustain our reputation.

E. J. Kruce & Co.

DETROIT, MICH.

Holiday Goods

We extend a very cordial invitation to the trade to visit our store, where will be found one of the prettiest lines of Holiday Goods ever shown in Western Michigan. Complete in every respect. Will make liberal allowance for expense.

**Grand Rapids
Stationery Co.**

29 North Ionia St.,
Grand Rapids, Mich.

Flours are not all alike

Even when made from the same kind of wheat, nor does the best miller always make the best flour. Difference in quality is due largely to difference in policy. It is the policy of some to make good flour, and of others to make cheap flour, but it is a well known fact that no miller anywhere has ever been able to make a good reputation on cheap flour. Ceresota is the best bread flour in America BUT NOT THE CHEAPEST.

**Northwestern Consolidated
Milling Co.,**

Minneapolis, Minn.

Judson Grocer Company,

Distributors for
Western Michigan

Investment Securities

We have facilities for determining the value of marketable securities that are not always at the disposal of individuals.

Our patrons get the benefit of our knowledge and advice and assistance in making investments. It is worth a great deal more than it costs.

**The Michigan
Trust Co.**

Grand Rapids, Mich.

Holiday Poultry

SHIP TO

LAMSON & CO., BOSTON

Ask the Tradesman about us.

Gas or Gasoline Mantles at 50c on the Dollar

GLOVER'S WHOLESALE MDSE. CO.
MANUFACTURERS, IMPORTERS AND JOBBERS
of GAS AND GASOLINE SUNDRIES
Grand Rapids, Mich.

Rugs from Old Carpets

Retailer of Fine Rugs and Carpets.

Absolute cleanliness is our hobby as well as our endeavor to make rugs better, closer woven, more durable than others. We cater to first class trade and if you write for our 16 page illustrated booklet it will make you better acquainted with our methods and new process. We have no agents. We pay the freight. Largest looms in United States.

**Petoskey Rug Mfg. & Carpet Co.,
Limited**
455-457 Mitchell St., Petoskey, Mich.



RUGS

Made From

Old Carpets

Any size desired at small cost. Price list and information as to amount of carpet required free.

Michigan Rug Co.

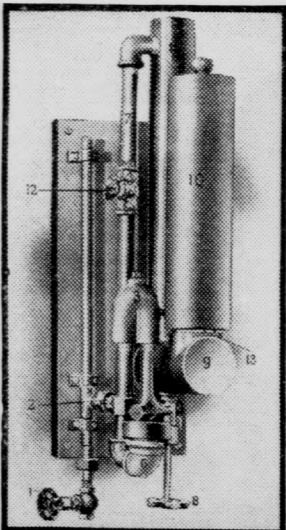
43-5 S. Madison St., Battle Creek, Mich.

F. M. C. COFFEES

are always

Fresh Roasted

Acme of "Light" Economy



Aglow with convenience—giving entire satisfaction.

Perfection Gas System

Nox-m-all

For commercial lighting can not be surpassed—is an individual gas plant. Generates its own gas. Operated by gasoline vapor gas, fed under pressure to any desired number of lights, connected by pipes the same as city gas. More pleasant than electric arcs, giving a steadier glow of illumination; a light more brilliant and the expense of operation shows an immense saving over either gas or electricity.

Full practical description in our new catalogue, mailed free on request.

After two years' experience we have yet to find a single dissatisfied purchaser. Write for full particulars.

Perfection Lighting Co.

Chas. C. Wilmot, Manager.

17 S. Div. St., Grand Rapids, Mich.
Long Distance 2090.

Sweet Potatoes, Cranberries, Oranges, New Nuts, Figs and Dates

We are headquarters for these goods.

We want Potatoes, Onions, Apples and Beans.

The Vinkemulder Company, Commission Merchants

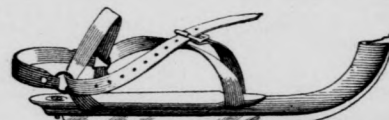
14-16 Ottawa Street

Grand Rapids, Michigan

ORDERS

Are now coming in for these skates. If you don't know about them yet write for illustrated price list.

Reason No. 5.—Because they are a great saving on shoes as no clamps or heel plates are necessary to fasten them on.



J. Vander Stel, Grand Rapids, Mich.

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

Cold Storage

This is the time of year to store your Apples. Why not put them where they are sure to come out as good as when picked? Save shrinkage and sorting by storing with us. We also store Butter, Eggs, Poultry and Meats. Liberal advances on produce stored with us, where desired. Rates reasonable. Write for information.

**Grand Rapids Cold Storage
& Sanitary Milk Co.**

Grand Rapids, Michigan



**NOT AT ALL
OFFENSIVE**

**SCH.
5¢ CIGAR**

Shinola

The finest Shoe Polish made. Gives a lasting shine. Water does not affect it.
One gross large (10 cent size), \$10.00.
5 per cent. off.

Free

With each gross, a fine Oriental Rug, 36x72.
Just what you want in your shoe department.
Write now.

Hirth, Krause & Co.
Grand Rapids, Mich.

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

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

For \$4.00

We will send you printed and complete

**5,000 Bills
5,000 Duplicates
100 Sheets of Carbon Paper
2 Patent Leather Covers**

We do this to have you give them a trial. We know if once you use our Duplicate system you will always use it, as it pays for itself in forgotten charges alone. For descriptive circular and special prices on large quantities address

A. H. Morrill, Agt.

105 Ottawa Street, Grand Rapids, Michigan

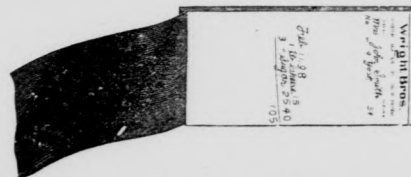
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Cosby-Wirth Printing Co.,

St. Paul, Minnesota

ORIGINAL
CARBON
DUPLICATE

Duplicating Order Pads



Counter Check Books

Simplify your work. Avoid mistakes. Please your customers. Samples and prices gladly submitted.

The Simple Account File Co.

500 Whittlesey St.,

Fremont, Ohio

The poor benighted Hindoo,
He does the best he kindo;
He sticks to his caste
From first to last,
And for pants makes his skindo.

This fellow is not interested in **Fur Coats**, but we trust you are. Write us for prices or, better still, let us send you a sample.

**Largest Line of
FUR COATS
in the State**

BROWN & SEHLER
GRAND RAPIDS, MICHIGAN



It sells strictly ON ITS MERIT—no prizes, no schemes, just coffee—all coffee.

JUDSON GROCER COMPANY, Grand Rapids

Trick On a Minister.

One of the ministers of the city—who, for obvious reasons does not care to have his name mentioned in the matter—tells a story of a trick that one of his chums put up on him during the early days of his ecclesiastical career. The chum was on sociable terms with the officers of the church he attended and secured the appointment of his friend as supply on one of the Sundays during the summer vacation.

"Now, Jim," the chum said, after the young minister had thanked him, "there is one thing I would like to have you remember when you preach at our church. Nearly all of our people are away, but, strange to say, the majority of those that are still in town are deaf. They have not been able to hear the supplies we have had so far, so please do use every bit of voice you have to make those people hear what you have to say."

Accordingly, the minister, remembering his chum's instructions, let loose the full strength of his voice when he conducted the services at the church in question on the following Sunday. And the minister—let it be remarked right here—while not of especially robust build, has been endowed by nature with vocal organs of a particularly powerful variety.

The minister said, in telling the story, that he noticed with both surprise and pleasure that the greater part of the congregation was seated near the front instead of off in the rear seats, as in most summer congregations. He did not use all of his strength, he says, in the opening prayers, but waited for the sermon, when he went at it for all he was worth. At any sign of restlessness or uneasiness he redoubled his efforts.

When the service was over one of the officials went to the clergyman—the chum was out of town, by the way—and, after expressing his interest in the sermon, said he had been greatly surprised to find the preacher the possessor of such a powerful voice. "Your friend," he said, "told us that you were a good preacher, but that your voice was extremely weak and that it was difficult to hear you unless one sat far up toward the front. So we brought everybody as near the pulpit as possible."

"But, I understood," the minister said, "that, through some mysterious dispensation of Providence, nearly all your people were deaf."

Explanations followed, and it was well for the chum just then that he was spending Sunday out of town.

Rapid Growth of the Shirt Waist Business.

From the Jackson Patriot.

One of the very important industries which the people of this city accept as a matter of course or, perhaps, as the gift of the gods, is the making of the irrepressible and all but universal feminine shirt waist. Four years ago this industry did not exist; now the annual product in this city easily reaches several hundred thousand dollars in value, and all this business has been worked up by two firms—the Standard and Bowman companies. The story of the development of this industry is simply one of business foresight, with a realization of the popularity and utility of the handiest garment that womankind ever wore, even before it came into general use. About four years ago shirt waists began to be worn, to any extent, and the Standard company immediately began the pushing of the business as a side line from their underwear business. Now the output of this one company, during the season for the manufacture of shirt waists, which runs from November 1 to July 1, is about 300,000 garments. This is by no means the extent of the business that could be done, however, as the company has never been able to fill all its orders, and the output is limited by the available labor supply. If the company could secure sufficient girls its market could be extended to Europe, but, as the matter now stands, its garments are worn in most every city of the Union.

The shirt waist companies are of the institutions that the people of the city

should bear in mind when their local pride leads them to speak of conspicuous business successes.

How to Make a Dead Town.

From the Independence, Iowa, Conservative.

Any town in which the people who are making money invest all their surplus in outside speculations is bound to be a dead town. It is a constant drain upon the community. And that is exactly the situation to-day in a good many Iowa towns of from 3,000 to 5,000 population. A place not a thousand miles from Independence has just that class of money-makers. Of course, people can not be criticised for investing what belongs to them in foreign propositions that seem attractive, but history will bear us out in the prediction that the net returns from the dollars that are now being sent out for investment from towns like this will not average 50 cents. If the investors in mining and oil stocks and distant land and town lot schemes get back half their money, as a whole, they will do better than the record of the past warrants us in expecting. There will be some alluring instances of quick and big money made, but when the returns are all in, and the final settlement is made, the investors had better have kept their money in something safe in Iowa, even at a low rate of interest.

People who think that things to eat are costly in this country will be interested in the prices that prevail abroad. Beefsteak is 44 cents a pound in Berlin. Meats generally are reported to be 26 per cent. higher in Berlin now than in 1900, although in Rotterdam, Paris, Vienna and Budapest they are only 10 to 16 per cent. higher. Germany's more rapid advance is attributed to the scarcity of home animals, the exclusion of foreign live stock and the prohibition of canned meats, thus suspending large American imports. The newspapers are talking about the "meat famine."

Men do not catch fish by staying at home and looking out upon the water. Merchants who seek to catch trade must get out and hustle for it. Advertising enables them to enter all homes and have a fair hearing wherever they go.

Business Wants

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

BUSINESS CHANCES.

WANTED—SECOND HAND COMPUTING scale; about 25 pounds. Address Chas. H. Fish, Butler, Ill. 896

WANTED—TO PURCHASE A DRUG stock; must be well located. Address J. B., care Michigan Tradesman. 897

FOR SALE—HARNESSES BUSINESS formerly conducted by Robert McCormick in Cadillac, Mich. Only one small shop in city of over 6,000 people; an exceptional opportunity for harness man. Address A. W. Newark, Administrator, Cadillac, Mich. 881

WANTED—GOOD LOCATION FOR FIVE and ten cent store. Address No. 882, care Michigan Tradesman. 882

MUST SELL 40 ACRES ALLEGAN COUNTY, \$400; 20 acres Allegan county, \$125; or would exchange for stock of goods. Address Chance, care Michigan Tradesman. 885

FOR SALE—CHANCE OF A LIFETIME TO purchase an old-established grocery business in an A No. 1 location. Annual sales, \$50,000. Capital required, about \$3,000. Reason for selling, owner has other business. The editor of the Tradesman knows this business and will recommend it. Address No. 894, care Michigan Tradesman. 894

WANTED—GOOD STOCK GROCERIES OR general merchandise for Iowa farm. Particulars first letter. Address No. 893, care Michigan Tradesman. 893

FOR SALE—GENERAL STORE AND STOCK of general merchandise, all new goods; stock inventories \$2,500; liveliest town in Northern Michigan; will sell stock and rent building; cash sales, \$50 per day. Also a good livery barn and stock for sale. Address No. 892, care Michigan Tradesman. 892

WANTED—EVERY ONE TO KNOW THAT there is one honest commission man on earth. What have you to offer? A. M. Bentley, Saginaw, W. S., Michigan, Distributor of "Best on Record" Flour. 831

FOR SALE—STORE AND STOCK OF GENERAL merchandise, situated at one of Michigan's most popular summer resorts; a good trade established; store runs year round. A money maker. Investigate. Terms cash. Also farm of 240 acres, "five miles south of Petoskey." Good buildings, well watered and mostly improved. A bargain for cash. Address A. E. Hass, Walloon Lake, Mich. 852

FOR SALE—STOCK IN UNITED STATES Robe Factory. Inquire of F. M. Kilbourn, Secretary, Corunna, Mich. 854

FOR SALE—HARDWARE AND IMPLEMENT stock in the best agricultural district of Northern Michigan. Good reason for selling. Address No. 846, care Michigan Tradesman. 846

FOR SALE OR EXCHANGE—\$12,000 STOCK of dry goods, shoes and clothing at Mason City, Ia., one of the best towns in the State. Will accept part in good real estate. Address No. 845, care Michigan Tradesman. 845

FOR SALE—A TWELVE HORSE POWER boiler nearly new for \$100, if sold before Jan. 1, 1903. Address F. W. Brown, Ithaca, Mich. 853

FOR SALE—A GROCERY BUSINESS IN Houghton, Mich.; \$75,000 to \$100,000 business yearly; \$5,000 stock; can be reduced to \$3,000. Address Geo. Williams, Houghton, Mich. 827

FOR SALE—MEAT MARKET AND slaughter house in connection; a good first-class trade and cash business; town of fourteen hundred inhabitants and the only market in town. Reason for selling, have other business in larger place. M. A. Mahoney, Box 246, Bellevue, Mich. 843

IF YOU WISH TO SELL A BUSINESS OR any kind of real estate anywhere in America or quick cash, give description and price. I will send free booklet telling how it is done. No commissions. Emerson De Puy, Specialist, Des Moines, Ia. 829

FOR SALE—\$3,000 GENERAL STOCK AND \$2,500 store building, located in village near Grand Rapids. Fairbairn's scales. Good paying business, mostly cash. Reason for selling, own-r has other business. Address No. 838, care Michigan Tradesman. 838

FOR SALE—THOROUGHbred FEMALE Kentucky fox hound two years old. Cannot be beaten on fox and rabbits. C. O. Miller, South Haven, Mich. 841

WANTED—HAY OF DIFFERENT GRADES also rye straw. What have you to offer? Address Smith, Young & Co., Lansing, Mich. 890

TO RENT—BRICK STORE 20x60 CENTRALLY located; good town for business; \$180 a year. Address M. A. VanInwegen, 523 Genesee ave., Saginaw, E. S., Mich. 889

DRUG STOCK AND FIXTURES FOR SALE at Sand Hill, six miles from Detroit, on electric car line; no opposition; a good chance for a registered pharmacist. I offer this at a bargain for cash. S. N. Gurney, Room A, Buhl Block, Detroit, Mich. 888

FOR SALE—WE HAVE THREE LAUNDRIES ranging in price from \$400 to \$6,000 in some of the best cities in central Michigan. If any one interested will write us stating about what they want, we will be pleased to correspond with them. Address Derby, Choate & Woolfitt Co., Ltd., Flint, Mich. 886

FOR SALE—MEAT MARKET STOCK AND fixtures, slaughter house, horse, wagons, sleighs, etc., in town of 1,600 inhabitants; good business. Address No. 881, care Michigan Tradesman. 881

FOR SALE—SAFE, WEIGHT 1,600 POUNDS; same as new; can be bought at a bargain. Address R. G. Burlingame, Hartford, Mich. 878

WANTED—A GOOD SECOND-HAND BUSS for hotel and livery use. L. L. Pearce, Elsie, Mich. 871

FOR SALE—SMALL STOCK CLOTHING, shoes and furnishing goods; invoices about \$2,500; stock new and clean; in town of about 1,200. Address No. 867, care Michigan Tradesman. 867

WE CAN SELL YOUR REAL ESTATE OR business wherever located; we incorporate and float stock companies; write us. Horatio Gilbert & Company, 325 Ellicott Square, Buffalo. 866

FOR SALE—STOCK OF MILLINERY AND ladies' furnishings; invoices between \$1,000 and \$1,200; fine location; town of 1,500 population. Good reason for selling. Address No. 865, care Michigan Tradesman. 865

PARTIES LOOKING FOR BUSINESS openings will do well to correspond with Y, care Michigan Tradesman. 877

FOR SALE—A GOOD GROCERY BUSINESS in a thriving Michigan city; center of State; amount of business, \$70 per day; stock will invoice from \$1,500 to \$2,000; good reason for selling. Address No. 874, care Michigan Tradesman. 874

FOR SALE—FINE STOCK OF GENERAL merchandise in country town; postoffice in connection; splendid farming country; trade about \$10,000 per year; cheap rent; or will sell controlling interest in large brick store; also two acres of splendid land, with residence, warehouse, barn, coal shed, carriage house, etc.; plenty of fruit; store and residence both lighted with acetylene gas; stock and fixtures will invoice about \$2,000; price for residence and land, \$1,000; will sell separate or together. Reason for selling, poor health. Address, or come and see, A. L. Spafford, P. M., Chester, Mich. 873

EXCELLENT DRY GOODS STOCK FOR sale; doing a fine business; stock about \$10,000; located twenty-five miles from Grand Rapids; would be pleased to correspond. Address A1, care Michigan Tradesman. 872

WANTED—MAN WITH \$10,000 TO PUSH an article now before the public; it's a winner; investigation solicited. E. J. Post, c/o D. Beramont, Mich. 884

FOR SALE—GROCERY BUSINESS IN Sault Ste. Marie, Mich., doing \$80,000 yearly; will invoice about \$3,000. Owner has other business. Terms cash or good security. Address F. M. Holmes, Sault Ste. Marie, Mich. 885

FOR SALE—AT A BARGAIN, STEAM flour mill in good running order, on railroad. Will exchange for city property. R. M. Grindley, 171 Griswold St., Detroit, Mich. 827

WANTED—STEAM HEAT FOR CHURCH 30x60, with basement. Box 8, Benzonia, Mich. 798

FOR SALE—TWO BUSINESS BUILDINGS in best location in town; cost \$3,800; also a stock of men's furnishing goods and shoes in first-class condition; will invoice \$3,000; if taken within 30 days both can be bought for \$4,500 cash. Real estate will have a big advance here before next spring. For further particulars address Box 343, Munising, Mich. 781

FOR SALE—DRUG STOCK IN ONE OF the best business towns in Western Michigan; good chance for a physician. Enquire of No. 778, care Michigan Tradesman. 778

WANTED—QUICK MAIL ORDERS. Overstocked; must keep the factory running; telescopes, suit cases, whips; low prices. For special discounts and illustrated descriptive list address Olney Telescope & Harness Co., Box 155, Olney, Ill. 769

FOR SALE—DRUG STOCK AND FIXTURES; only one in good prosperous town on railroad; good business; stock about \$1,200; cash, no trades. Address George, care Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 871

WANTED FOR CASH—LUMBER OF ALL kinds; also shingles and lath. Will contract mill cuts. Belding-Hall Mfg. Co., Belding, Mich. 764

FOR SALE—FIRST-CLASS, EXCLUSIVE millinery business in Grand Rapids; object for selling, parties leaving the city. Address Milliner, care Michigan Tradesman. 507

SAFES—NEW AND SECOND-HAND FIRE and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 821

FOR SALE—DRUG STOCK AND FIXTURES, invoicing about \$2,000. Situated in center of Michigan Fruit Belt, one-half mile from Lake Michigan. Good resort trade. Living rooms over store; water inside building. Rent, \$12.50 per month. Good reason for selling. Address No. 334, care Michigan Tradesman. 834

I WANT TO BUY SOME KIND OF BUSINESS and residence (not connected); what have you to offer? Give full description and price. A. M. Barron, Station A, South Bend, Ind. 745

I HAVE SOME REAL ESTATE IN GRAND Rapids. Will trade for a stock of general merchandise. Address No. 751, care Michigan Tradesman. 751

WILL PAY SPOT CASH FOR STOCKS dry goods, boots and shoes, hardware, furniture or groceries. Lock Box 74, Ypsilanti, Mich. 715

HARD TO FIND—A FIRST CLASS DRUG store in city of 50,000 people in Michigan for sale. Best of reasons for selling. Address Mrs. B., Room 801, 377-9 Broadway, New York City 694

FOR SALE CHEAP—SECONDHAND NO. 4 Bar-Lock typewriter, in good condition. Specimen of work done on machine on application. Tradesman Company, Grand Rapids. 465

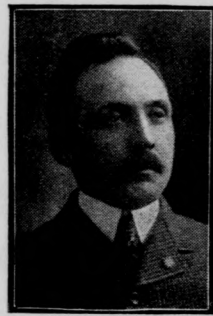
MISCELLANEOUS

WANTED—BEFORE DEC. 1, REGISTERED assistant pharmacist. Must be active and reliable. Address VanVranken, Cadillac, Mich. 887

WANTED—A NO. 1 DRY GOODS, FURNISHING goods and shoe salesman. Must be steady and reliable. State wages expected. Address P. O. Box 141, South Boardman, Mich. 875

WANTED—A MAN TO DELIVER AND work in grocery store. Must be of good character, a worker and strictly temperate; a steady job for the right man. Address No. 823, care Michigan Tradesman. 823

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