

## Don't Buy Beacon Falls

unless you want first-class rubbers and are willing to pay a fair price for them. We can not make them for 95 cents on the dollar and they are worth all we ask for them. Our aim has been to make reliable goods and a constantly increasing patronage from the best merchants is convincing proof of our success. The line has many exclusive features and dealers who cater to the finest class of trade will find it very desirable. Samples and prices on application.

### The Beacon Falls Rubber Shoe Co.

Factory and General Offices, Beacon Falls, Conn.

#### BRANCH STORES

CHICAGO—207 Monroe Street.

NEW YORK—106 Duane Street.

BOSTON—177-181 Congress Street.

"The Best or Nothing"



"Daylight at Midnight"

## To the Dealers in Mantles and Welsbach Supplies

It will be a "bright spot" in your business when you send us a sample order for our "Bright Spot" Gas and Gasoline Mantles. We will furnish you a display box with one dozen mantles, suitable for your counter. We will furnish you advertising matter as "Bright" as you are now reading. We have a special proposition that will interest every dealer in Mantles and Welsbach supplies in Michigan. Every "Bright Spot" Mantle is a winner of new customers. There is no better mantle on the market than the "Bright Spot," and it will outwear three of the ordinary gas mantles. Write us for trade price on our complete line.

### Workman & Company

93 Pearl Street

Grand Rapids, Mich.

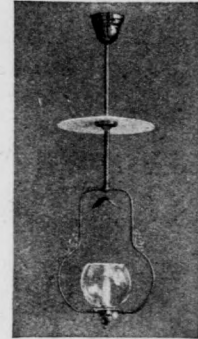
Wholesale Dealers in Heating and Lighting Supplies,  
Iron Pipe, Brass Goods, Valves, Fittings, Etc.

# Hurry and Get Into Line



On March 1 the introductory price on our three light system will be raised to \$35. The introductory price is now \$30 for three lights fitted to your store complete with tubing and supply tank ready for operation. It can be installed in two hours by a novice.

Why not get the best? The Ann Arbor System is backed by years of successful operation. It is fully guaranteed. It is the most elegant in appearance. It is permitted by the National Board of Underwriters and you are assured of the best insurance at no advance in rates. Beware of this when purchasing a system. \$30 introductory price will absolutely close with the setting of the sun, Feb. 28, 1903.



We refer you to the following users: J. C. Cozadd, Wayne, Mich.; M. E. Church, Wayne, Mich.; Brown & Loomis, Mason, Mich.; Throop & Zorn, Elkhart, Ind., and any number of others on application. Write for booklets on lamps and lighting systems.

**The Superior Manufacturing Co.,**  
Ann Arbor, Michigan

## 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.

## ESTIMATES

Cheerfully given free on light machinery of all kinds. Prices right. Models for patents, dies and tools a specialty. Expert repair men always ready for quick work. Let us know your wants.

**John Knape Machine Co.**  
87 Campau St. Grand Rapids, Mich.

## Investment

Better than a 5% Gold Bond  
with the

**Globe Food Co., Limited**  
Grand Rapids, Michigan

Capacity of Factories, 1,100 cases per day.

Prospectus containing full particulars sent free of charge.

Address Secretary of the Company

**Charles F. Bacon**

Grand Rapids, Michigan

18 Houseman Block

## Walsh-DeRoo Buckwheat Flour

Is absolutely pure, fresh-ground and has the genuine old-fashioned flavor.

Put up in 5 lb., 10 lb. and 1/2 bbl. paper sacks, 125 lb. grain bags and bbls.

Write us, please, for prices.

**Walsh-DeRoo Milling Co.**  
HOLLAND, 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.



# MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 18, 1903.

Number 1013

## Viznaga Withdrawn From Sale Feb. 24, 1903.

Owing to the richness of the recent strike in the Viznaga mine at Alamo, Mexico, the stock will be withdrawn entirely from sale Feb. 24, 1903—price 50c per share (par value, \$1.00 full paid and non-assessible).

The recent strike in this mine is so enormously rich that samples running \$76,000 per ton and in 30 minutes run with five stamps produced \$3,800 from 600 lbs. of ore. All subscriptions must be at our office on or before Feb. 24, 1903, in order to be filled, the dividends commencing January quarter.

**CURRIE & FORSYTH, Mgrs.**

**Douglas, Lacey & Company,**  
1023 Michigan Trust Bldg.

### 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 de-  
sire it.

**Martin V. Barker**  
Battle Creek, Michigan

## Noble, Moss & Co.

### Investment Securities

Bonds netting 3, 4, 5 and 6 per cent.

Government	Municipal
Railroad	Traction
Corporation	

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

808 Union Trust Building, Detroit

## Commercial Credit Co., Ltd.

Widdicombe Building, Grand Rapids  
Detroit Opera House Block, Detroit

Good but slow debtors pay upon receipt of our direct demand letters. Send all other accounts to our offices for collection.

## William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

Sole agents for the State of Michigan for the

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

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

28-30 South Ionia Street  
Grand Rapids, Mich.

## Collection Department

R. G. DUN & CO.  
Mich. Trust Building, Grand Rapids

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

C. E. McCORNE, Manager.

### IMPORTANT FEATURES.

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### MISCELLANEOUS BUSINESS NEWS.

Traverse City—Mrs. C. McEvoy will open a bazaar store here about March 1.

Owosso—Solomon & Davis have closed up their dry goods store in this city and have gone to St. Charles.

Battle Creek—The Puritan Shoe Co. will open a branch store here under the management of Harry Follette.

Stockbridge—The grist mill and property of the late E. S. Clark has been purchased by his son, William Clark.

Stanwood—C. F. Barnard has purchased the drug goods stock of G. W. Dole and consolidated it with his general stock.

Traverse City—John Highland has sold his meat market on South Union street to Vandelin Stanek, who has been connected with the business for several years.

Nashville—Von W. Furniss has purchased the interest of his late partner, R. A. Foote, in the drug firm of Foote & Furniss and will conduct the business alone.

Hillsdale—The Rochester Clothing Co., of Rochester, N. Y., will open an exclusive clothing store in the Waldron block about March 1. I. J. and Carl Frankenstein, of this city, will act as Managers.

Graafschap—The Graafschap Creamery Co. has declared an annual dividend of 25 per cent., with 3 per cent. set aside for operating expenses. John G. Rutgers has been elected Manager for the coming year, Gerrit Neerken Secretary and George Rutgers Treasurer.

East Jordan—The Charlevoix Milling Co. has made a proposition to the Board of Trade to erect, equip and operate a 100 barrel flouring mill in the event of certain conditions being complied with. It has been decided to meet the requirements at the earliest possible moment.

Sunfield—Wolcott & Ramsey, manufacturers of brick and tile and hardwood lumber at this place and at Mulliken, have dissolved partnership, W. J. Ramsey selling his interest in the business here to J. L. Wolcott and removing to Mulliken to continue the business at that place.

Detroit—The Safety Folding Bed Co., Ltd., will shortly embark in the manufacture of metal folding beds in the factory formerly occupied by the Detroit Steel Range Co. Geo. S. Guertin, who has been connected with R. G. Dun & Co. for the past twenty-one years, will manage the business.

Hartford—The plant of the Ferguson Brick & Tile Co. has been purchased by E. P. Walker, the consideration being \$5,000. Mr. Ferguson purchased the property a year ago, since which time he has greatly improved the same, having put in new and expensive machinery and large drying sheds.

Kalamazoo—John H. Hoffman, former City Treasurer, and a well-known grocer, died Sunday of consumption of the throat. He had been ill only a short time and was talking laughingly with his wife fifteen minutes before the end. He was 30 years of age. Deceased was possessed of a fine bass voice and was a popular singer at home talent affairs.

Ypsilanti—The Beaumont Oil Burner & Stove Co. has been organized to engage in the manufacture of a specially constructed stove which burns crude oil. This oil can be obtained for three cents a gallon and, as the stove burning all day will only consume about three gallons of oil, this brings the expense of running the stove down to about ten cents per day.

Shelby—The Shelby & New Era Creamery Co. is the style of a new enterprise recently organized. The authorized capital stock is \$10,000 and is held by the following persons: Geo. C. Myers, Clay Banks, 150 shares; Josinus Heykoop, New Era, 150 shares; H. H. Pleicher, New Era, 150 shares; Wm. Vanderben, New Era, 150 shares and Wm. Woodland, Shelby, 150 shares.

Sault Ste. Marie—The Petoskey Rug Manufacturing & Carpet Co., Ltd., will establish a branch factory here as soon as a new building can be erected and equipped with the necessary machinery. The building will be 50x76 feet in dimensions, three stories and basement constructed of granite and pressed brick front. Power and light will be obtained from the Superior Power Co. The city secured this plant by taking \$2,000 stock in the company, which increases the total capital stock to \$10,000.

Central Lake—Chas. Nelson, of this place, and Fred Roman, of Kent City, are about to embark in the general merchandise business at Central Lake. They will use the store building now occupied by the Central Lake Harness & Shoe Co. Mr. Nelson is now employed by the Pere Marquette Railroad as assistant at the depot here. Mr. Roman has been a merchant at Kent City. For the accommodation of the Central Lake Harness & Shoe Co., Fisk & Carpenter will erect a store building on their vacant lot between the Tavern and the dry goods store of Wolf Kaplan. The building will be 25x55 feet in size, of solid brick, and built in the most substantial manner. It is expected to have this ready for occupancy by May 1.

Joseph Hoffman, the veteran Monroe clothier, spent most of last week in Grand Rapids as the guest of his long-time friend, Wm. Connor. Mr. Hoffman is a stockholder in the Wm. Connor Clothing Co. and is naturally elated over the splendid showing the corporation made on the business of the first six months.

Dr. H. D. Harvey, the Bangor druggist, is a living illustration of the old adage to the effect that it is better to be born lucky than rich. He recently held thirty-seven guesses in the Florodora contest, receiving two cash prizes, one of \$500 and one of \$5. One of his neighbors had 250 guesses and drew no prize.

H. L. Kirtland & Co., dealers in general merchandise, drugs and jewelry, Sidlaw: We always take time to read your paper and find it at all times very interesting.

Judgment is the best protector for energy; information is the best protector for resources.

# Now is the Time to Invest Your Money

In a stock that will pay a larger percentage than railroad stocks or government bonds. Don't fail to investigate at once the unusual opportunity offered for a safe, reliable and very profitable investment by

## The M. B. Martin Co., Ltd.

Makers of

### Choice Vegetable Meats

Vegetable Frankforts,  
Grain Sausage,  
Nut Cheese, Etc.

Room 28-30 Porter Block  
Grand Rapids, Mich.

Send for Free Prospectus and full particulars. Shares now selling at \$2.50 (par value \$10). Will soon sell for \$5. Be forehanded and get in on the ground floor.

## PERSONAL TRADE.

## Rights of the Clerk in the Laws of Business.

I know a grocery clerk who is pretty close to starving to death on account of over honesty or over scrupulousness.

He ought to be glad to starve for such a reason, say you who are religiously inclined?

I am not so sure of it.

See what you think after I have told his story.

This clerk has served one grocery firm for twelve years. He went there as a boy and gradually came up until at the time he left, a few weeks ago, he was the firm's only outside man.

He was a good outside man, too; not a brilliant salesman, but faithful, plodding and hard-working. He had worked for new trade, and had gotten it, little by little, until the amount of trade he had personally turned in to the house amounted to quite a tidy little lump.

It was his own personal trade, too—trade that seldom went near the store, but ordered through him and had the stuff delivered.

Very well. Some kick-up arose between the clerk and his employer. The result was that he got out and engaged himself to another grocer.

What, in such a case as this, would nine out of ten clerks do? They would at once manipulate as an asset the trade they had worked up for the first man and turn it in to the second in order to enhance their position, wouldn't they?

This man refuses to do that. He argues that it is wrong. That trade, he says, belongs to his former employer and he has no longer any right to it.

As a result, he has a cheap job with his new employer. He gets \$5 a week and simply waits on the store. If he would turn his personal trade in he would be worth every cent of \$12 a week. Five dollars a week scarcely lets him live.

A good many of the customers that this clerk got for his first employer are posted on his change in position and are simply waiting for him to ask them to deal at the new house. But he won't do it.

I was talking only a few days ago with a lady who told me this.

"Oh, yes," she said, "I know all about Mr. Jackson. He used to come for my order every morning. He is a careful man and I always depended on him. I've been hoping that he'd come around and ask me to deal where he is now, for it is such a comfort not to have to be running to the store all the time; but he hasn't."

"Wouldn't you think it dishonorable," I said, "for him to try and get your trade away from Mr. Blank?"

"Why, certainly not," she replied. "I dealt with Mr. Jackson, not with Mr. Blank. Why, I didn't go near the store once a week. In fact, I didn't know the people up there very well. Mr. Jackson got me to go to that store, and he can get me to leave there the minute he asks me."

"Well," I observed, "he won't ask you, for he thinks it's a sin to solicit any trade belonging to anybody else."

"What a ninny!" was the lady's reply. A day or so later I saw the clerk himself. "See here, Jim," I said, "don't you think you're making a big mistake not to hustle out and get your trade in line for your new place?"

"No, I don't," he answered. "The Bible says, 'Thou shalt not steal,' and that applies to another man's trade as well as to money."

"But you can't steal what is your own," I said; "you worked up this trade yourself! The store was not a factor—it was you! You've got as much right to go out and divert that trade to your new place as you have to take aprons that you bought while in your first place to your second." "I don't believe it," said the clerk, "and I will never ask a single woman that I got to deal with Mr. Blank to change her grocer. That will cost me some money, but I'll be straight anyway." As a result, the poor fellow is getting less than half of what he's worth, and what he'd get if he'd only turn in his little bundle of business. I know exactly what will happen. In a little while he will go out on the street for his new man. He is not as young as he was, and it is going to take him longer to work up trade. Then, a good deal of the town is closed to him, because he has already covered it for his former employer. We will say that in two or three years he works up some trade and becomes worth more to his employer. Then, in all probability, he will leave or get fired and, if he gets any job, it will be another \$5 one, because then there will be two lots of business he has worked up for former employers that his conscience forbids him to touch.

And so it will be—a succession of ups and downs until the poor devil dies of over work and discouragement; each "up" harder to make than the last; each "down" easier; never making over \$10 or \$12 and only that half the time—all on account, not of over conscientiousness, but positive mistake, I say, as to his rights and the laws of business.

What do you say?—Stroller in Grocery World.

## Went Too Far.

He had a bundle of papers under his arm, and was standing near a railway station weeping.

"Why is the matter, my boy?" said a pleasant faced gentleman.

"If I go home without selling my papers me father and mother will beat the life out of me."

"That's bad."

"Yes, sir; but the worst of it is that I am an only orphan."

"Yes," replied the philanthropist, allowing a coin to drop back into his pocket, "It doesn't often happen that a boy has such bad luck."

There is nearly always something to be said on the other side. The Standard Oil Co. has to bear so large a share of abuse that it is only fair to record a bit of testimony for the defense. A correspondent of an Ohio newspaper, in recounting the blessings of the time says this: "In thinking over the blessings for which I am thankful to God, I can not omit the Standard Oil Company. For one cent or less it illuminates for me a long winter evening, in a perfectly satisfactory manner, devoted to books and study. I only regret that they didn't start up fifty years sooner, when I think of my mother sitting up nights to make the old-fashioned tallow dips. One of the things I remember her by is the antiquated snuffers so long hanging unused in the cellar way. And if anybody gets rich furnishing oil at 12 cents a gallon, he is welcome to it for all of me. I am satisfied. At that price even the foolish virgins would have small excuse for being in darkness."

All boots, shoes and slippers intended for ordinary wear should be kept on their tree when not in use; and whenever the walking boots get damp they must be rubbed with vaseline as soon as they are taken off, first, however, removing the mud and afterward padding them with soft linen rags or paper. This will preserve their shape and prevent shrinkage.

## Decline in Price

For 1903.

## Tanglefoot Sticky Fly Paper

Will be sold to the retail trade at \$2.80 per case (250 double sheets). This increases the retailers' profit to over

120%

Last year it was 95 per cent. Quality better than ever.

The O. & W. Thum Co., Grand Rapids, Mich.

## ABSOLUTELY THE BEST

MARK THE BRAND



Packed  
Where  
Grown

Packed  
When  
Ready

Natural flavor fully retained.  
Try the Early June Sifted Peas.

For Sale by

**WORDEN GROCER COMPANY**

Grand Rapids, Michigan

## A RUBBER STAMP

with fac simile of your name for only

\$1.25

Why sign your name to thousands of letters when the above will answer the purpose and save TIME and MONEY?

We manufacture Stencils, Seals, Checks, Plates, Steel and Brass Dies, Automatic Numbering Machines, Check Perforators and Sign Markers. Send for our price list now.

**DAVID FORBES**

"The Rubber Stamp Man"

32 Canal Street, Grand Rapids, Mich.

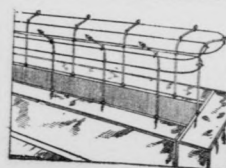
## Overhead Show Case and Counter Fixture

for displaying merchandise. Write for complete catalogue of window display fixtures and papier mache forms, also wax figures.

WESTERN MANUFACTURING CO., Milwaukee, Wis.

Patent applied for

306-308 Broadway.





**Courtesy to the Traveler a Business Obligation.**

A statement of your position as regard buying, or inspecting a line with view of future buying—which may be made in a moment in few words—will often not only insure you from annoying interruption, but also save the traveling man valuable time and unnecessary expense. The traveling man, as a rule, is a very conscientious person concerning his duty to the house which he represents.

He does not wish to bore or annoy you with importunities to inspect or buy his wares, yet he does not feel satisfied that he has done full justice to his employers until he has given you every opportunity to perceive the superiority of his line of merchandise over others of like kind, and is certain that he can not convince you that you are irretrievably injuring your business by passing up his goods.

If he does not succeed in showing you where you are neglecting a chance to improve your business, he is an exception to the rule if he does not "retire in good order" without having given you the slightest cause for irritation or offense. His loyalty to the people whom he represents commands our esteem—why then should not his courteousness be met with an equal show of politeness and good nature on our part?

Why should a merchant act as though he were personally aggrieved at being solicited to consider a proposition which will very often yield him a nice profit, and where he, perhaps, is chiefly benefited, and which will cost him nothing but a pleasant word, if he does not care to embrace it? Whatever is done, whether a car or more of goods is bought, or no business whatever is transacted, should be done pleasantly, with civility, not only because the traveling man is entitled to it, by having conducted himself in a manner worthy of it, but because your own self-respect as a gentleman demands it.

I will not dispute that there sometimes seem to be grounds for forgetting for a moment the bounds of patience, when a multitude of (to us) important duties are forced into a limited time. Perhaps you have an hour to complete work on which you ought to devote three, and that hour is drawn upon and shortened by numerous interruptions, ordinarily welcome. You sometimes accumulate an inordinate quantity of self-appreciation if you are able to control your impatience, look pleasant and treat all comers with courtesy.

During the day or evening a number of traveling men call—among them may be one who is making his first trip. If, then, we should sometimes forget ourselves and be more curt than courteous to a person in whose line we were not interested, do not credit us with a disagreeable ambition to pose as cranks, but rather lay it to a temporary lapse of indigestion. After all, as applied to the treatment of traveling men, business courtesy resolves itself into ordinary politeness, which should rule in all affairs in which we are engaged, whether with individuals across the counter or desk or by correspondence.

B. G. Watson.

**The Right to a Firm Name.**

After the death of John Slater, the senior member of the firm of J. & J. Slater, shoe manufacturers, New York, the surviving partner, James Slater, asserted an exclusive right to continue the business and to the use of the firm name. As soon as the affairs of the old

firm were settled, he and his nephew, John Slater, and James S. Coyle, were to form a partnership and use the firm name of J. & J. Slater. Two of the executors of the deceased John Slater objected to that, and asserted in a suit which they brought for an accounting that the surviving partner's assertion of an exclusive individual ownership of the co-partnership name was in violation of their rights, and contended that the good-will of the business, apart from the name, was valueless.

Justice Laughlin, for the Appellate Division, has over-ruled a finding of the Supreme Court that the firm name was not a firm asset, nor part of the good-will, but passed and became the absolute property of the surviving partner. After reviewing the statutes applicable, Justice Laughlin said that to continue the use of the firm name Mr. Slater, as surviving partner, must first acquire the business by purchase. To separate the firm name from the good-will would also be manifestly impracticable.

"It is evident," continued Justice Laughlin, "that the good-will is of little value disconnected entirely from the firm name, and with the exclusive right to use the firm name outstanding in another."

The Appellate Division further decided that a purchaser of the good-will would not have the right to use the firm name without the consent of the surviving partner, but would have the right to hold himself out as the successor to the firm and its business. If, however, Mr. Slater becomes the purchaser he will have the right to use the firm name.

**Tommy's Quick Answer.**

"Tommy," said an uncle to his precocious nephew, "your mother tells me she has to give you pennies to be good. Do you think that is as things should be?"

"Of course it is," replied Tommy. "You certainly don't want me to grow up and be good for nothing, do you, uncle?"

**A Great Suspender**

Wear a pair yourself and you'll advise your customers to buy

**"The Kady"**

We have some handsome lithographs and glass signs awaiting your request. Good things to use in your store. Good suspenders are so well appreciated that we are going to increase our capacity about 40 per cent.

Try it yourself. Mail orders are quickest.

**The Ohio Suspender Co.**

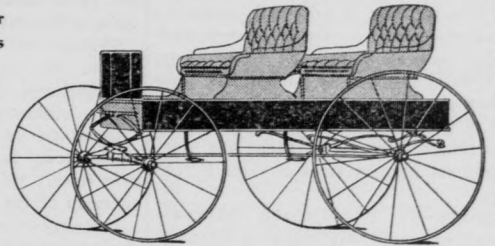
Mansfield, Ohio

Clapp Clothing Co., Grand Rapids, selling agents for Michigan.

**OUR MOTTO:**

**Good Goods at Reasonable Prices**

One of our many styles



Write us for our 1903 catalogue and price list.

Arthur Wood Carriage Co., Grand Rapids, Mich.

**Why Don't You**

Drop us a postal requesting our catalogue and price list of the finest line of crackers and sweet goods placed on the market—and by an independent factory?

**E. J. Kruce & Co.**

Detroit, Mich.

**Stop**

and think a moment, Mr. Merchant, what a great amount of time, trouble and money you might save if you put your business on a cash basis by the use of our coupon books. Time saved by doing away with book-keeping. Trouble saved by not having to keep after people who are slow pay. Money saved by having no unpaid accounts. We have thousands of customers who would not do business any other way.

We make four kinds of coupon books at the same price. We will cheerfully send samples free on application.

**Tradesman Company,**

Grand Rapids



## Around the State

### Movements of Merchants.

Hudson—S. Lafollett has purchased the jewelry stock of J. F. Brooks.

Oxford—Ruby Bros. have purchased the novelty stock of Edwin B. Stone.

Prattville—L. J. Tuttle, baker and confectioner, has removed to Addison.

St. Joseph—Geo. A. Parren has purchased the grocery stock of C. Miller & Son.

Ludington—H. K. Hansen has purchased the grocery stock of Geo. Hitchings.

Quincy—C. U. Michael, hardware dealer, has sold his stock to Burch & Ryan.

Inlay City—John M. McKillen, grocer and baker, has sold out to S. J. Burke.

Fillmore Center—Wm. Borgman has sold his general merchandise stock to G. Slink.

Saranac—Lee E. Jones has purchased the Bridge street meat market of Wm. Benedict.

Nashville—Elmer McKinnis has purchased the general merchandise stock of H. C. Glasner.

Holland—Molenaar & DeGoed, meat dealers and grocers, have sold out to Albert Hiddings.

Summerton—Richard A. O'Connor has sold his general merchandise stock to G. L. Crafford.

Kalamazoo—W. A. Bunting & Co. have engaged in the hay, grain, flour, feed and fuel business.

Flint—Wm. Veit has engaged in the harness business, purchasing his stock of Wm. C. Summerville.

Allegan—Wiley & McAlpine, meat dealers, have dissolved partnership, H. C. McAlpine succeeding.

Chelsea—Freeman Bros. continue the crockery and grocery business formerly conducted by Louis T. Freeman.

Mt. Pleasant—Martin Welsh has taken a partner in his grocery business under the style of Welsh & Moyer.

Springport—E. O. Smith has purchased the stock of groceries and dry goods belonging to Elias Wellington.

Dowling—Frank Webster has purchased the interest of his partner in the grocery business of Webster & Fancher.

Corunna—W. H. Duffy has sold his interest in the boot and shoe business of Duffy Bros. to his partner, Perry Duffy.

Port Huron—John Cavanaugh has purchased the meat market on South Military street, owned by Heres & Carpenter.

Lakeview—Wm. Elliott will open a hardware store in his new building as soon as the sheiving, etc., is put in place.

Nashville—Mrs. Emma Fitch has engaged in the bazaar business, having purchased the stock of Mrs. Emma Simpson.

Traverse City—M. A. Asher, who recently sold the Fair to the Globe, has taken a position on the road for a Chicago house.

Rochester—W. Darcy has purchased the interest of his partner in the crockery, grocery and meat business of Darcy & Cleland.

West Bay City—Geo. Phippen continues the plumbing and gas fitting business of Phippen, Mann & Co. in his own name.

Flint—Goodes & Thayer, hardware merchants, have dissolved partnership by mutual consent. The interest of H. E. Thayer has been purchased by Wm. Goodes, who will take his son, C. C. Goodes, of Ithaca, into partnership.

Ludington—Ed. Mallory has purchased the Cuban cigar stock of S. D. Fisher and will continue the business at the same location.

Orr—Hector S. Smith, who recently sold his general stock to James McBratnie, will shortly engage in general trade at Bannister.

Pontiac—W. A. Linabury has purchased the interest of his partner, Jos. A. Linabury, in the meat business of W. A. Linabury & Co.

Lansing—G. W. Bates has gone to Burlington, Ia., to open a 5 and 10 cent store. He will continue the management of the local branch.

Petoskey—Geo. McCabe has purchased an interest in the hardware business of Bump & Co., which will be continued under the style of Bump & McCabe.

Albion—G. W. Case, of Battle Creek, has leased the store building formerly occupied by C. H. Knickerbocker and is fitting same up for a 5, 10 and 25 cent store.

Meade—Begrow & Lefurgy, dealers in general merchandise, furniture and agricultural implements, have dissolved partnership. The business is continued by Wm. D. Begrow.

Eaton Rapids—B. H. Custer has purchased the interest of Messrs. Norton in the general merchandise business of Norton & Custer and will continue the business in his own name.

Petoskey—O. W. Lombard has purchased a portion of the shoe stock of A. Furtney and has taken possession of the store. Mr. Furtney will ship the balance of the stock to St. Johns.

Flushing—Clarence A. Fox, who conducted the general merchandise business here for several years, but who sold his stock last December to C. T. Moss, has decided to engage in the boot and shoe business at Owosso.

Cadillac—J. A. Gustafson has leased the Haynes building and will open up about the middle of March with a full line of stoves, tinware and house furnishing goods. He will also carry a line of sporting goods.

Pinckney—Teepie & Cadwell, hardware dealers, have dissolved partnership. J. J. Teepie, formerly of the old firm, and his sons, Chas. J. and Guy L., will continue the business under the style of the Teepie Hardware Co.

Humboldt—A general store and meat market will soon be established here. A stock company is being formed and a complete line of merchandise will be carried. Michael Tibor, formerly in the employ of Braastad & Co. will be Manager.

Traverse City—The meat market of J. M. Gillett, at 441 West Front street, has changed hands, having been purchased by Miles A. Gillett and Clarkson O. Corbett, who will continue the business under the style of Gillett & Corbett.

Swanzy—Thos. Connors, postmaster at Negaunee, and C. L. Sporley, Superintendent of Poor for Marquette county, have purchased the grocery stock of the Carpenter-Cook Co. branch here and will continue the business at the same location.

Petoskey—It is stated that C. C. Hamill will close out his grocery stock and retail meat business at the end of the resort season next September and assume the management of a new pork packing house, the capital for which is already in sight. Mr. Hamill has packed pork in a small way and no doubt sees a profit in more extended business.

Cedar Springs—C. H. Hopkins, grocer, has purchased the A. H. Stillwell grocery stock and has moved into the store building occupied by the latter, thus affording more commodious quarters. Mr. Stillwell has accepted a position in Grand Rapids.

Traverse City—Q. E. & F. P. Boughey, implement dealers, have dissolved partnership by mutual consent, after having conducted business together for seventeen years. F. P. Boughey will conduct the business and Q. E. Boughey will continue on the road.

Cass City—The Elkland Threshing Co. has been organized with an authorized capital stock of \$2,800. The principal stockholders are David Law, 25 shares; Jacob Hurley, 12 shares; John H. Wheeler, 15 shares; B. E. Wheeler, 18 shares, and John B. Bird, 12 shares.

Cedar Springs—Mrs. J. A. Davis has sold her grocery stock to Dell Wright, traveling representative of the Musselman Grocer Co., who has already taken possession. It is expected that the stock will be purchased by E. M. Reed, of Coopersville, who will continue the business at the same location.

Port Huron—The Union Dock & Storage Co. has merged its business into a corporation with a capital stock of \$10,000, held by the following persons: Louisa V. Buckeridge, 575 shares; E. T. Afflick, Sr., 375 shares; H. B. Buckeridge, 5 shares; E. T. Afflick, Jr., 25 shares and Jos. Walsh, 20 shares.

Hamilton—Brouwer & Klomparsen, general merchandise dealers at this place, have purchased of Gillies Bros. the Hamilton flour mill. They have disposed of their general merchandise stock to Wm. Borgman, of Fillmore, who recently sold his merchandise stock to Mr. Flink. Gillies Bros. are preparing to go West.

### Manufacturing Matters.

Clio—James Sissins has purchased the gristmill of H. St. Denis.

Glendale—The Glendale Creamery Co. has declared a dividend of 20 per cent.

Kalamazoo—A. J. Weaver succeeds M. Weber & Co. in the cigar manufacturing business.

Kalamazoo—The Kalamazoo Stove Co. has increased its capital stock from \$65,000 to \$200,000.

Detroit—The C. C. Wormer Machinery Co. has increased its capital stock from \$15,000 to \$100,000.

Lansing—The Bates & Edmonds Motor Co. has increased its capital stock from \$25,000 to \$35,000.

Saginaw—The capital stock of the Herzog Art Furniture Co. has been increased from \$20,000 to \$50,000.

Detroit—The Independence Co., manufacturer of cigars, has increased its capital stock from \$5,000 to \$50,000.

Nunica—Martin Dorward has sold his interest in the sawmill of Dorward Bros. & Jourdan to Frank Jourdan. The style is now Dorward & Jourdan.

Marine City—The Crystal Flake Salt Co., Ltd., has been formed with a capital stock of \$45,000 to engage in the manufacture of dairy and table salt.

Jackson—The old Nichols flour and feed mill on East Washington street has been purchased by W. J. Preese, who will increase its capacity and make other alterations.

Detroit—The Detroit Toilet Co. has been formed with a capital stock of \$50,000, held as follows: Chas. Sullivan, 1,600 shares; Jos. A. Horne, 2,350 shares and W. C. Robinson, 150 shares.

Fremont—J. A. and John Wolters have leased the Crescent flour mills. They

were formerly engaged in the hay, flour and feed business at Muskegon under the style of J. A. Wolters & Co.

Detroit—The Detroit Investment Co. has been organized with a capital stock of \$100,000. The stock is owned by the following persons: Wm. E. Elliott, 9,800 shares; A. L. Jennings, 100 shares, and Percy C. McCormick 100 shares.

Detroit—The Boiler Water Supply Co. has been organized and capitalized at \$50,000, the stock being held by the following persons: Freedman M. Walker, 1,000 shares; Horace H. Markham, 3,000 shares, and Thos. G. Rakestram, 1,000 shares.

## NOW IS THE TIME

to place your orders for

## Lawn Hose and Iron Pumps

for spring delivery, before prices advance. We can take care of you. Write us for prices, etc. Our new catalogue for the asking.

Grand Rapids Supply Co.

20 Pearl St.

Grand Rapids, Mich.

## Live Merchants

will handle

## "Sanitary"

brand of

## Dried Fruits

Put up in 1 pound packages

Convenient

Clean

Economical

Good fruit at a reasonable price. Neat packages—the fruit free from vermin and store dirt, which is appreciated by all housewives.



BUY OF YOUR JOBBER  
Geo. D. Bills & Co., Chicago, Ill.  
SOLE AGENTS



# Grand Rapids Gossip

## The Grocery Market.

**Sugars**—The raw sugar market is quite a little firmer, prices showing an advance of 1-16c, with a still higher tendency, holders being very firm in their views. Owing to the strength noted in the raw sugar market, refined exhibits firmness also and prices have advanced five points on all grades. There is, however, not very much being done, and what orders are reported are of moderate size and for immediate needs. There is but very little, if any, speculative business.

**Canned Goods**—There is no change in the canned goods situation this week and business continues to be very dull. Purchasers, as a rule, are for small lots only and lead to the belief that dealers are pretty well stocked up on most lines, but come into the market occasionally for small lots to fill up broken assortments. Prices on almost everything in the line remain steady. Peas, however, show a little easiness on account of the rather large supply of the medium grades and the anxiety on the part of some holders to move the same. Spot tomatoes remain unchanged, with very light demand and but little interest manifested in futures. Unless conditions change and an increased buying sets in, there will be no higher prices for this article. However, much is expected during the next few weeks as there is usually a good demand for this article at this season of the year. The scarcity of seed corn is the all-absorbing topic in trade circles, and the effect is shown on both spot and future offerings. Some packers have withdrawn all offerings of futures for fear they will not be able to fill their contracts should the farmers fail to secure what seed corn they need. This will have a tendency to strengthen the corn market and create a higher range of values for all the different grades for the new pack of 1903. There is but small interest noted in fruits. Both gallon apples and peaches are quiet, but with no change in price. Pineapples are unchanged, but firm. The movement during the month of January in this line is claimed to have been quite heavy. Salmon continues in good demand with no change in price. The movement in sardines is reported to be fair and values are well sustained. The outlook for this article is believed to be very bright for higher prices.

**Dried Fruits**—The situation in dried fruits continues dull for all descriptions and prices are all more or less nominal in the absence of a buying interest. Prunes continue to move out fairly well at previous prices. Stocks of these goods are moderate. Raisins are unchanged in price, but demand is light for both loose muscatels and seeded. While stocks are not considered excessive, they are believed to be ample for all requirements during the balance of the season and no material changes in price are looked for. There is a fair demand for apricots, with prices showing no change as yet, but with an upward tendency. Sales of peaches are few, but stocks are very firm held with no changes in price. Currants continue in moderate demand, with price showing no change. There is only a fair demand for figs and stocks of these goods are rather heavy. Prices show no material change as yet, but a decline would not be much of a surprise. The position of dates, in view of the large

stock on hand the first of the year and the light demand since then, is hardly steady and lower prices are looked for. There is nothing new in the evaporated apple market. There is a small business being done in this line, but trade is not nearly so active as usual at this time of the year. There is plenty of stock around the State, but it is being held at prices which are above the present market and consequently few sales are made.

**Rice**—The rice market continues very firm, with holders' views being somewhat above those of buyers, and consequently only a fair business resulting. Light stocks, particularly of the best grades, are largely the cause of the firm feeling on the part of holders.

**Molasses**—Prices for molasses are fully maintained, stocks in dealers' hands being small and offerings consequently rather limited. The demand is quite good, especially for the better grades, which are particularly scarce.

**Fish**—There is a noticeable improvement in the enquiry for all descriptions in the fish line, due to Lenten requirements, which will have to be supplied shortly. The market throughout shows little feature aside from this and values remain unchanged. All supplies of mackerel are firmly held and quotations are unchanged. Codfish and halibut are meeting with good demand.

**Nuts**—The movement in nuts is very slow. There is almost no trade at all on pecans, filberts and almonds, which are all in quite heavy supply, with prices showing a weaker tendency. Brazils, walnuts and peanuts show some activity, although prices show no change.

## The Produce Market.

**Apples**—Cold storage stock is being sold at all kinds of prices and the loss to holders of storage goods can not fail to be very serious.

**Bananas**—Good shipping stock, \$1.25 @ 1.75 per bunch.

**Beeswax**—Dealers pay 25c for prime yellow stock.

**Beets**—50c per bu.

**Butter**—The market is weak and dairy grades are 1c lower than a week ago. Local handlers pay 11@12c for packing stock, 13@14c for choice and 15@16c for fancy. Factory creamery is steady at 25c for choice and 26c for fancy. The lower the price, the larger the receipts.

**Cabbage**—40c per doz.

**Carrots**—35c per bu.

**Celery**—20c per doz. for home grown; 65c per doz. for California.

**Cocoanuts**—\$3 per sack.

**Cranberries**—Cape Cod and Jerseys are strong at \$4 per bu. box and \$12 per bbl. The price has reached a point where consumption is practically stopped.

**Dates**—Hallowi, 5c; Sairs, 4 3/4c; 1 lb. package, 7c.

**Eggs**—The market has rallied a little from the slump of last week, but it is probably only temporary. Local dealers pay 14@16c for case count and 16@18c for candled, which is above the parity of the Chicago market. Storage stock is moving very meagerly. Country merchants would do well to hold their paying prices down to reasonable limits to avoid being caught by the next slump.

**Figs**—\$1 per 10 lb. box of California; 5 crown Turkey, 16c; 3 crown, 14c.

**Game**—Rabbits are strong and in active demand at \$1.50 per doz.

**Grape Fruit**—\$4 per case for California; \$5.50@6 per case for Florida.

**Grapes**—Malagas, \$6@6.25.

**Honey**—White stock is in moderate supply at 15@16c. Amber is active at 13@14c and dark is moving freely on the basis of 12@13c.

**Lemons**—California 360s command \$3 per box. Messinas 300-360s fetch \$3.50.

**Lettuce**—Head commands 20c per lb. Leaf fetches 14c per lb.

**Maple Sugar**—10 3/4c per lb.

**Maple Syrup**—\$1 per gal. for fancy.  
**Nuts**—Butternuts, 65c; walnuts, 65c; hickory nuts, \$2.35 per bu.

**Onions**—There is very little movement, due to the fact that every available market is glutted. Such movement as there is locally is on the basis of 60c.

**Oranges**—Floridas command \$3.25 per box. California Navels, \$2.85 for fancy and \$2.75 for choice. California Seedlings, \$2.25.

**Parsnips**—\$1.35 per bbl.

**Potatoes**—The blizzard which has prevailed for the past three days has stopped country buying and put an end to shipping for the time being. Those who have cars en route are naturally apprehensive as to the outcome.

**Poultry**—All kinds are scarce and in such active demand that local dealers are compelled to draw on outside markets for supplies. Live pigeons, 75c @ \$1. Nester squabs, either live or dressed, \$2 per doz. Dressed stock commands the following: Chickens, 13@14c; small hens, 12@13c; ducks, 15@16c; young geese, 12@13c; turkeys, 17@18c; small squab broilers, 18@20c; Belgian hares, 12 1/2c.

**Radishes**—25c per doz. for hothouse.

**Spanish Onions**—\$1.50 per crate.

**Spinach**—90c per bu.

**Sweet Potatoes**—Jerseys, \$4 per bbl.; Illinois, \$3.75.

**Turnips**—40c per bu.

**Hides, Pelts, Furs, Tallow and Wool.**

The market for country hides is quiet and easier. Prices asked are slightly off and can not be obtained. Orders of last week not accepted have been withdrawn. Some holders are apparently ready to accept last week's prices. At the same time, there is no accumulation or kick to trade. Prices are likely to be lower.

**Pelts** are not plenty and all offerings are readily taken at good values.

**Furs** are still in good demand at slightly lower prices on some kinds.

Some trading is being done in tallow but mostly on concessions. Scapers' stock and greases are fairly steady.

**Wool** cuts a sorry figure West on account of small offerings. Prices East are higher, with small sales. All lots are strongly held and higher values are asked.

Wm. T. Hess.

The Wm. Connor Co., which was incorporated six months ago, paid a 5 per cent. dividend last week from the profits of the first half year. The business has grown to such dimensions that the corporation now occupies both the fourth and fifth floors of the Wm. Alden Smith building and it is not unlikely that additional floor space will have to be secured before the close of the first fiscal year. The company handles clothing and furnishing goods both on commission and as jobbers and expects to add machinery and embark in the manufacture of medium grade clothing in the near future.

The Grand Rapids Hardware Dealers' Association will hold its annual banquet on the evening of March 5.

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

Attention is called to Want Column advertisement No. 108 on page 48.

## 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.

## Use Wiens' Dustless Hygienic Sweeper

to keep your  
**STORE CLEAN**



Oil flow regulated at will.

Nickel Plated Oil Reservoir.

It is the only absolutely dustless sweeping device ever invented and sells like a staple article. All up-to-date merchants are placing them in stock and selling lots of them. Good front and quick sales. Write for price list, etc., or send \$2 and get one of our Fibre Dustless Sweepers, prepaid. All sweepers guaranteed. Agents wanted every city.

**The A. R. Wiens Dustless  
Brush Company**

227-229 Cedar St. Milwaukee, Wis.



# BURNS AIR

92 Per Cent AIR  
8 Per Cent GAS

**300 GAS SYSTEMS IN CHICAGO**

**GUARANTEED BY 10 DAYS TRIAL**

**Salesmen and Representatives Wanted**

in unoccupied territory.

**EXCLUSIVE AGENCIES GIVEN.**

Write for Catalogue and Sample Outfit

**CONSOLIDATED GAS AND ELECTRIC COMPANY**

115 Michigan Street, Chicago, Ill., U. S. A.

**Fifteen Definitions of Salesmanship.**

Salesmanship is that quality in a man partly inherent, partly acquired, whereby he is able to successfully introduce to, interest in and sell to a prospective customer any article or commodity.

Salesmanship is the ability to acquire and retain intelligent patronage.

Salesmanship is impressing the worth of the article in question upon a possible customer.

Salesmanship is the subtle art by which a man who sells property of any description induces his customers first to desire and then to purchase.

Ability to gain confidence. Judgment to comprehend a customer. Tact to win and hold progress, and wisdom to determine when a transaction is completed.

Salesmanship is the art of influencing the minds of people. Making them believe it would be to their advantage to have certain things. This may be done either verbally or by means of advertising.

Salesmanship is best defined by the two words, prudence, magnetism; the exercise of sagacity in securing business, knowledge of the most suitable means to secure new trade; the ability to retain patronage.

Salesmanship is the ability to bring about an exchange between two parties to their mutual advantage; likewise to prevent an exchange when such would tend to sever or affect materially further business relations.

The art of exercising that consummate tact and diplomacy which keeps a customer interested, conquers every obstacle and results in securing business, making new customers and extending the boundary lines of trade.

The ability to sell goods or other property in a straightforward manner, with satisfaction to all concerned and with the least expenditure of time and money, but having always chiefly in view the benefit to be derived by the person for whom the property is sold.

Courtesy and tact in placing wares before the trade, with a view of effecting a sale, and, if failing to do so, persistently and systematically keeping after a prospective customer, either by personal calls or by a follow-up system of correspondence, until a sale has been made.

To tell all the truth about a commodity and portray its advantages so convincingly as to produce the absolute conviction and confidence necessary to make a sale, and to maintain such interest and increase sales by educating the purchaser in successful methods of disposing of or using the goods.

To convince the merchant against his convictions that he needs the goods, by presenting your sample and calling his attention to the space it occupies in the circular press. Thus to entice him to the point of purchasing and pushing them, especially when the sale is introductory, is salesmanship.

Salesmanship is the science of putting into each day's work honesty in speech, loyalty to employer, the hustle of modern civilization, of being on time, of watching your weak points and strengthening them; of not only keeping your customers, but gaining new ones; of being at all times a gentleman.

Salesmanship is that quality in a salesman which enables him within the shortest space of time to place in possession of his customer the greatest amount of satisfactory merchandise, and in the coffers of his employers the great-

est amount of profits; while at the same time preserving the lasting respect and good will of the customer.

**One Kind of Profit Sharing.**

A writer in the Review of Reviews suggests a method of profit sharing which is worthy of consideration. The arrangement is quite simple. Each operative who wishes to take part in the profit sharing is required to sign a paper agreeing to give notice of sixty days before leaving and also to do all in his power to save expenses and make the business successful. In consideration of this a certain proportion of the net profits—known only to the proprietor, but always the same proportion—is divided among the profit sharers pro rata, according to their wages during the period just elapsed. The profits are paid one-half in cash, and one-half is placed in a savings bank by the proprietor as trustee for the employe. If the employe dies in the service his heirs are entitled at once to the accumulated fund, with interest. If the operative desires to leave the works, and gives the required sixty days' notice, the fund remains at interest two years in the bank, and is then handed over to the operative, provided he has not sold the secrets or formulas he may have learned in the course of his employment in the works. If the employe does not keep his agreement, his accumulations are divided into equal parts, one of which is apportioned in cash among the operatives who have adhered to their bargain. The other half is added to their account in the savings bank. The same is true if the employe is discharged for cause. In this way the profit that has once been earned by the employes never comes back to the employer. The author of the system says, in writing of his experiment with it, that there has been but one attempt systematically to break this agreement. The result was a loss on the part of the strikers. The strike lasted two days and has never been repeated, the strikers begging to be taken back on the old terms.

**Merchants May Take the Hint.**

A man of my acquaintance ate hearty breakfasts, with meat and coffee, a hurried lunch at noon, but also with meat, and a heavy dinner at night. He took no exercise, always rode between house and office, became fat and bloated, and his blood became so overloaded that he readily succumbed to disease at forty-five. The wonder was that he lived so long. He was a type of the average well-to-do citizen. Like him most of us eat too much. Diet should depend upon temperament and vocation. At hard work out of doors one requires more nutriment than at sedentary labor indoors. A gradual reduction in diet even an occasional fast, will cure many ordinary ills. Add deep breathing, fresh air, body building exercises, plenty of sunshine, water inside and out, and it is astonishing how much better one feels. A friend past seventy, still hale and hearty, to whom I mentioned foregoing facts, remarked: "That's right. It is a text upon which a big book could be written. Most folks are sick through sheer ignorance, or want of sense, rather than because of intentional abuse of any part of the organism. I was past forty before I learned how to live. The doctors did not teach me—I quit their artificial methods, studied nature's way, and lived in the manner you indicate."—Good Housekeeping.

Make no useless acquaintances.

National Fire Insurance Co.  
of Hartford.

W. Fred McBain,

The Leading Agency.

Grand Rapids, Mich.

**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

**"Reserve Strength"**

**Nutro-Crisp**  
The Ready Cooked Granular Wheat Food  
A Delightful Cereal Surprise

The workingman's muscle is his capital. He will have reserve strength if he eats Nutro-Crisp, the great Muscle Builder.

School children require generous nourishment. Give them Nutro-Crisp. They love it. "Benefit" Coupon in every package.

Proprietors and clerks' premium books mailed on application.  
Nutro-Crisp Food Co. Ltd.  
St. Joseph, Mich.

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

USE THE CELEBRATED  
**Sweet Loma**  
FINE CUT TOBACCO.  
NEW SCOTTEN TOBACCO CO. (Against the Trust.)

**H. M. REYNOLDS ROOFING CO.**  
Grand Rapids, Michigan  
MANUFACTURERS  
Ready Gravel Roofing, Two and Three Ply Tarred Felt Roofing,  
Roof Paints, Pitch and Tarred Felt.

**DON'T ORDER AN AWNING**

Until you get our prices on the Cooper Roller Awning, the best awning on the market. No ropes to cut the cloth.

We make all styles of awnings for stores and residences. Send for prices and directions for measuring.

**CHAS. A. COYE**  
11 and 9 Pearl Street  
Grand Rapids, Michigan



**Awkward Changes of Apparel at Social Functions.**

"Do you know I actually walked off with a woman's purse the other day knowing I had it and hearing her make enquiries about it?" said a society girl recently.

"What do you mean?" queried her friend, puzzled, as she well might be by the declaration.

"It was a case of pure fright," said the other. "I was mentally paralyzed. I knew I had the purse and I heard her asking about it, and yet I could not make myself give it up and explain the circumstances. Fortunately I found her address in it and expressed it to her as soon as I reached home. It happened in this way: It was after Mrs. Z.'s musical, and near my muff I saw what I thought at first was my purse and picked it up. Just then a girl whom I did not know exclaimed: 'Where is my purse? I left it here on the dressing table.' Then I realized it was the purse I had taken and thought how queer it would seem to her that I took it, and then, as I said, it was just as if I were paralyzed. I literally could not say a word. She went on about it, saying how queer it was, and to escape it all I hurried out, and then I realized that I had kept the purse, and you can imagine in what a state I was! It was the queerest mental panic and I can not account for it, but you can imagine the relief I experienced when I found the name and address inside."

People are apt to make mistakes in crowded dressing rooms if the garments are at all similar, and by the perverseness of chance the article left is generally inferior to the one taken, as men who have their hats changed generally find to their cost. Of course, the mistake is finally rectified, but it often causes great annoyance, and, sometimes, embarrassment. The owner of a new sealskin coat of great value found to her consternation at a reception last winter another of about the same size, but of much inferior quality, left in its place, and a couple of weeks elapsed before she could trace the absent-minded person who had made the mistake and rectify the blunder, which, of course, made it awkward for the latter, especially as she had not been the one to discover the substitution and hunt up the owner of the superior garment. She had worn the coat home in perfect ignorance and hung it up in her closet, where it remained until a note from her hostess stating she had been much distressed through the loss of a valuable coat in her house, and that, after many enquiries, the old coat had been recognized as hers.

**Didn't Know Himself.**

Congressman Jenkins, of Wisconsin, who recently introduced a measure looking toward the governmental seizure of the coal mines, was talking the other day about the vanity that inflates some men when they achieve success in life. "In my boyhood," he said, "I remember how a man from my town was elected to a minor political office, and got so puffed up about it that he would hardly speak to any one on the street. "One day a blacksmith, who had electioneered for this man, entered his office and extended his hand. But the other failed to see the hand, and said, 'I don't remember you sir.' "The blacksmith looked around. A half dozen men were present, and to these he addressed himself: "Gentlemen," he said, "this here reminds me of the mayor that they elected once in my wife's town. They elected, more for a joke than anything else, an old ragpicker to the mayoralty. They made him buy a frock coat and a white

tie and a plug hat, and they persuaded him to ride around in a fall top buggy. It was a change, I tell you.

"Well, his wife met him at the house door on his first day in office, and he passed her by without looking at her. He was grand, you see, in his plug hat and white tie, but she only had on her working clothes and her sleeves were rolled up. "Why, James," she says, nearly crying, "why, don't you know me, James?" "How can I know you, Mary," says he, "how can I know you when I don't know myself now?"

"There are other men besides that ragpicker mayor," the blacksmith ended, 'who don't know themselves.' And he grinned at his embarrassed audience and walked out."

**Steps That Betray.**

Steps that are quick are indicative of energy and agitation.

Tiptoe walking betrays surprise, curiosity, discretion or mystery.

Turned-in toes are often found with preoccupied, absent-minded persons.

The miser's walk is represented as stooping, noiseless, with short, nervous, anxious steps.

Slow steps, whether long or short, suggest a gentle or reflective state of mind, as the case may be.

The proud step is slow and measured; the toes are conspicuously turned out; the legs straightened.

Where a revengeful purpose is hidden under a feigned smile the step will be slinking and noiseless.

The direction of the steps in wavering and following every changing impulse of the mind inevitably betrays uncertainty, hesitation and indecision.

Obstinate people, who in argument rely more on muscularity than on intellectual power, rest the feet flatly and firmly on the ground, walking heavily and slowly, and stand with the legs firmly planted far apart.—Exchange.

**Co-Operative Buying.**

"The 'little fellow' does not have to go out of business because of the competition of big stores," said a salesman in a Broadway wholesale house the other day. "Of course, the man who places a big order with us can get terms which we can not give on a small lot, but the small dealers combine among themselves, and by co-operative buying get the same terms as their big rivals. I just sold enough shirts to an East Side men's furnisher to fill every cubic foot of space in his store. He was probably buying for a dozen storekeepers at once. Another one of the dozen will buy neckwear for all the stores; another will purchase all the collars and cuffs, and so each of these stores will be stocked with goods at the same terms as the big stores, and without paying any commissions to buyers, the proprietors doing the buying themselves. There are scores of these little combines of shopkeepers for the purpose of co-operative buying, and this is how they survive the competition of the big department stores."—New York Times.

**Not Quite What He Meant.**

The man who thought he had the knack of saying pleasant things, calculated to warm the cockles of the oldest hearts was revisiting the town in which he had spent a summer twenty years before.

"I'm Miss Mears. I don't know as you recall me," said a coquettish elderly spinster, approaching him in the postoffice the day after his arrival.

The ready heart warmer turned with his most beaming smile, and wrung her hand.

"Recall you!" he echoed, reproachfully. "As if one could help it, Miss Mears! Why, you are one of the landmarks of the town!"

**The Fox and the Grapes.**

A fox passing through a vineyard beheld a bunch of luscious grapes hanging from a considerable height.

"Them for mine," remarked Reynard, springing at them.

But spring as he would the grapes remained a case of higher up.

This fox, however, did not characterize as sour the object of his exertion like the fox in the other fable. He sat himself down and waited patiently until his friend the cat came along.

"Are the grapes sour?" asked the cat. "Oh, no. The grapes are not sour," remarked Reynard, "but I can not reach them."

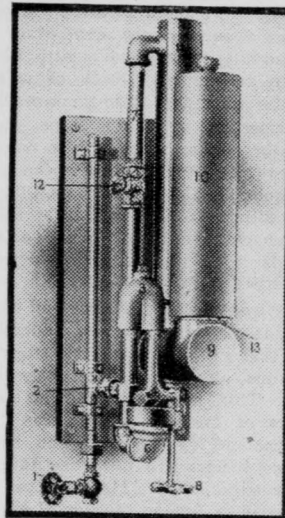
"Oh, fudge," the cat exclaimed, with a nimble spring that landed the grapes which the fox was coveting.

When the cat had eaten the grapes the fox ate the cat.

**Moral.**

If you can not get a thing yourself, get some one else to get it and then get him.

**The Improved Perfection Gas Generator**



is clearly the leading illuminating machine of to-day. While trying to make a saving in your gas and electric bills let us assist you.

We can generate gas for 11c per thousand feet.

We can illuminate a store 60x20, 12 foot ceiling, with 6 mantles, giving 3,000 candle power light at a cost of 2c per hour.

We can burn 3 mantles for a given length of time against 2 mantles of any other machine on the market giving the same candle power.

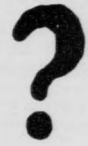
We control all territory and solicit all correspondence direct. All business of the late Perfection Lighting Co. is turned over to us.

We are the sole owners of the machine and do our own manufacturing hence our ability to GUARANTEE every machine.

**Butler & Wray**

Grand Rapids, Mich.

17 S. Division St.



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New Orleans



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

E. A. STOWE, EDITOR.

WEDNESDAY - FEBRUARY 18, 1903.

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 February 11, 1903, and saw the edition mailed in the usual manner. And further deponent saith not. John DeBoer.

Sworn and subscribed before me, a notary public in and for said county, this fourteenth day of February, 1903.  
Henry B. Fairchild,  
Notary Public in and for Kent county, Mich.

**LITTLE PRIVATE WORLDS.**

The world of human life and activity has become so great and so diversified that most of us create within it a little world of our own and, perhaps, finally become so near sighted by fixing our gaze on that that we can see very little beyond its boundaries. This little world of our own creation may not only be small, but also very selfish and artificial. It is very easy to set up such a world.

Let any one, by choice or by accident, devote himself to one single variety of work or play, of study or action, he will find all ready for his use everything necessary to engage and hold his attention. On any given subject there is enough talked, written, published and transacted every day of every week of every year to engage the whole attention of any one who gives his mind to it. The world is so large and its happenings are so many that whoever gives his attention to any one phenomenon finds it repeated everywhere. Any disease or trouble, however new and surprising at first, soon calls the attention to a whole world of people who are suffering the same thing.

In this process of specialization there is both good and evil. It is good when it leads one to thorough investigation and to complete mastery of any subject. It becomes evil when it leads one to forget that there are thousands of others living in little worlds of their own creation, unlike his own, but yet as necessary to the larger uses of the entire world. The crowded activities of modern life make the specialist a necessity. To know all that can be known about the most insignificant insect, nerve, habit, muscle, custom, mode of government or form of religion, will task all the powers and take all the working time of the most gifted investigator. The results of such study are invaluable.

But the specialist who is that and nothing more, what a burden and a bore he is in all the common affairs of hu-

man life! If one can consult him and get the benefit of his store of learning or enthusiasm and then flee away, he is tolerable, like any other abnormal product of nature or of human life; but to be compelled to live in his little private world, to shut out the greater world, with its thousands of interests as noble and beautiful as his, would be intolerable. To narrow one's sympathies to the limits of a single trade or profession or art, or to one branch of science, or to the peculiarities of one religious sect—that, to a free soul, would be imprisonment almost worse than death.

Most of us are a good deal narrower than we think we are, and we live for the most part in our own little private worlds. Pretty much the whole business of the teacher, the preacher, the reformer, is just to open our eyes that we may see more and more outside the little selfish world of our own in which we are shut away from the great universe about us. The more men can be made to see what is lying right before them all the time, can be made to hear more of the great multitude of voices calling upon them from all sides and from all times, and to see the relation of these things to their own lives, the wiser and better will the world become.

Take as an illustration of our meaning the physical world surrounding us. How little it does any one of us ever see! Our earth is only one little plane of thousands, and yet how very little does any one man see of it. Here is a fairyland of exquisite beauty. Few of us enjoy it as we ought, none of us appreciate fully these wonders with which we are surrounded. Each of us sees what he looks for. "In the same field the farmer will notice the crops, geologists the rocks, botanists the flowers, artists the coloring, sportsmen the cover for game." Although all look at the same things, it does not at all follow they should see them. What one sees depends upon the little private world that he has made.

One man sees only birds and beasts and insects—and here is, indeed, a world that will well repay the study of a lifetime, although we mostly see little of it. This man will find no single species of creature whose form and structure and development and habits and past history will not constitute an inexhaustible study. He sees that the paddle of a whale, the leg of a horse and of a mole, the wing of a bird and the arm of a man are all constructed on the same model, having the same bones, similarly arranged. In the long neck of the giraffe and the short one of the whale he finds the same number of vertebrae. He sees that the skull of a horse and that of a man are composed of exactly the same number of bones. He sees the ants working together with marvelous division of labor, excavating chambers, building tunnels, making roads, guarding the home, feeding their young, tending their domestic animals.

If this man takes his microscope he finds new worlds of wonders which to most of us are as a closed book. And yet we are all surrounded, all the time, with microscopic organisms. Paris is entirely built of infusoria; Florida is composed of shell fragments. We live in a cloud of bacteria; it has been estimated that there are about 80,000,000 in each cubic yard of air. Can we, then, wonder that Dr. Hudson says he can not understand how any one can turn from the wonderful world which lies in a drop of water without feeling he has left all fairyland behind him? This

man finds his world, and a very large one it is, in a drop of water.

Another man is interested in plant life; and here is another world of beauty and wonder which opens before him. Many of us are like Peter Bell, in the verse:

A primrose by the river's brim  
A yellow primrose was to him—  
And it was nothing more.

But there is a reason for the size and shape and color of every flower and leaf. Some of our commonest flowers that we pass by hundreds along the roadside have most intricate and amazing structure. Here are marvelous devices of color to attract insects, of honey to tempt them, of mechanism to dust them with pollen. If we knew all that these common flowers could tell us, we should have solved some of the greatest mysteries of nature.

Then there is the man whose interest is in other worlds than ours. The terrific cyclones on the fiery sun, the flaming gases leaping hundreds of thousands of miles out into space from his surface; the dead world of the moon, with its waterless seas; the planets with their changing surfaces; the stars shining out of infinite depths with a light hundreds of years on its journey to earth; all these things are to this man most glorious. Here is a magnificent universe of inconceivable grandeur, which other men, with their eyes filled with the dust and their minds burdened with the cares of little earth, hardly catch a glimpse of in a lifetime.

So we might go on endlessly with our illustration of the little, partial worlds—splendidly interesting yet only partial. There is the lawyer in his little cell of law, the business man in his office, the surgeon in his hospital, the artist at his easel, the clergyman in his study, the professor in his class-room. Each one has his own little private world and his own partial viewpoint. A man may be a scholar, or a sailor, or a mechanic or a tradesman; he may make verses or make money, write symphonies or make clothespins—he will have his own world and it will influence his judgment of men and things. It is a good thing to know something accurate and do one thing with all one's might. But to surround the one thing known with a gracious interest in the knowledge of other men, and adorn the one thing done with sympathy for the work of others, is more admirable. Such interest and sympathy unite the innumerable little private worlds in which we live, and make the whole earth our home and all its inhabitants our "fellow-creatures."

An exceptional instance where a compulsory education law seems something of a superfluity has been brought to light in Indiana where Hugh Martin, a classically educated man, appeared before the State Senate Committee on Legislation the other day, in opposition to the law. Martin, who is a university man, wants to teach his children at home but as not been allowed to do so. He was once arrested for non-compliance with the law. He says he was prepared for college at home, that his father was educated in the same way and he wants the privilege of teaching his children in like manner. The members of the Committee on Education admitted that the law seemed unnecessary in his case, but said that similar instances were very few and that to amend the law to fit those few would throw it open to abuse by thousands.

Everybody gives advice; some listen to it; none apply it.

**THE DOING OF CHORES.**

The constant complaint of a woman is, "A man is so inconsistent." The inconsistency is that he views things from only his standpoint. If he likes chutney, the wife should like chutney. If walnuts disagree with him, they certainly should disagree with her. If he likes vaudeville, she should prefer the classic Orpheum to "Tannhauser" or one of the operas in the ring. She says that, should he take a contrary opinion and not like chutney, and like walnuts, and prefer Wagner to vaudeville, inconsistent man feels that he has a grievance. And then, again, a woman complains that a man never credits her with doing anything. According to his statement, he is a slave while she is a butterfly, hovering from one delight to another and never performing any act which could by any possibility tire her, mentally or physically.

On this difference of opinion many a happy home has been wrecked. Recriminations have ensued, tears have followed on the one side and forbidden words on the other—all of which is most sad to see and sad to relate.

Woman will declare that her part in life is the harder. She says that household duties are far more strenuous than the work of a man in an office; that the handling of a broom is harder than the wielding of a pen, and putting up a combination in prices not nearly so exacting upon the powers of the mind as the ordering of a dinner. She further urges that there is a fascination about man's work. The mere meeting of a brother competitor in the avenues of trade is different from the meeting of the butcher or the cook. All of this is true to a certain extent. The woman also complains that a man is inconsistent because when he returns home she has to present a cheerful mien, while he is dejected and seeks the repose of a sofa and snores and talks of his hard day.

Whose lot is the harder? If a woman seeks a mental stimulant in the way of society, she tires herself more effectually than if she devoted her energies entirely toward the house.

Each has much to bear, and if we calmly consider the matter the deduction will be that the woman really has the harder lot. On a farm a man has to get up early to commence his day's labor, but the woman has to arise early and prepare his breakfast while he feeds the animals and does chores. A man about a farm loathes the work of "doing chores." And what does a woman do? She is "doing chores" all day long. So when a man says or thinks that his wife does nothing all day and has no right to be tired, let him consider that she has been "doing chores" all day—and why should she not have the right to be tired, fretful and complaining?

The Hull Board of Trade has passed a resolution asking the British government to appoint a Canadian the next governor general of Canada. Perhaps the time will come when the Canadians will tire of a condition in which officers from the ranks of their volunteers who have won promotion in fighting the battles of another country, are habitually snubbed and insulted by the officers of that country's army. Canada may someday decide to give up being a dependency and become a nation.

A true friend is distinguished in the crisis of hazard and necessity, when his aid comes without hope of return.



THE VILLAGE SEER.

How He Was Made to Change His Headquarters.  
Written for the Tradesman.

Uncle Hank Oatstraw had lived in Pleasantville ever since the town had been placed on the map, and if there was anything he did not know about how a village should be run, nobody had ever been able to discover what it was. Uncle Hank was the village wise man, a sort of bucolic seer, with long grasslike whiskers of auburn hue and a shining bald head that would do credit to a member of the Legislature. His nose was moulded in generous proportions, while his ears were so large that the boys about town claimed Uncle Hank never missed hearing anything that was said inside the village limits, provided it was spoken above a whisper. His coat was a cutaway that had evidently been black away back in the days when the old man was young, but now it was of a greenish brown hue. Two large patches adorned the bosom of his pants and his heavy shoes were run over at the heels. Uncle Hank could generally be found sitting on a soap box down at Jones' grocery store. He did not seem to mind any kind of weather. No matter how cold the wind blew from out the North or how hard the rain fell, he was always the first man to cross the threshold of the establishment after the clerk had opened the door in the morning. And there on the box he would sit, day in and day out, smoking an old clay pipe that rattled in the stem as he drew smoke from the bowl into his capacious mouth. He seemed oblivious of the fact that Jones hinted strongly now and then that his presence was not desired.

Although Uncle Hank had lived in

the town many years, he seemed to hold a bitter grudge against the place. Scarcely a day passed that he did not vent his feelings in the store when the room was filled with persons who had dropped in to do a little trading and hear the latest bit of gossip.

"I never seed sich a place!" the old man would exclaim in a loud voice. "This here town iz run by a ring. Taxiz iz twice ez high ez they ought tew be. Them fellers whut's on the Council iz usin' the village fun's in the most extravagunt manner I ever seed. Here we're payin' taxiz fer 'lectric lights, taxiz fer water works, taxiz fer sidewalks an' sich, an' the Lord only knows whur it'll all end. Whut's the use uv hev'in' all these noo fangled things? Jest simply 'cause a few uv the bloods uv the cummunity iz tryin' ter immutate the city folks. I reck'n whut wuz good 'nough fer yer Uncle Hank when he wuz a kid iz good 'nough fer the presunt geny-rashun. Here in this town it's taxiz! taxiz! taxiz!"

When Uncle Hank got about this far in his lamentations he would get out of wind and quit until he could gather himself. He would stroke his whiskers affectionately for a couple of minutes and then resume his appeal in behalf of reform in the government.

One day Jones hired a new clerk. He was a bright young man, full of ginger and hope for the future, and when he ran up against Uncle Hank one morning while the latter was holding down the usual box by the stove, he came to the immediate conclusion that here was a public nuisance that ought to be put out of business. When the clerk discovered Uncle Hank the old man was in the middle of one of his daily tales of woe. He was lambasting the village dads in

the usual vigorous fashion and wound up by loudly asserting that if he had money enough he would go West, where the country was more suited to people who didn't take kindly to the encroachments of high taxes and folks who were stuck on themselves.

"Why, I tell ye," roared the old man as the voters in the room stood looking at him in silent awe, "the kentry out West iz the land fer me. I'm a good mind ter git out o' here enyway an' walk clear ter Denver. By gum! I want ter git sumwhere where the peepel hain't loaded down with taxiz. I want ter git to sum kentry where the folks is happy, where they ain't so many noo fangled ideas az they be heer. Gimme a noo kentry where ye git the free air uv hev-un 'thout hev'in' ter pay the tax ker-lecter fer it. If I wun't so old an' feeble I'd go in a minit."

Suddenly a new light gleamed in the eye of the clerk. His mouth widened into a broad smile that soon spread from ear to ear. Then, putting on his hat and coat, he slipped out the door unobserved and walked briskly up the street.

In the store the old man was still waving his arms in the air and talking taxes and death, which, he said, were the only certain things on earth that a man might reasonably expect to run up against. As the minutes flew by he grew more and more excited. Jones seemed to be uneasy and was swearing softly under his breath. The crowd grew larger and the room was filling rapidly with smoke. The air became blue, while two or three consumptive looking individuals coughed hard and left the store. Half an hour passed. "I wonder where that new clerk has gone to," mused Jones. "He's been gone half an

hour now and there's a whole lot of work to do here in the store. I should think he would know better than to leave when there is so much to be done."

Suddenly the door opened and the clerk rushed in, followed by a half dozen young men. Elbowing his way through the crowd rapidly he approached Uncle Hank, who was now standing with his back to the stove and gesticulating wildly.

"How long will it take you to pack up and get ready to leave, Uncle Hank?" grinned the clerk.

"Whut's thet ye say? Whut's thet ye say? How long'll it take me ter pack me things? Well, now, see 'ere young feller, I'd like ter know whut yew be a carin' 'bout thet. Whut diffrence do it make ter yew?"

Then the clerk explained that he had ascertained what it would cost to send the old man West, had collected enough money from the boys about town to buy a ticket, which he would do just as quick as Uncle Hank could get his duds packed ready for the journey.

While he was talking the old man stood looking at him with a sort of vacant stare. As he told about collecting the money Uncle Hank nervously raised one foot and scratched his other leg, then as he noticed an opening in the crowd, he made a wild dash and was gone.

Months have passed into history since the new clerk demonstrated his ability as a diplomat, but this soap box is still empty. Uncle Hank has changed his headquarters. Raymond H. Merrill.

"It's shameful the way they pack us into these tins," complained the sardine. "We're squeezed together like passengers in an elevated train."

**Florodora Cookies**

THE LATEST AND MOST ATTRACTIVE  
**5¢ PACKAGE**

SEND FOR TRIAL ORDER.  
IF NOT SATISFACTORY, RETURN  
SAME AT OUR EXPENSE

"TACT, TACT, TACT,  
OH! YOU CAN SAVE  
A LOT OF MONEY  
IF YOU'VE TACT"

FLORODORA COOKIES  
5¢

TELL ME, PRETTY COOKIE, ARE THERE ANY MORE AT HOME LIKE YOU

**WAYNE BISCUIT COMPANY**  
MAKERS OF PERFECTION WAFERS  
DEPT. F FORT WAYNE, IND.

**THE FRANK B. TAYLOR COMPANY**

IMPORTERS AND MANUFACTURERS' AGENTS

135 JEFFERSON AVENUE

DETROIT, Mich.,

Jan. 27, 1903.

MR. MERCHANT,

DEAR SIR:

Perhaps you are one of the very few merchants who have not as yet learned how much more satisfactory it is to place your orders for Fancy China, Glassware and Dolls for the Holiday Trade in February and March, letting the factories make up for you just such lines as you can sell in your particular town, than to buy from stock in the fall. It's also cheaper to do this. We will save you from 10% up on the same lines by taking care of you in this way. Our 1903 samples are arriving daily, and by February 15th we will be ready to show these lines. By far the strongest lines we ever offered.

Think this proposition over and come in and see us.

Yours for more business,  
THE FRANK B. TAYLOR COMPANY.

"Every IMPORT order taken in 1902 we delivered ON TIME."

## Dry Goods

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—All the leading brands of four-yard sheetings are scarce and firm. There have been no further changes reported in bleached muslins since we reported the last advance, but there has been a good and steady demand at the last quotations in all grades. Wide sheetings and made-up sheets and pillow cases have sold well as far as supplies would admit and there would be considerable more business if the goods could be delivered, but the majority of stocks are well sold. Denims are scarce and very firm and ticks are in the same condition. Plaids, chevots, etc., are very firm throughout the market. Dress goods and printed calicoes are very strongly conditioned and much against the buyers. Stocks in first hands of both staple lines and fancies have been sold to a point that shows exceedingly limited supplies. In many sections lines are entirely cleaned up. Where goods can be found now and then in stock, regular prices prevail, but for goods to be printed, contracts are generally accepted at value only.

**Dress Goods**—There are evidences of an improved interest on the part of buyers in connection with spring dress goods and reorders are coming forward quite satisfactorily in certain directions. The lightweight end of the market is unquestionably in a pretty strong position, a good many mills being sold up tight and in some cases the chances are that the full quota of deliveries will never be made. The staple goods lines in particular are strongly and independently situated. In not a few cases buyers who have sought to follow up their initial orders with duplicate purchases of very fair moment have been disappointed to learn that the manufacturer can not take care of them, and have therefore been forced to seek elsewhere for similar fabrics with which to tide themselves over. Sellers in some cases state that they could have sold twice the volume of their output on certain staple lines. The satisfactory business has not been confined to staple lines, however. Leading foreign and domestic mills making fancy and novelty effects have achieved very fair success and in certain directions are taxed to their utmost capacity of production to meet the demands of the trade. Although the mohair effects have not been regarded as ideal spring fabrics, it is a fact, none the less, that the high-class trade have taken mohairs in a very satisfactory way with the result that certain buyers are somewhat worried about deliveries. A large share of this business has been secured by the English manufacturer, but certain domestic mills have also had a finger in the pie. The popular shades in mohair are cream, white and black, blue, brown, black and pastel. Another field in which both domestic and foreign manufacturers have made a successful play for business has relation to lightweight sheer fabrics in both plain and fancy weaves. In this field some of the French mills have been particularly successful, but home manufacturers have also made out very well in several cases. In fact, fabrics of a diaphanous or semi-diaphanous character have played quite an important part in the season's business, and return orders of very fair proportions are being booked. Veilings, albatross, etamines, etc., have

struck a popular chord with the fair sex, owing to their adaptability to the present mode which strongly favors the statuesque, soft, clinging effects, which fall into graceful folds with the wearer's every movement. These sheer fabrics will be extensively worn, as for some little time past, in house, dinner and reception toilets. The most satisfactory business has been done on the better grades of these goods. Plain and fancy effects have sold. In the latter neat plaids, checks and stripes, in some cases elaborated with knotted yarn effects, have found favor. Twine cloth effects, largely in black and white, have been taken with a fair show of liberality. As an accompaniment to the demand for mohairs it is necessary to note that Scotch effects and bouretted yarn effects have found a good degree of favor for wear in pedestrian and traveling suits and also in separate skirts. The cutter-up is likewise responsible to a very considerable extent for the substantial business done on staple piece-dye effects. Broadcloths, Venetians, blind chevots and thibets are all playing a strong part in the suit business.

**Underwear**—The business of this season has been marked by far less friction in the knit goods market than for many years past. It has been customary for the buyer and agent to haggle over prices like unto a country store transaction, and the actual prices for knit goods usually covered quite a range. This season the agents assumed a stronger and more dignified attitude, and the result has been exceedingly gratifying—better prices have obtained, and when the buyers realized the changed conditions, they had more confidence and placed their orders in quicker time. There seems to be no good reason for anticipating any decline in the strength of the market. The duplicate season is yet to come and what it will bring forth no man can tell. Whether it will bring the number of orders expected or not is questionable, but some of the agents have been banking on good reorders. They may not materialize to the extent expected—if they do not there is the faint possibility that the mills that withdrew their lines, looking for a big duplicate business, may be disappointed and cut prices to some extent. This would not affect the general market this season, but it would break the confidence of the buyers for another season and they would hold off their purchases hoping for a break and fight over prices as in the past, and if the mills and agents wanted to keep this season's healthy condition in force, they would have to fight the fight all over again. Buyers who are looking for fall goods are at the same time making urgent requests for quick deliveries of their spring goods, and there seems to be a lot of lightweights yet to come to them. In fact, the situation seems to grow worse every day. It seems to be impossible to discover whether there is any hope of relief in this regard or not, but there are almost sure to be some lines that will be finishing deliveries after the spring retail season is on.

**Hosiery**—There has been considerable buying continued, even although the bulk of the business is apparently over. Whatever comes after this, however, will be in the nature of filling in stocks and may continue for some little time yet. There will be no large purchases, but a little here and a little there until some distant time.

# To The Trade

Having bought the large and well assorted stock of staple and fancy dry goods of Strong, Lee & Co., we shall offer this entire stock at prices that will sell it quick, at their old stand, 134-136 Jefferson Ave., Detroit, Mich., beginning Feb. 17th.

This will be a rare chance to get bargains in every department. Don't miss the opportunity. Messrs. Strong and Lee, also the old force of their travelers and house salesmen, will be there to welcome you.

## Burnham, Stoepel & Co.

19 to 37 Larned Street East,  
Detroit, Mich.



**Carpets**—Weavers of carpets are busy on old business to such an extent that a majority of them are not in a position to entertain new business to any amount. This is particularly true of the large Eastern mills whose lines have been withdrawn from the market for some time now. The smaller weavers of ingrain and tapestries are in some cases able to accept a small amount of duplicate business, but as a general thing, much of the business in duplicates that is to be turned out this season is already in the hands of the weaver. Mills have been working their machinery at a tremendous pace since the November opening and what has been turned out compares favorably with the exceptionally large production of the preceding season. Jobbers and distributing agents are busy attending to the demands of the retailers, who are now preparing for the reception of their new spring goods. Retailers have been cleaning out their surplus goods left over from fall at a sacrifice and reports indicate that the new buying season will begin with supplies in retailers' hands almost cleaned up. Salesmen connected with the jobbing houses say that their customers report that the final distributors look for an unusually large demand for carpets and are backing up their convictions by ordering as heavily as their business warrants. The demand runs not only to the cheap and medium-priced goods, but also to the best grades. The high priced Wiltons and Brussels, retailing from \$1.75 to \$2.50 per yard, are well sold up by the mills whose productions have borne the reputation of standard goods for years past, and the Axminsters, tapestries and good all-wool ingrain have experienced a demand fully up to the higher priced goods. The cheaper grades of ingrain, such as the supers, granites and all-cotton ingrain, are receiving a fair amount of attention from the buyers, but not so much as one might believe under the prevailing conditions.

**Rugs**—Rug weavers report a very large business in progress in all grades of rugs. Wilton and Brussels rugs, in particular, are well sold up in the large carpet sizes, as are also the Smyrna rugs in the smaller sizes.

**He Said Nothing.**

He was standing on the scaffold with the noose hanging loosely about his neck. A crowd of sturdy and stalwart Westerners were lounging about the structure.

"Have you anything to say?" the doomed man was asked.

"Indeed he hain't," a woman shouted, elbowing her way through the crowd, "he's had nuthin' to say sence we were married these last eighteen years, an' I'll be switched ef he'll hev anything to say now. Ef there's any sayin' to be did I'll say it, so you mought as well go on with the performance."

The doomed man turned pale, dodged as though expecting something to be hurled at him, and went to his death without even so much as a whisper.

**Double Dose of Bliss.**

Tom—I hear you are engaged to one of the Taylor twins.

Jack—That's right.

Tom—But how do you manage to distinguish one from the other?

Jack—Huh! I don't try.

He that can not forgive others breaks the bridge over which he must pass himself; for every man has need to be forgiven.

**Whipping Women Shoplifters.**

They do things differently in Scotland from what they do in America. It is said to be a well-known fact in the trade that two of the leading attaches of John Wanamaker's Philadelphia department store were given these positions after they had been caught in the act of pilfering from the bargain counters of the establishment. They had been detected in the act by the store's "spotter" and summoned into a private room, where "the goods were found on them," despite the fact that both vehemently denied the charge of theft.

Mr. Wanamaker was summoned and asked what course should be taken. The women advanced the plea of respectability and declared that exposure would ruin them for life. Mr. Wanamaker took a very charitable view of the matter and informed the women that, instead of helping them down the scale of morality, he would give them a chance to redeem their standing, and the public would never know the serious accusation against them. He, therefore gave them each a clerkship, and so honorable and efficient have they proved to be that one is now drawing a large salary as buyer and the other as the head of a department.

The merchants of Edinburgh, Scotland, evidently believe in an entirely different kind of Christianity. A woman employed in one of the large stores of the Scotland city observed some trifling articles in a waste box and took them. Her act being discovered, she was told that she must submit to a severe whipping or be turned over to the police. She chose the former, and describes what happened in the following language:

"The manageress is a tall, muscular person, while I am about the medium height, although well built. She lifted me in her arms and laid me on a table, removing my clothes. Taking a cane, she proceeded to administer the whipping with vigor. The pain was maddening, and it was as much as I could do to keep from screaming as stroke after stroke descended on my exposed limbs. I felt sickened and humiliated beyond measure. After nearly ten minutes she ceased, and I was relieved from my torture. My body was a mass of burning pain, simply excruciating."

**The Cosmetics of Our Grandmothers.**

One great reason why the women of fifty or sixty years ago had smoother skins and fairer complexions than the women of to-day is because they used fewer cosmetics and face bleaches. And what they did use was free from the dangerous chemicals of the nostrum beautifiers to whom thousands of women daily flock in the vain hope of securing a lovely complexion. The women of the past were not afraid of the use of animal oils and fats on their faces, says the Toronto Mail and Empire.

One old-time famous beauty, who, at the age of 80, had the complexion of a blush rose, never used anything but fresh lard on her face. She used to bathe her face, arms and neck in hot water and elderflower soap every night before going to bed, and then with the tips of her fingers rub fresh lard thoroughly over the surface and into the pores of her skin.

Two young and beautiful girls who had lovely complexions, fair as lilies, always washed their faces in hot milk. Another, when she was past 80 years of age, and who to the day of her last sickness had a remarkably beautiful complexion, told me she kept her skin clear and smooth by bathing in hot rain water and the use of a simple pomatum, made of fresh lard and rose water.

The universal face and hand bleach with the wives and daughters of the

farmers throughout the country forty years ago was sour milk. It removed all tan and freckles, and left the skin soft and rosy.

One important factor in the toilet of our mothers and grandmothers was rain water. No woman would wash her face in hard water or water with a taint of lime in it. Rain water was always used, and soap of their own making, in which the elderflower entered largely. For the hands women forty years ago used very little soap. They kept on their washstands a mixture of meal and honey, with which they would thoroughly rub the hands and arms, then wash them in hot rain water and plunge them into cold water, thus keeping the texture of the skin soft and lovely.

Jones took me to see his new bachelor apartments the other day. "All very nice," I said, "but I don't see anything to remind one of woman." "I have ordered a talking machine," he replied.

**WRAPPERS**

Full Size.  
Perfect Fitting.  
Modern Styles.  
Choice Patterns.  
Carefully Made.

Prints and Percaloes.  
Lawn and Dimities.

Price \$7.50 to \$15  
per dozen.

Send for samples.  
Manufactured by  
the

**Lowell  
Manufacturing  
Co.,**

91 Campau Street,  
Grand Rapids, Mich.



**Summer  
Underwear**

It is now time to be looking after your stock of summer underwear. Our line of Gents', Ladies' and Children's is now complete and our line contains some of the best numbers on the market.

Prices ranging from 45c to \$4.50 the dozen. Ask your agents to show you their line.

**P. Steketee & Sons  
Wholesale Dry Goods  
Grand Rapids, Mich.**



**This  
Grand  
Rapids  
Boy**

is really happy. He is not compelled to wear "high water" Brownie overalls—his pa buys the EMPIRE make. Empire Brownies are always long and of good fit; fact is, they are as near like pa's as can be made. To make it convenient for the merchant we offer them in

four different assortments in both 25 and 35 cent grades. The assortments are 4 to 9, 4 to 15, 6 to 13 and 10 to 16 years. Give the Empire make a trial!

**Grand Rapids Dry Goods Co.**

EXCLUSIVELY WHOLESALE

Grand Rapids, Mich.

## ELEMENTS OF FAILURE.

Store Which Possesses Them to a Superlative Degree.  
Written for the Tradesman.

Some weeks ago I promised the readers of the Tradesman to complete the description of a store which appeared to me a first-class failure. I trust that the gentle readers aforesaid have not thought that the description then given overcame me to such a degree that I was unable to complete it. Rather have I been resting on my oars to make further observation of this interesting establishment.

There is one feature of bad store-keeping which is eternally bad for the storekeeper, and seldom good for the customer, which I find exemplified in this store more than in any other with which I am familiar. This is the habit some merchants have of being slow in presenting accounts. It is pretty difficult for a man to operate a store of any character in any town of small population, or any suburban location in a larger city which makes that store an institution in the community, without extending credit to some degree. The large store and the department store which do not build up any particular clientele, have little difficulty in solving the cash and credit system; but the small storekeeper or the large storekeeper who caters to the people of a particular community and thereby builds up a personal acquaintance himself, or through his clerks in his store, with the people who come to his counters often finds it difficult to refuse credit to people whom he has every reason to believe are reliable financially.

I have an instance in mind in a Michigan city, where a great manufacturing institution, which monthly pays many thousands of dollars in wages and which is backed up by unlimited capital, a plant of unquestioned financial integrity, has been shut down for six months because of the exigencies of its particular market. This manufacturing institution with its adjacent working men's homes, forms a community in itself. The relations between the merchants of that community and the men who work in that factory are as intimately personal as such relations may be. These workmen have been very good customers of the men who operate the stores in that community. The result of the shut-down of the factory was simple and inevitable. With the prospects of its ultimate, if not its early resumption, these men when their daily wages ceased, turned to the storekeepers for temporary accommodation. As old and reliable customers, they looked upon the situation as almost a duty for the storekeepers to fulfill. The reader can readily imagine the size of the burden which the merchants in that particular community are now being compelled to carry, yet what could these men do? Cash and credit discussions are excellent theoretical problems, but now and then a merchant is thrown face to face with a situation like this where there seems to be only one course for him to pursue and the credit system becomes compulsory. There is no question but that this great institution, manufacturing, as it does, one of the greatest commodities which figure in our national life, will ultimately resume. It is also probably true that at the least 95 per cent. of the accounts which these storekeepers hold will be paid. Considering all these things, what else was there for the merchants of this community to do?

Accepting the statement that credit is

sometimes an absolute necessity, something the merchant is compelled to extend from the very conditions of his community and the nature of his trade, brings us back to the main question of how to control credit when it is extended. It also brings us to our original subject, the worst method of handling such credit, as is exemplified at this store of which I speak. Slowness in presenting accounts is an inexcusable cause of loss to the storekeeper who by inclination or force of circumstances does a credit business. The worst offenders—I say offenders, although they are offenders against themselves—are the men who do both a credit and a cash business. The cash which flows into the store daily serves to keep things moving and makes a lax storekeeper lax in looking after that end of the business which is apt to cause him loss, the credit department. He thus builds trouble for himself. There are very few men who take offense at a statement rendered to them, if it is done in the right way. I believe that every man should be rendered a statement of his account very soon after that account is negotiated that there may be no controversy at some future day over its items or possibility of loss by forgetfulness.

In this store of which I speak, the very opposite rule is followed. Accounts are allowed to slumber until the debtors themselves have forgotten them and are then suddenly popped at people. In the majority of cases the customer does one of two things: He either says that he does not believe he owes any such account, and very often says it in all honesty, or else he is incensed at the merchant for allowing the account to linger on his books until paying for it is, in the vernacular, paying for a dead horse. This shiftless method of rendering accounts is thus the cause of endless dispute and acrimony. It may be said that if the customer does not receive a statement of his account, if he is an honest man, he will ask for it when he is in a position to pay it; but this is not true. Every man has demands upon his money. The average man with an income of a thousand a year spends that much, and this is true in the same degree of a man with a ten thousand dollar income. A man with ten thousand dollars spends ten thousand dollars. The man with twenty thousand dollars spends twenty thousand dollars or maybe twenty-five. The merchant, if he does not worry about his accounts himself, can not expect his debtors to lie awake nights worrying for him.

Another bad feature of this store which I have taken occasion to condemn with such particularity is that of slow and unreliable delivery. This is also something which, in the main, is inexcusable. Circumstances constantly arise which may interfere with delivery of goods, but the merchant should be always prepared for just such circumstances. The wise nation does not wait for the first sound of war before it begins to build its navy and equip its army. Similarly the merchant should be prepared for the attack of adverse conditions that may interfere with the ordinary operation of his business.

It is unfortunately true that bad delivery is not always the result of sudden contending circumstances. Some merchants promise what they can not perform. It is the worst feature connected with the delivery side of a store and the grocer who is an offender in this regard is charged with many a spoiled

dinner. It is to the grocer's interest to spoil no dinners if he expects to continue to furnish the dinners in the households of his customers.

First, do not promise what you are unable to perform. When you have promised, do not let a later emergency interfere with your promise. A customer is very slow in accepting excuses and very quick in forming unpleasant conclusions. A customer is not apt to appreciate the conditions under which you labor and the occasions which might arise which would furnish an excuse for slow delivery. Be prepared for emergencies and extraordinary demands by extra help or contingent assistance. Anticipate such times as the holiday season, when demands are sure to be unusually great.

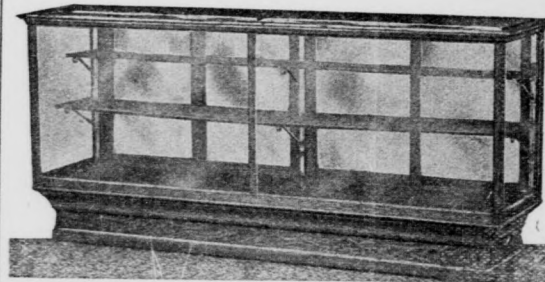
It is the little things that go to make up the good or bad conduct of the store and I am constrained to speak of one of the little features of this particular store, which at first thought may seem ludicrous, but which at second thought will be seen to be one of these little details that go to affect a man's trade by pleasing or displeasing his customers.

In this store of which I speak a sudden spasm of periodical cleanliness often renders the place a most disagreeable one to enter. I would not underestimate the value of cleanliness in the store, rather would I emphasize it, but when you are ready to turn the place over to the gentle mercies of the scrub woman, do it at some time other than that at which your store is most apt to be visited by customers. Many cities clean their streets at night and except for the strident voices of the white-wings the public is undisturbed. The merchant may even learn something from the saloonist who cleans his place of business after the last man has started home and the policeman has rapped his final rap.

This ends the story of this particular store, although I would not like to say that it will not, like Banquo's ghost, arise again if I observe something further which appeals to me as something for the storekeeper to avoid because the customer is likely to avoid it.

Charles Frederick.

Nothing can be truly great which is not right.



SUNDRIES CASE.

Also made with Metal Legs, or with Tennessee Marble Base.  
Cigar Cases to match.

Shipped  
knocked  
down.  
Takes  
first  
class  
freight  
rate.

**Grand Rapids Fixtures Co.**  
Bartlett and S. Ionia St., Grand Rapids, Mich.



You cannot get good Coffee at ten cents and there would be no money in it if you could—but B. B. B. is an elegant Coffee—good enough for any one and retails at 20c.

**JUDSON GROCER COMPANY, Grand Rapids**



**"Best of All"**

is what thousands of people are finding out  
and saying of

**Dr. Price's Tryabita Food**

The Only Celery Wheat Flake

Ready to eat, Wholesome, Crisp, Appetizing, Delicious.  
The profit is large—it will pay you to be prepared to fill  
orders for Dr. Price's Tryabita Food.

Price Cereal Food Co., Battle Creek, Michigan



**Some Ways of Advertising Special Sale Events.**

There is a large retail establishment in New York City which sells shoes along with other lines. This house uses less space in the daily press to tell the story of its special offers than any other concern in the city, and yet these small advertisements bring greater responses and more purchasers than any of its competitors. It has simply come about from the slow but sure conviction in the minds of thousands of purchasers that when A. & Co. advertise a bargain it is a bargain worth going a long distance for. This belief, always confirmed by the offering itself, has surprised and delighted thousands of people who have made the contrast offered by the special offerings of this house and those of others the subject of remark and commendation; therefore we say that it is not the size of the advertisement or the big sign that a man puts in front of his door, or the quantity of handbills that he distributes in his town, or the size of the type or the quantity of extravagant language used therein that makes for the permanent success of a merchandising policy. Better get one customer into a store in response to an announcement and satisfy him completely, sending him away happy with the belief that he has really bought an article at very much less than its regular value, than a hundred, a large proportion of whom would buy perhaps reluctantly and after a week's wear of the article purchased have the suspicion that they had been imposed upon confirmed. Every customer so treated becomes a weakening influence tending to undermine the future of the business.

We know of a very large store, which a number of years ago was reputed to do a very large business of millions of dollars annually, that has been absolutely wrecked by the willful and continued "faking" of its public, so much so that in the city of millions of people it is remarkable how many people will be found to condemn this store and how few to ever speak a word of praise for it. If you have merchandise which good business policy says must be sold and converted into money, make it an opportunity to get a certain number of people to believe in your business principles by giving them the best piece of goods for the money that they ever purchased. Let us suppose that by doing this an apparent loss of a few dollars is made on the actual sale of the goods. How many times will a merchant spend comparatively the same amount as he is here asked to forfeit to his customer in making an effort to attract that same customer? If a man sells a pair of \$4 shoes which cost him \$2.50 for \$1.75 he has actually lost 75 cents on the transaction, but the loss is not incurred until the sale is actually made and the money is in his cash drawer. We will not attempt to say how many 75 cents are lost in foolish and reckless advertising, the money being spent even before the customer is attracted to the store. The first investment has produced an actual sale and more than that, it has given the consumer something which must count in your future business, namely, a true bargain. The other 75 cents has simply brought the customer to the door to be pleased or dissatisfied, as the case may be, by the way he is handled after he steps inside.

We do not mean to recommend that the advertising of a special sale event or the movement of a considerable lot

of merchandise should be minimized in order that all of the money should be used to give better value. The trade must be attracted. What we plead for is the giving of facts and nothing but facts.

The writer once had occasion to notice a four-inch single column advertisement in the daily paper of a certain city and which read something as follows:

Five dollar shoes for \$1.00. We have on hand about 300 pairs of fine shoes of which the shapes are a little bit out of date as compared with the present style. The workmanship is superb, leather all that we could wish for, but if you lean more on quality than you do on being exactly up to the minute on shoe style, here's a chance to buy \$5 shoes for \$1.00. Salesmen will give you the same service as though you were buying the higher priced shoe.

More as a matter of curiosity than for any other reason he went in and looked at these shoes and there were probably twenty other interested buyers. He expected to be disappointed, but instead he bought four pairs of those shoes. They were \$5 shoes. Some of them were perhaps made to sell for \$6 a pair, and for anybody who could find his size in the assortment it was tremendous value. These shoes wore well and made more than one friend for that store. Certainly the merchant took a loss, but he had better do it that way than try to get \$3 or \$4 a pair for those shoes and spend the extra amount in a larger advertisement. The shoes were sold, people were satisfied, and what more could one ask?

**Recent Business Changes in Indiana.**

Arcadia—The Arcadia Hardware Co. succeeds J. E. Lower in the hardware business.

Butler—Chas. I. Bothwell has retired from the dry goods, notions and shoe business.

Eaton—Morris & Aspy succeed Morris Bros. in the hardware business.

Ft. Wayne—F. J. Steinacker has discontinued the meat business.

Hall—McClelland & Williams succeed O. F. McClelland in general trade.

Jamestown—Houk Bros., dealers in boots and shoes, have dissolved partnership. The business is continued by Houk & Son.

Lafayette—John Fox has purchased the grocery stock of Jas. W. Holt.

Lafayette—H. B. Kirkhoff has sold his grocery stock to W. R. Spencer.

Ligonier—Baum & Levy, general merchandise dealers, have dissolved partnership, Jos. L. Levy succeeding.

Milford—The Milford Hoop Co. has increased its capital stock to \$15,000.

Mortonville—O. M. Gasway, general merchandise dealer, has sold out to Hiatt & Boyd.

Shelbyville—S. B. Morris & Co. have merged their dry goods business into a corporation under the style of the S. B. Morris Co.

Greencastle—Beauchamp & Co. have made an assignment of their grocery stock to their creditors.

Kokomo—Shonfield & Stern, clothiers, have applied for a receiver.

**Jolly's Philosophy.**

If you want to start a fellow toward the poorhouse, give him more credit than he is entitled to.

A little success will spoil little people. Sometimes when we try to keep a secret, we grip it so hard that it springs a leak.

When the flying machine is perfected,

we may be able to visit our castles in the air.

The automobile editor will tell you that little stones make a road, but big ones spoil it.

Each one must hoe his own row in his own way; but the experience of others will reveal many short-cuts.

Perhaps we stamp the figure of liberty on our money because money usually gives liberty.

Get your larger profits out of better methods rather than out of greater risks.

It is well enough to be generous; but do not be "generous to a fault." A fault is entitled to no such consideration.

Price cutting is commercial suicide on the installment plan.

It does not take long for discerning people to see the difference between the roar of a lion and the bray of an ass.

Strange to say, some men seem to prefer a boot to a hint.

An inch advertisement in a journal of trade-wide circulation is worth a yard-square sign on a dead tree.

It is not a hard matter to get into business; but it is sometimes hard to get out.

**38 HIGHEST AWARDS in Europe and America**

**Walter Baker & Co.'s**

PURE, HIGH GRADE

**COCOAS**

—AND—

**CHOCOLATES**



TRADE-MARK

Their preparations are put up in conformity to the Pure-Food Laws of all the States. Grocers will find them in the long run the most profitable to handle, as they are absolutely pure and of uniform quality. In writing your order specify Walter Baker & Co.'s goods. If OTHER goods are substituted, please let us know.

**Walter Baker & Co. Ltd.**

DORCHESTER, MASS.

Established 1780

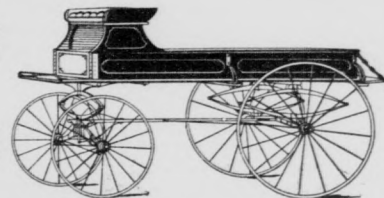


**The Leather Tops**

on our rubbers are made by us in our factory from good oil grain or kangaroo calf stock. The rubber we use is a duck rolled edge Boston. This means good shoe-making, good material and a durable rubber. And the combination is satisfactory quality for hard outdoor wear.

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

**Business Wagons**



The QUALITY of our Business Wagons is unexcelled. They are DURABLE, RELIABLE, ATTRACTIVE. Our catalogue illustrates and describes them fully. Write for it to-day and let us quote you money saving prices.

**ENOS & BRADFIELD,**

116-118 South Division St.,

Grand Rapids, Mich.

**BUSINESS EDUCATION**

**Should Be Popularized Along Correct Lines.**

I frankly make confession to the possession of a hobby. It is a hobby that has not been allowed to become indolent or decrepit for want of exercise, for it is regularly aired whenever an occasion can be found or made. My hobby is that business education has a general rather than a special value, and that no person, male or female, of high or low degree, can make the most of life and its opportunities without the aid of a thorough business training. I have observed that every person, no matter what calling in life may engage his attention, looks at the practical side of that calling. He looks forward to the time when his work and worth will be recognized by the world's gauge of success—money. Having money, he must know how to make it minister to his wants and make itself a blessing rather than an irksome care. Show me the man without the ambition to become financially independent, and I will show you a man without the ambition to make a success in any chosen work of life.

To get everybody to view the benefits of a business education in this light, is to popularize it. Unfortunately, as it seems to me, the people in general have too narrow a conception of the value of a business training. Parents send their children to a business college with the idea of fitting them to take a place in some business office. The farmer does not send his son to a business college because he wants to make him a better farmer, although if that were the object he could hardly send him to a better school. Girls are sent to a business college, not for the purpose of giving them a broad education in the practical affairs of life, but to qualify them to earn money in some business office in the capacity of stenographer or book-keeper. Very few who attend business colleges give much thought to the educational training that will be afforded them, because they are there for another purpose. Their minds are focused on the business positions they are ambitious to secure and fill, and they see in the course of study they are pursuing only a means to an end. In this view we have to candidly confess that they are aided and abetted by the business colleges themselves, whose advertising literature is lurid with the chronicles of success of the students who have made their business training a stepping-stone to desirable clerical positions.

Now, I have no objection to business colleges placing so much emphasis on the immediate value of a business training. From an advertising standpoint it is a drawing card. I would continue to have the school papers and the catalogues filled with the half-tone portraits of bright young men and young women who are coining dollars out of their educational investment. But how about that by no means insignificant proportion of students who may have no taste, desire, or natural ability to fill clerical positions? Shall we allow the inference to be made that because they are not filling these positions their time, money and effort expended on a business course have been thrown away? By no means. We should keep it constantly before the minds of the students and the people that a business education trains the mind for more effective service in any chosen work of life; that every human brain needs this training and is not prepared to cope with the world in the

struggle for success without it. I am quite sure that the claim is made that business training is a special education, just as the course in a medical college is a special training for the practice of medicine; that of a law school for the practice of law, and so on through the range of the professions.

To a certain extent this is true. A good business training is just as essential to the mercantile profession as the medical school is to the doctor, but with this difference: The doctor can supply the special technical knowledge he has acquired only in the practice of his profession, while business principles are universal in their application. A promissory note is the same in its form, treatment, and in the laws that govern it, whether given by a merchant, lawyer, doctor, mechanic, or farmer.

We take a long step in popularizing business education when we can get the people to fully understand that business colleges are not mere "clerk factories," but they are in the highest, because the most useful sense, educational institutions. The great literary colleges of the country are popular because their avowed object is simply to discipline and train the minds of their students. Their students get this mental training first and then select their life work. The educational training of the literary school does not aim to qualify for any particular work of life, but it is valued because it has developed and strengthened the mind, fitting it for more effective service in whatever calling of life it may be enlisted.

It has sometimes been a question in my mind whether business education is popularized in laying so much stress on the mechanical detail work that we call business practice. Do we not in this way foster the idea that our work is of a very special nature, and that we devote more attention to teaching how to do than how to know?

Years ago I was the recipient of a left-handed compliment that I never have forgotten. I had been doing what I considered at that time some very brilliant advertising, calling attention to the very practical character of my school by which I condensed the business experience of a lifetime in a few short months. I pictured in glowing terms the manner in which my students got their business eyeteeth cut, and the sharp practice they had to perpetrate and guard against in order to learn how to do business as it is actually done in the great world of commerce. I remember when an old gentleman who had read my glowing announcements tried to do me a kind service. Introducing me to a prospective patron, he remarked to his friend: "I tell you, this school is all right. They do things in the correct way there. Why, do you know, they teach their students to lie, to cheat and swindle one another!" And I could do nothing but stand by and let that statement go as gospel truth.

Now, that sort of advertising may favorably impress a certain class of people who believe that the first principle of business is to get as much as you can from the other fellow and give as little as you can in exchange, but it seems to me that a more lasting popularity can be secured by making such representations as will appeal to those who have higher conceptions of life and its duties and who would rather be taught truth than tricks.

Business education can be popularized only by keeping the public fully advised as to its status. If it has been im-

# Our Trade Winners

The Famous Favorite Chocolate Chips,

Violetta, Bitter Sweets,

Full Cream Caramels,

Marshmallows.

MADE ONLY BY

**Straub Bros. & Amiotte, Traverse City, Mich.**



## Remember Malt-Ola

the Scientific Malted Cereal Food, when placing your orders this month with your jobber. Samples and literature free on request.

**Lansing Pure Food Co., Ltd.**  
Lansing, 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.

"Better than Chips"



## Chocolate Sticks



Dainty and delicious. From 100 to 120 to the lb. Pails, 20 lbs. Boxes, 5 lbs.

**Putnam Factory National Candy Co.**

Grand Rapids, Michigan



proved, broadened, and strengthened by the adoption of new methods and modern appliances, the most effective means must be adopted to let the people know it. Business educators, whether proprietors or teachers, should seize and make opportunities for keeping themselves before the public. They should attend every educational gathering, whether in strict line with their work or not, every labor meeting, every farmers' institute, and in general every convention where ideas relative to the world's advancement are to be exchanged.

Frequent public exercises in which current topics of the day are made the subject of essays and discussions are valuable in affording the evidence of progressive ideas and a disposition on the part of the management of the school to keep up with the times.

I have made the suggestion before, but would repeat it with greater emphasis, that the cause of business education would be greatly advanced if the first-class business schools of the country would unite each year in having a special course of lectures delivered by men who are regarded as authorities in business and finance, these lectures to be advertised and promoted by each individual school, but the proceeds to be pooled and used to secure the publication in papers of wide circulation and influence of articles illustrating either directly or by inference the general value of a correct business training.

If it did not subject me to the suspicion of a selfish motive, I would urge with all the borrowed powers of rhetoric and eloquence I could command, the great good that might be done by doing all in our power to encourage, patronize and support our own class papers that are trying so hard, and sometimes with apparently so little appreciation, to advance the best interests of business education.

Finally, my friends, there is one way to popularize business education which, although sometimes slow, is always sure, and I will illustrate this by a little anecdote: Two learned professors were once holding an animated discussion under an apple tree. They differed in their views about the classification of the tree. Each brought forward a great weight of evidence in support of his claims. One discoursed very learnedly on the shape of the leaf, which was common to no other tree. The other argued that the bark of the tree afforded the most positive proof of the correctness of his claims. Then each gave the genealogy of his particular tree, and they talked and talked and talked, with the result that each one made the correctness of his claim perfectly clear to himself, but did not convince the other. Finally a little colored boy came along, and in the way of banter one of the professors said to the boy: "My little fellow, we are having a dispute and perhaps you can settle it. Now, what kind of a tree is this?" And the little fellow answered up promptly: "Dat ar's a pippin."

"Indeed!" said the professor, "what evidence can you adduce in support of your conclusion?"

"Wh-wh-what's dat, Boss?"

"I say, from what characteristics do you base the classification you make?"

"Y-y-yes, Boss, I-I guess dat's so."

"You still misunderstand me. How do you know that this apple tree is a pippin?"

"Cause I done tasted de apple."

There is an easy way to get our real place in the world readily recognized. Let the world see and taste our fruits.  
J. W. Warr.

**Five Rules For the Successful Cigar Dealer.**

One of the most vital considerations which command the attention of the retail cigar dealer is how to keep his stock up to the standard of excellence which it is his desire to attain. It is a well-known fact that cigars, unless properly kept, rapidly deteriorate if allowed to become too dry or too moist, or if allowed to dry out at one time and become moist again when the conditions of the atmosphere are such as to make them absorb moisture. And it is also well known that fine Havana cigars should not be kept in the same case with the coarser grades, for they take on the flavor of the ranker brands when kept in the same compartment with them. In talking with cigar men around town many points will be brought out and have been brought out as to how a smaller dealer may keep up the quality of his stock and create for himself a distinctive and profitable trade. One of the best cigar men in Chicago has made the following recommendations:

1. Keep fine cigars in cases separated from the coarser grades.

2. In summer, when the air is moist use no water in the cases, for it is usually not necessary. In winter, when artificial heat must be used and the air is dry, keep the cigars moist by the use of open pans of water in the cases, or, better still, use the pans and set upright in them rolls of blotting paper reaching to the top of the case. Never let cigars dry out, for then they lose their flavor.

3. In selling cigars do not be afraid to make a suggestion to the customer. If you have fine goods to offer—and you should have—suggest to him that sometime when he comes in he try such and such a brand, if you think it is the kind of cigar that will suit his taste.

4. Keep trying for a distinctive business. Get such a reputation for taste and discrimination as a cigar buyer by keeping your stock always in the proper condition, that your customers will prefer to come blocks to trade with you rather than go to another store. In order to do this, you can not afford to be loaded down entirely with the advertised brands. You must have room in your cases for the labels you yourself desire to push. Remember that the advertised cigars can be had in any store as a rule and are of the same quality as the same brands you sell, and that your only advantage on these goods is in knowing how to keep them in better condition than the other fellow. If your customers know you as the purveyor of a certain cigar they like they will come to you for it, and it should be your endeavor to get as much of that kind of trade as possible.

5. Make yourself acquainted with the salesmen who come into your store. Find out from them how the big cigar dealers keep their cigars fresh and in flavor, and copy their example wherever you can. Next to finding an original way of doing a thing well is to find out how some successful man did the same thing.

**She Did Her Part.**

Tess—He tried to kiss me, and he declared the more I struggled and screamed the more he'd kiss me. He's no gentleman.

Jess—But, my dear, gentlemen sometimes do that sort of thing.


Tess—But when I screamed he ran away. A gentleman would keep his word.

**Distance Lends Enchantment.**

He—Could you learn to love me if I were a millionaire?

She—I certainly would like you better were you well off—say a thousand miles or more.

**Our Latest and Best**

Clean		No
Economical		Use
Durable		for
Attractive		Measures
Safe		or
Satisfactory		Funnels

**BOWSER THREE MEASURE SELF MEASURING AND COMPUTING OIL TANKS ARE BUILT TO LAST**

They Save	<b>THEY HAVE</b>	They Pump
Oil	All Metal Pumps	Gallons
Time	Dial Discharge Registers	Half
Labor	Anti-Drip Nozzles	Gallons
and	Money Computers	or
Money	Float Indicators	Quarts
	Double Plungers	
	Double Brass Valves	
	Galvanized Steel Tanks	
	Handsomely Finished Cabinets	
	<b>WE BUILD FIFTY STYLES</b>	
	Write for Catalogue "M"	

**S. F. BOWSER & CO.**  
FORT WAYNE, INDIANA



**"It Will Pay All"**

Retail Merchants to stock a case of each size of Brunswick's Easy-bright, and for your own use in your store for keeping your fixtures bright and clean it is well worth the price to any merchant. The samples and circulars packed in each case will make you a friend of any lady customer you favor with a free sample, and they will always use Brunswick's Easy-bright, as it has more merit than any and ALL other cleaners and polishers on the market. It cleans all metals, all painted or varnished woodwork, cloth fabrics, carpets, rugs and lace curtains and it contains no acid, lye or grit. For sale by all jobbers.

**FRED A. CONNOR & CO.**  
58 WEST CONGRESS ST. DETROIT, MICH.



**NOT AT ALL OFFENSIVE**

**S.C.W. 5¢ CIGAR**

## Clothing

### The Next Heavyweight Underwear Season.

Producers have all their heavyweight lines for the fall and winter season of 1903 well opened. Business thus far, however, has not developed as satisfactorily as was wished for. Jobbers have not shown a disposition to plunge, as manufacturers expected they would do anent the proposed advances on new goods on account of the advancing raw material markets. The advances, though, were not as large as the present high prices for wool and cotton warrant, and inasmuch as manufacturers did not put up their prices in keeping with the primary markets it was thought that open orders would be heavier.

Jobbers and other large buyers, however, have acted somewhat conservatively in the matter contending that retail stocks in some section of the country were large and showed no signs of depletion this season. They have been informed by their road representatives that retailers were obliged to make reductions, in some instances as much as 33½ off, to force sales.

Yet wholesale stocks of heavyweight underwear and hosiery were sold out so close this season that some sections of the country, where business suffered less from weather interference than others, found it difficult to get duplicate orders filled. Hence, with decks cleared for the future there is nothing to fear for the coming season, which starts out auspiciously, and both the mills and wholesalers are confident of another record year for 1903.

In arranging for the fall campaign, importers have planned to bring out a number of Scotch plaids, heathery mixtures and greys in heavyweight hosiery for golfing and outdoor recreations. The several lines of heavy Scotch half-hose brought out for the present season have taken hold so well that their future seems assured. Cashmere novelties will also be shown in Scotch and French plaids, clouded greys and other color mixtures.

Business for the spring season in underwear and hosiery promises to break previous records. For underwear, orders were placed early by wholesalers, and they in turn have reaped an early business from retailers. It is not the large orders which are counted so much as the large number of fair-sized orders received from all parts of the country. Both the retail and wholesale markets were well cleaned up, and the new season has started off very favorably. Merchants who ordered early, specifying deliveries in March, are now calling for deliveries to make early displays.

The most popular selling lines have been natural flat goods, balbriggans, lisle, American silk—as mercerized silk underwear is designated—spun silk and unshrinkable goods in sanitary wool.

Among the novelties are horizontal two and three color stripes and blue grounds. White in flat good, sea island cotton and lisle are also good property for the new season. Grades to retail at from 50 cents to \$1.50 a garment have taken best, the 50 cent line being the all-around popular seller, while the dollar and above goods run into American silk, spun silk, fine French lisle and sea island cottons of fine count and long staple yarns.

Wholesalers who have been devoting their efforts to union suits, report that furnishers throughout the country are

meeting with growing demands for combination suits, and many of the largest furnishers are promoting various makes with good profit. The combination suit and its manifold comforts to the wearer are not yet thoroughly understood by consumers. Once properly introduced, there is no reason why they should not form a profitable addition to the underwear line of the outfitting store.

In hosiery for spring, the season's business thus far exceeds the most sanguine expectations. Importers have about completed the season. Most of their men are now at home, ready to greet buyers coming into market.

As yet there are not many in evidence, but their absence is undoubtedly due to the stock taking aftermath, which means the straightening out of departments and planning for spring displays.

Just how favorable conditions are for a very prosperous season can well be imagined from the reports made by wholesalers. All declare that their customers are making demands for early deliveries. Goods which were stipulated on order to be shipped in March and April are wanted now. This, to the wholesale mind, indicates that retailers have no stocks and confirms the previous reports of travelers that retail stocks were very low.

One of the largest importers of French and German half-hose informed our representative that thus far the season's business was from 35 to 50 per cent. ahead of January of last year. He said further, that whereas he had done a business of a little over three millions last year, he was fully confident of exceeding four millions this year.

Heavyweight underwear has not met with the same ready demand as in former seasons, and consequently there has been more of the wool and fleece goods left on hand than usual at this time of the year. Rather than carry these stocks, merchants have made big reductions. One of the largest men's wear stores in New York cut a stock of fine merinos from \$2 to 95 cents; a dry goods store held a general sale of men's underwear with prices cut in half, values ranging from 50 cent cotton to union suits of silk and wool, value \$11, cut to \$5 a suit. Similar sales have been held throughout the trade. Cuts in hosiery, seasonable and unseasonable, have been fully as heavy. Popular priced stuff was cut to 12½ cents, and fine French lisle—white, with back silk clocks—from 50 to 75 cents down to 37 cents, while spun silk, embroidered fronts and clocks, fashionable colors, were cut from \$3.25 and \$3.75 to \$1.35. These prices are given simply to illustrate how efforts were made to clear up prior to stock taking. Now that stock taking is over, here and there one may see a spring display of hosiery. Lightweight underwear has not yet been brought out.—Apparel Gazette.

Health is better than wealth. Everybody understands that, although the majority of mankind appears ready to sacrifice health in order to obtain wealth. The millionaires know that the sacrifice is the veriest folly. Here is John D. Rockefeller telling a physician that he would give \$1,000,000 for a new stomach. The physician would have been glad to earn so princely a fee, but he could not take the contract. Rockefeller will have to get along with the digestive plant with which he was originally endowed and which he can not have duplicated or repaired.

WILLIAM CONNOR, President  
M. C. HUGGETT, Secretary and Treasurer

WILLIAM ALDEN SMITH, Vice-President

# The William Connor Co.

Incorporated

## Wholesale Clothing

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

We solicit inspection of our immense line of samples for Men, Boys and Children. Men's Suits as low as \$3.25; also up to the very highest and best grades that are made by hand, including full dress or swallow tails, Tuxedos, etc.

No manufacturers can give better values and more popular prices. Suits not giving satisfaction we make good; that's how William Connor has held his trade for a quarter of a century. Union label goods without extra charge; these help some of our customers' trade, as the goods are made by most skilled union men.

Pants of every description from \$2 per dozen pair up. Summer Alpacas, Linen, Serge, Duck, Clerical Coats, White Vests of every kind.

We represent Rochester, New York, Syracuse, Buffalo, Cleveland, Chicago and other cities' houses, which gives you the largest lines in the United States to select from. We will gladly send one of our travelers to see you with line of samples, but prefer to allow customers' expenses to come here and select from our gigantic line, in two extra large and splendidly lighted sample rooms, one altered and arranged so as to get the best of light.

We carry in stock a large line of goods for immediate use, and are closing out balance of goods made by Kolb & Son, Rochester, N. Y., who have recently retired from business, at a discount of 25 per cent. so long as they last, and we have other large bargains in our jobbing department. Mail orders promptly attended to. Office hours 7:30 a. m. to 6 p. m. daily except Saturday, when we close at 1 p. m.



**That Air of Jauntiness**

which is a distinguishing characteristic of

**PAN-AMERICAN GUARANTEED CLOTHING**

added to our famous guarantee,

"A NEW SUIT FOR EVERY UNSATISFACTORY ONE,"

makes it the best selling line of Popular Price Clothing for Men, Boys and Children in the United States. And the Retailer's profit is larger, too—Union Label has improved quality—has not changed the price, though.

7041144

ISSUED BY AUTHORITY OF UNITED STATES GOVERNMENT

WORKERS' BOARD REGISTERED

AMERICA MADE

Men's Suits and Overcoats  
**\$3.75 to \$13.50**

High grade materials, all wool, stylishly cut and handsomely finished, substantial trimmings, stayed seams—every suit made so that it will uphold our guarantee. Our salesmen or our office at 10 Kanter Building, Detroit, will tell you about it. Or a postal to us will bring information and samples.



**WILE BROS. & WEILL**  
**BUFFALO, N.Y.**



**ETHICS OF SHOPPING.**

**Wherein the American and English Systems Differ.**

A lecture on this subject was recently delivered in Chicago and the lecturer, an English woman, pointed out many of the evils connected with the American practice of "shopping" and showed their relation to various important social problems. Among other matters she criticised the American practice of spending the day in stores and occupying the time of clerks when the visitor has no intention of buying.

From an English woman such a criticism is to be expected, for in that country a person does not enter a store unless to buy; visitors are neither expected nor encouraged to inspect other goods than those they are in search of, and the American practice of keeping large quantities of goods in sight on counters and shelves where visitors will be encouraged to inspect and ask questions about them is for the most part unknown. On the other hand, a salesperson who does not make a sale to a visitor is called sharply to account, every effort is made to sell goods by urging and insistence, and people who visit a store without buying are rendered uncomfortable if they go away without making a purchase. Such is the account that English people themselves give of their retail selling system.

Both American and English methods have their advantages and both methods have their evils. While the English clerk is not put to the trouble and annoyance of fatiguing attendance on customers who are obviously interested only in passing an idle hour, the American clerk is not held sharply to account for an inability to make sales that often, in the nature of the case, could not have been made. The English clerk may be more accomplished in the art of forcing business, but the American clerk holds a position of independence toward the shopper that is in accord with the whole structure of American ideas. It is hard to say whether one prefers the annoying insistence of the English clerk or the lordly indifference of his American brother. It is a choice of two extremes. Closer attention to business from the American clerk and less eagerness to make sales from the English clerk would be an improvement both ways. If the Englishman were less sharply intent upon his advantage and the American more watchful of immediate advantage, both would be gainers.

It is high time, however, that the question of right and wrong involved in the relations of the merchant and the purchasing public should be brought prominently before the public. The practices of many people in dealing with merchants are outrageous. Goods are bought and delivered to people who never had any intention of keeping them, but merely desired to pass an idle hour. Articles of apparel are ordered on approval, worn for some special occasion, and returned next day as unsatisfactory. Cases have even occurred where a woman has given a dinner party and every article of silverware and cutglass on the table has been procured in this manner and returned the next day. As the women who do these things are not questionable characters it is evident that competitive methods and too great liberality have educated them in practices that are not consistent with self-respect.

The same state of affairs holds true with dealers in men's apparel. Hardly

any merchant doing a large business in men's apparel has escaped glaring imposition, although in men's apparel it is more difficult to practice than in women's. There is no question that liberal American merchants are too liberal in dealing with their patrons and that the general eagerness after business has promoted an evil state of things in many quarters. The American system needs to be curtailed in some directions and extended in others.

But there is still room for an appeal to the conscience of the customer, although the remedy lies mainly in the hands of the merchants themselves. There are things that self-respecting persons should not do, even although entreated to do them by the common laxness of the community. An appeal to the conscience of the shopping public, case-hardened and seared as it is, can do no harm, and may do some good. It is at least interesting that a woman has thought it time to call a halt. Merchants will be interested to know whether an appeal to the conscience of the shopper can be productive of any result.

**Growth of Clothing Advertising.**

Publicity to-day means success. Without "good will" no business can exist. To make money one has got to be widely known, because the expenses are so heavy that unless the volume of business is great enough the profits are all eaten up. There have been a great many criticisms written about the foolish waste of money that clothing manufacturers have expended in advertising, and yet go back only five years ago and it would be hard to get a sensible answer to the following question if it was asked of men one met on the street in any city or town of the United States: "What is the name of the leading clothing manufacturer of the United States?" As we said above, we doubt if five years ago one man in a hundred could mention the name of any clothing manufacturer. We are now talking about the consumer, the wearer of clothes, not the dealer.

To-day, if one tried the experiment suggested above, we believe there would be a good percentage of men who would be able to mention several among five clothing manufacturers who advertise liberally.

A Chicago house, which was the first concern to spend any great amount of money in general advertising, and which has kept it up persistently ever since, deserves great credit for the example set. They have done much to elevate the clothing business. The other progressive houses which have since come forward and taken up general advertising also deserve the thanks of the entire trade. They have held up a picture of the best in the trade for all men to admire. Men identified with the clothing trade to-day have just cause to be proud of the standing of the industry, and every one interested in it should thank these big houses for their liberality in the expenditure of money which has enabled the consumers throughout the United States to realize the enormous magnitude of the clothing business and the high standing of the leading houses in the trade.

**Some Don't's For Retail Dealers.**

Don't advertise and sell one price, and at the same time allow your wife and family to beat down every merchant, farmer and huckster that they have any dealings with. This will react against your store if you are trying to do a one price business.

Don't quibble about the price being too high if you wish to make a small purchase from a farmer or a small merchant. Don't say that So-and-so sells the same thing for a few cents less, as it often pays to pay a few cents more on a purchase and very often will get you a good customer. A little liberality is often worth hundreds of dollars in extra trade to a merchant in a year.

Don't always hire the same party when you have coal or ashes to haul, or the house to be papered or painted, or a little carpenter work to be done. Figure out who will do you the most good if you give them the work. If possible give everybody in that line some of your work, and by so doing put as many people as possible under obligations to you for a share of their business and trade. Under no circumstances give all your work to one man in one line, no matter how good a customer he is, for you will surely sour all the others in that line in time.

Don't buy everything possible outside your own town for your own use and then yell if you hear of your own townspeople going out of town for goods in your line.

Don't tell a customer that you started in business thirty years ago in that little store around the corner and for that reason should control his and his children's and grandchildren's trade.

Don't advertise one price and have two. Better have two and not advertise one. But (better yet) have only one.

Don't try and put off any old thing on customers when you wait on them. Don't think they have to take it because you are the boss, and if it does not suit they can return it and the clerks can exchange it. This very often causes the party to send it back by another party and ask for the money, thinking you have nothing decent in stock.

**Ellsworth & Thayer Mfg. Co.**  
MILWAUKEE, WIS.



MANUFACTURERS OF  
**Great Western Fur and Fur Lined  
Cloth Coats**  
The Good-Fit, Don't-Rip kind. We want agent  
in every town. Catalogue and full particulars  
on application.

B. B. DOWNARD, General Salesman



Copyright by  
David Adler & Sons Clothing Co.

**New  
Styles  
for  
Spring  
and  
Summer  
Now Ready**

Adler suits and overcoats are world famed for their superior fashion, excellence of workmanship and perfect fit. There are no other ready to wear clothes so perfect in every particular.

**Large book of samples sent free by  
prepaid express to merchants.**

Write at once.

**David Adler & Sons Clothing Co.**  
Milwaukee

**Boys' and Children's Clothing For Spring.**

Spring styles in boys' and children's clothing are now on exhibition, or are being put on exhibition, in Chicago stores. The goods are not only on the counters, but a considerable volume of business has been done. It is well-known that the migratory habits of wealthy people who spend part of the winter in Florida or Southern California make it necessary for them to purchase light clothing for their children in January. It therefore becomes possible to learn at an early date what will be the tendency of styles in clothing for youths and children.

The selections made by wealthy people show that the Russian blouse suit and the Russian effect in general is very much preferred by purchasers of the highest class of garments. The demand among these people is also for rough goods and a preference is shown for garments which are made without much ornamentation.

For the smaller lads, the Russian blouse leads as a favorite style. The influence of the Russian cut is evident from the style next in popularity, a combination of the sailor collar with the blouse effect of the Russian. Sailor suits are always popular with people who wish a neat trim style for a boy, without any special ornamentation or trimming. It is to be noted that collars on sailor suits are not as large as they have been, that the roll of the collar in front is more on a slant and that braid and soutache trimmings are either very simple or omitted altogether.

The middie suit has been very popular with the best trade this winter when made in the right class of goods. One large store, catering to the most exclusive trade, put in a line of middie suits made of Sicilians in white and light blue, intending to present them as offerings for spring trade. The suits caught the fancy of patrons and were almost immediately disposed of for winter housewear. These suits were made with the greatest plainness, having unornamented collars of colors contrasting with the material of the suit.

And here it is apropos to drop a word about the "Peter Thompson" suit. This is the suit modeled on the lines of the regulation garb worn by the man of war's man and brought into prominence by Peter Thompson, who was, it is claimed, the first man to make juvenile clothing of this pattern. Exactly why this style should be known as "Peter Thompson's" it is hard to see, as it is no more Peter Thompson's style than it is Uncle Sam's. Indeed, Uncle Sam would seem to deserve first honors of the patriotic.

Among the most desirable fabrics shown for lightweight clothing are Siberian crash, Irish linen and French canvas. Suits made from these materials, whether in Russian blouse style or sailor styles, are made very plainly, without ornamentation, and when anchors and chevrons are embroidered either on collars or arms, they are embroidered in linens or cottons that are fast colors.

One very stylish suit shown is a wash suit of French canvas of a tan color, cut after the regulation pattern and having blue collar of a wash material. Another very stylish design for very little people is a Russian kilt suit made of a galatea polka dot figured, which is trimmed on reverses and cuffs with bands of white pique. Another very stylish suit is a regulation middie suit made of white galatea with a blue col-

lar. A very large variety of Russian kilt suits is shown. This is a style that has met with much favor and these designs vary from the elaborately trimmed to the very simple in effect.

For older boys and for youths, the style of coat that is most favored is the Norfolk. This is a style of coat that looks particularly well on a boy or young man. The best dressed boys and young men have adopted this style of garment and made it their own, and both in woolen goods and in the lighter materials for hot weather, it is the style that reigns supreme for ordinary occasions.

Here is a point to which particular attention should be given. The best-dressed lads of to-day are wearing with their Norfolk coats not trousers or ordinary knickerbockers, but knee breeches of the colonial style. That is, the knee breeches do not fit the leg tightly, but fold over the knee joint in a graceful but not too loose manner. Straps and buckles at the ends of the knickers provide for drawing them as tight as is desired.

It has long been the custom on the continent for boys and youths to wear this style of knee breeches in preference to any other, and the best-dressed American youths are adopting the same custom. Trousers on a lad give too mature an air, the tight fitting knee breeches reveal too much of youthful scrawiness for beauty, while the loosely fitting knickers spoken of combine the advantages of knickers and trousers.

Another thing worthy of note is that the best-dressed boys wear two-piece suits, whether in woolen or light summer fabrics. A tendency to brown is showing itself in woolen goods. A preference for rough fabrics and effects is showing itself in both woolens and wash fabrics. One of the nobbiest suits shown for small lads is a regulation sailor suit, made of a coarsely woven linen or crash of a dark blue, black or brown with white mixture. For both small and large boys wool crashes, homespuns and tweeds are favored.

The three-piece suit is out of favor with the best class of trade. This style is too mature for growing lads, who are also more comfortable in two-piece suits. The three-piece suit commends itself to people who desire to give their children a mature appearance. As most people desire their children to remain youthful in appearance, they prefer the two-piece suit.

A very neat wash dress for a small lad is a little pleated dress with Eton collar and pique trimmings. Some very handsome suits are shown in linens and crashes of a natural tan shade. They are ornamented with collars, belts and cuffs trimmed with a fine line of red piping.

Light overcoats for spring always have a good sale in the boys' department. The light overcoat cut short and made of covert cloth is the most popular overcoat for the boy or youth. These overcoats have so many advantages that their desirability is hardly contested by any other style. Reefers in rough goods, especially goods with a touch of brown, will, it is said, receive attention soon.

Wool fabrics for boys' and children's clothing are of lighter color tone than those for persons of maturer years. Some buyers say that plaids will be all the go in two and three-piece suits for boys. Unfinished worsted is spoken of as a fabric that will also be very popular. Goods with a touch of green about them are always in demand in the

spring, and this spring we may look to see some very pretty combinations of pattern and color effects in these goods.

The influence of the Norfolk suit on styles of clothing for children is very apparent. In both wash and wool goods, designs are shown that are a combination of the regulation sailor and the Norfolk or the Russian and the Norfolk. These designs are for the most part very fetching, and purposes of utility as well as beauty are very nicely subserved by them.

Opening business has been very sat-

**Scratch Blox**

Odd sizes made from odd paper cuttings at cut prices.

BARLOW BROS., Grand Rapids

**If You Sell Suits** you want them to please your trade—garments that fit well, are durable, that look right—a make that they will want again.

**The Latest Styles**

are worth handling. The best patterns are in Fancy Worsteds and Fancy Cheviots. They are made up with hair cloth stiff fronts that hold their shape. The collars and shoulders are carefully padded by hand. Nicely shaped lapels and pocket flaps. Suits like men are looking for. Do you want that kind? Prices up to \$12. Let's hear from you.

**M. I. Schloss,**

Manufacturer of Men's, Boys' and Children's Clothing  
143 Jefferson Ave., Detroit, Mich.

All of our garments are made to order and contain the United Garment Workers' "Made to Measure" label. We do not handle any ready made clothing.

We are the only tailors who are making (without extra charge) SOFT as well as stiff front coats, that do not twist up or break. All of our coats are NON-BREAKABLE.

**Gold Medal Tailors**

Chicago, Ill.

We guarantee perfect cut, style and fit, also that our garments will give perfect satisfaction in every respect and will build up an increasing and lasting trade for our agents.

We send sample outfits, express prepaid, to merchants and corporations running commissaries. If you want the best that's going write for our line and please mention this paper.

Now is the time to send in your application for our Spring Line

**JOSEPH SHRIER**

193-195 Bank St., Cleveland, Ohio

Manufacturer and Jobber of

**Hats, Caps and Straw Goods**

GLOVES AND MITTENS

Our Line of

**FALL AND WINTER  
Caps, Gloves and Mittens**

Is now complete and ready and like that Hat Line is "Just Right." Will give our personal attention to all duplicate orders. Write us or

Fred H. Clarke, 78 Woodland Avenue  
Michigan Representative

Detroit, Michigan



isfactory thus far. Although it is yet too early for general activity all along the line in spring goods, the character of demand has already indicated itself and the lines of demand are fairly well marked out.—Apparel Gazette.

**Fine Fixtures Do Not Make Fine Windows.**

The complicated fixtures and special backgrounds that were the only things a few years ago have disappeared with the growth of the system of simple displays. If he will keep this in mind, the window decorator in a small town has a wealth of material at his command to which the city man has little access.

Last September, while the woods were radiant with the fall foliage, the window trimming staff of a large Chicago store was turned loose to gather branches with the most brilliantly colored leaves. It is not so easy a matter to gather autumn leaves in large quantities near Chicago, but the displays that appeared for the next few weeks fully compensated for the trouble and the expense.

In every window these branches were used and the leaves strewn about the floor of the window. The windows of this store were attractive for several weeks, while the branches retained their leaves.

That was not the end of the thing, however. Several weeks later during the holidays the windows of this concern utilized the branches in another way. The leaves were stripped from them, the branches were whitewashed and white tissue paper leaves tied on.

The decorations were entirely in white, giving an appearance of winter, the branches playing an important part. The crowds which gathered about the windows were proof that the idea was a taking one.

Nature always appeals to man. The window trimmer who makes a note of this will find it to his advantage. There is no season that does not offer its special attractions to the window trimmer. And the one who is able to study nature at first hand has the advantage.

Tissue paper flowers are used very much in window decoration, nowadays. The cost of their manufacture is not great, and the perfection with which they are made renders it difficult to detect them from the real article. Care must be exercised in arranging the colors if the display contains anything of color. Such flowers, too, must not be used too long. A paper flower eventually loses its charm as does a real one.

The question of background has come up again. Someone writes in to know what to use for a window background. It is largely a matter of personal choice as is the material used. But at the present time new stores and those changing their windows are putting in wood backgrounds, either oak or birch, the latter with the mahogany finish.

The wood is paneled, with an appropriate molding at the top and bottom, more or less elaborate to agree with the budget voted for repairs. A mirror may take the place of some of the panels. Many window trimmers prefer the mirror effect. The glass need not extend to the top of the window, a good height being five or five and one-half feet.

"If I were to rearrange my windows," said a prominent decorator, "I should put a mirror panel in the back, and one in either side. Between the mirrors I would hang a curtain of a deep green velvet plush, the woodwork to be mahogany. The curtains would be the same height as the mirror, the top

molding of the woodwork showing above them.

"Green is the best color, for it will harmonize with almost any color. It has the property of setting off whatever is placed in front of it.

"In addition to the regular lights at the top of the window, I would put a row along the bottom similar to the footlights in a theater. The window should be so wired that lights could be put behind my displays. Personally I like the idea of 'bunch' trimming, and behind each bunch of material I should have an incandescent light. It adds wonderfully to the effect."

"Now, hold on; you are making this thing so expensive that the ordinary merchant in a small town can not possibly carry it out," was suggested.

"Most emphatically no," was the reply. "The window is a most important advertisement, and it pays to fix it up right. The window is a miniature theater and until you fit it out with the most modern systems of lighting you can not expect to get the best shows. And if you give a poor show what return can you expect in a money way?"

"I believe a couple of show windows fitted in the way I have mentioned, in a small town, where people have not been surfeited with beautiful windows, will do the merchant much more good than similar ones in the city."

**Navajo Blankets.**

Although Navajo blankets as rugs, portieres, couch coverings and a dozen other things, have held their own in American homes for a season and more, there are many interesting details of their manufacture which are not known to the casual customer. The impress of the Spanish cross, recalling the invasions of the Coronado Expedition of 1540 is still paramount in this industry of the tribe. This marked the Navajo's first knowledge of the white race, and the later influence of Mexican art can be traced in the zigzagging diamond. There is always one blanket weaver in a Navajo family, generally a woman, although sometimes a man, and the blanket frame which is erected outside of the "hogan," or hut, is part of its architecture. This frame is of upright posts or rude poles. Kneeling or squatting in front of it is the patient weaver from morning until night. The blankets are considered a medium of barter, as current as any coin among the neighboring tribes, for the Navajo's country is the finest for flock raising, and their wool far famed. The dyes used, too, are practically indelible, and their manufacture is a tribe secret. The blanket is the banner garment of the squaws with "dressy" aspirations, and the choicest of wigwam decorations. The care taken in the making of these blanket may be realized when one knows that two or three months are given to the manufacture of some of the more elaborate. No two of these are ever exactly alike, and for certain tribal ceremonies, especial patterns are introduced. The choicest designs are reserved for enshrouding the dead, as the journey to the "Happy Hunting Ground" is considered much enhanced by the richness of the traveler's wrapping. It is the Navajo blanket, too that oftenest forms the charmed square of the snake-dancing Mokis, and the sun dancers of the Shoshones and Arapahoes carpet their sacred enclosures with these same weaves that American bachelors and den devotees of all classes pay such round prices for. No wonder, with

its history, its wealth of associations, with its richness of color and originality of design, the Navajo blanket has attained a national reputation.

**To Share in the Profits.**

A plan is now before the stockholders of Butler Brothers Co., New York and Chicago, for the increase of the corporation's capital by \$1,000,000, on condition that 1,000 shares, or \$100,000, of the new stock shall be devoted to extending the scheme by which the employes share in the profits of the corporation. For several years President Edward B. Butler of the company has given easy terms to employes in the purchase of stock of the company. Besides that, the company for several years has paid to its employes a considerable percentage of its profits. The amount is distributed to them according to the company's estimate of their worth and efforts. Each employe is given a marking according to the energy and ability he displays, and each is given a share of the profits according to his salary and his percentage of efficiency. The Butler Brothers Co. pays 10 per cent. dividend annually on its capital.

**To Protect Creditors.**

A bill will shortly be introduced into the General Assembly of Connecticut, designed to protect creditors of concerns which do business under assumed names. The measure provides that any person or persons who carry on or transact any business under an assumed name, corporate or other, shall, before beginning operations, file in the office of the town clerk a certificate setting forth the assumed name under which the business is to be transacted and the full names and postoffice addresses of the persons conducting the business. Persons now operating any business under an assumed name are required to file the certificate of information within thirty days after the measure becomes a law. Substantial penalties are provided for failure to comply with the provisions of the proposed act.

**Boom Glove Sales.**

February is a good month to boom glove trade. It is an appropriate time for reduced price of kids. The women will not buy kid gloves now unless there is an inducement. They frequently will if the price is right. Make the inducement.



**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.

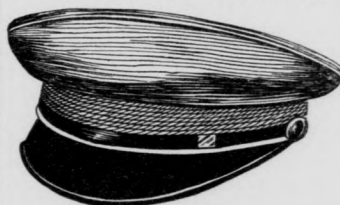
Made from 250 Otis woven stripe, indigo blue suitings, stitched in white.

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

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

**Be Up-to-Date**

and buy from the manufacturers



**Donker Bros.**

Manufacturers of  
**CLOTH HATS AND CAPS.**

Prices and samples sent on application.

29 and 31 Canal Street,  
Grand Rapids, Mich.

Citizens Telephone 2440.

## Shoes and Rubbers

### When and How the Dealer Can Sell Shoes.

Some one once said that if a man is a born merchant it makes little difference what line of business he happens to be trained in, for the ability to handle one line of goods as the merchant should handle them is of such a kind that the trading genius will be able to sell anything from diamonds to tenpenny nails with success, because of his innate ability to do business as business should be done. It is true that there are men in whom the merchant's ability is so developed that they seem to know what to do by instinct. People come to them involuntarily, as it were, to buy goods, and whatever line they may be obliged to take hold of they make a success, because of a capacity for success through, rather than by, means of ordinary methods.

It still remains true, though, that most men are dependent on, not superior to methods, and that the particular methods of one line of business must be studied for years before the individual is able by experience and knowledge to apply them successfully. And, unfortunately, too many men spend years in learning a way to earn their living, and never learn it. This is made evident by the numbers of men who work hard all their lives and are never ahead of their creditors.

We have spoken in previous articles about various matters connected with the advertising and general conduct of a shoe business. We wish in this article to point out some of the many matters that a shoe dealer must consider in shaping his business so that it may be most fruitful of results. Some men use methods without regard to the causes that originally inspired them. Others never see clearly the objects at which other methods aim. Let us look at the shoe business to see the condition under which shoe dealers work.

Everybody wears shoes, not as a matter of choice but as a matter of necessity. Sooner or later every man, woman and child in the community must visit the shoe dealer as inevitably as they must visit the grocer. This fact is a temptation to many men to say that special efforts to make business are not necessary with them. Why should they go out after business when it must come to them? Especially is this true where a dealer has no competitor.

But the dealer in necessities too often overlooks the fact that a demand for necessities can be stimulated or contracted with almost as much freedom as a demand for luxuries themselves.

The ambitious shoe dealer is not content with selling enough shoes to supply the physical needs of the people of his town. He is as keenly alive to the features of beauty in shoes and the education of the public taste to fastidiousness in shoes as in any other articles of apparel. There is many a man who is a good customer for two pairs of shoes a year who could be induced to own three pairs with advantage. Convince a man that he needs three pairs of shoes where he formerly thought he only needed two pairs and the three pairs can be sold. Many men know nothing about styles in shoes, or the fact that different shoes are made for different purposes. There is no reason why the shoe dealer should not make as much of different styles of shoes for afternoon, evening, or morning wear as the clothier makes of different styles of garments for the different social

sides of life. Many a shoe dealer would do a good stroke of business for himself if he pointed out to customers that correct dress for the evening requires a patent leather button shoe or a pair of pumps, just as much as it requires a white tie. It is care in details that really determines whether a man is well dressed or not, and shoes are one of the most important details of a man's dress.

How many shoe dealers are there who make any determined effort to get into touch with the school population of the town? How many men do anything to secure a steady movement of the school population in their direction? There must be some way in which a given shoe store could be made a favorite place for the school population of a place to go. A dealer should consider ways and means of attracting that juvenile population, that wears out more shoes than parents find it pleasant to consider.

A shoe dealer in a large city once remarked: "I am always ready to subscribe to any affair of any kind that brings a large crowd into town, particularly if there is a parade in which the people of this place do much marching. If it occurs on a muddy day so much the better for me. People will wear their shoes until they are quite worn out but still hold together well until they are put to some sudden strain. After a man has been marching in a parade he discovers very quickly how much life there is left in his shoes. If the ground is muddy, he does not hesitate about providing himself with new shoes very quickly. Anything that obliges a great crowd of people to be on their feet to an unusual degree is a good thing for my business."

Whatever force there may be in this view it is true that there are times and seasons when people must have new shoes and when they can be very easily brought into the way of purchasing them. It is about the same in the shoe business as it is in fishing. Success is a matter of studying the habits of a certain kind of fish. When their habits are mastered catching is easy. Master the habits of different classes of people in the community and adapt your plan to serving them and their needs and the selling of goods to meet those needs is a matter of detail. If a dealer knows the habits of shoe wearers, he knows when and how he can sell shoes.

### The Gains For Labor.

The gains in wages are more permanent than gains in prices. They come rather more slowly, but they last much longer. They do not fluctuate like the prices of commodities. When working men suffer it is not so much from a reduction of wages as from the inability of employers to provide work. The prosperity of the working man is, therefore, bound up with the prosperity of the employer. When employers make money on their output they employ all the labor which they can get. When prices are low they discharge all who can possibly be spared. Society should therefore rejoice in that general prosperity which induces strong demand, which causes prices to rise, which encourages all employers to employ all the help they can get and pay high wages for the service.

### Persistent Memory.

Norton—I noticed you were very quick to give up your seat in the street car to that lady in black.

Spinks—Yes, since childhood's days I never have felt easy when I saw a woman with a strap in her hand.

## 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.



Men's and  
Women's  
Warm Shoes  
and Slippers

Send us your  
sorting orders.

**GEO. H. REEDER & CO., GRAND RAPIDS, MICH.**  
28 and 30 South Ionia Street

## Trade Builders That Will Help You

Our Men's and Ladies' \$1.75 Dongola Shoes. Remember our \$1.50 Ladies' shoe is the best on earth MADE WITH OUR TAPLESS INSOLES of which we control the patent. 300 dozen of this one shoe sold in December. Write for sample dozens at once. Solid and warranted to wear.

**Walden Shoe Co.**  
31 North Ionia St., Grand Rapids, Mich.  
Factory at Grand Haven

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.



## NOTICE

We take pleasure in announcing to our friends and customers that we have secured the services of Mr. Arthur Hagney, of Randolph, Mass., for superintendent of our Northville factory. Mr. Hagney is a thorough shoe man and has spent seventeen years making high class Men's, Boys' and Youths' Shoes.

We have built an addition to the factory which will more than double our capacity and we will be able to fill all orders promptly. Our aim is to make the best shoes in the West, as we feel there is a growing demand for good, honest, Western-made shoes, and we have spared neither time nor money for that purpose.

Sample cases or pairs sent prepaid on application. We court comparison. Yours truly,

THE RODGERS SHOE COMPANY,

Factory at Northville, Mich.

Toledo, Ohio

### Some Lines of Findings Which Afford a Good Profit.

An enterprising dealer will soon learn that a well-conducted findings department in a live and bustling department or shoe store is a certain means of revenue if properly arranged and intelligently managed. Such a department should embrace a large variety of footwear accessories, and could be made a source of income and profit just as much as the shoe end. With a findings department once started it is easy to add to the stock carried, and the novelties put out by the jobbers at the present time are too numerous to mention. An enterprising shoeman will readily see this, and by exercising judicious care at the beginning can install a department which will aid him materially to increase his business. Among some of the few and necessary articles we may mention here are kid fittings for men's, women's and misses' shoes. They are articles of value in every shoe store and should be on the findings counter. Then there are the cork heels and instep pads, which can be used to good advantage oftentimes in perfecting a sale, especially with women who pride themselves on high insteps. There are also rubber heels, ankle supporters, heel protectors, button hooks, shoe horns; also the various kinds of foot powders, corn files, corn plasters, and shoe brushes. With such articles as these and many others a findings department can be made to pay, especially if brought to the front where people can see it.

A majority of these articles are well advertised in the various magazines and periodicals, their merits being fully explained. Therefore, if a chance customer notices these articles on display and calls to mind what was said in the magazine about them, he will, in nine cases out of ten, speak of them to the clerk, and with the right handling a sale can be easily made.

In a store where no particular attention is given to findings, and they are left to sell themselves, the buyer is generally of the opinion that they are of but little consequence and do not afford any revenue. In the store where this line of goods is given an opportunity to show for itself the opinion, as a rule, is just the opposite.

This is the time of year when dealers should be looking out for such articles as children's leggings, overgaiters and leggings for the older people. They belong up front with your findings and one will help to sell the others. Leggings of all kinds have been very popular for a number of years, and the department stores seem to be getting the bulk of this business, and how? Just

by displaying them in a proper and judicious manner. Show leggings where people can see them, and the people will buy them. These goods can be had from any jobber at short notice, and they yield a good profit. There will be plenty of them sold, and if you do not sell them the other fellow will. For the last three or four seasons the canvas legging has been quite popular with men, as the ex-volunteer has done much to popularize them, not only in the city, but in the interior of the State. Farmers make use of them, and in a good many cases wear them instead of high boots; therefore these articles will find just as ready a sale in the small towns as in the larger cities.

Another important article which will help swell your receipts, and sell better at this season of the year than any other, is insoles, as they come in a variety of kinds and materials.

The felt or cork insoles are the most desirable at this season of the year, due to the fact of their consistency, and the profit on these things is enormous. It is these little things that help to bring people to your store; and when people see others coming they will come also.

If you want to get the people to come, you must wake up and let them see what you are doing. You, no doubt, have had several years' experience and know much about the business; but how is the public to know that? Your competitor in the next block knows but little about the business compared with you, but he is making a noise about it, and while you keep quietly in the dark, wondering how it is that he is pulling so much of your trade, he is wondering at your stupidity in these little details. A merchant, to make a success of any business, must be energetic and resourceful. He must be a wide-awake hustler every time, with methods thoroughly up to date; so do not expect to get any business out of this department by conducting it in a slipshod way. If you do not have a regular findings department, with goods well displayed and your selling force interested in selling them, then it is not going to pay. Get after both your selling force and findings department. Have all the articles displayed near the front door, and give your salespeople to understand that they will be expected to make a good showing. You will find when customers have these little things called to their attention they will usually think of something in the various lines that they need. Give this a trial, and watch the results.—Shoe Retailer.

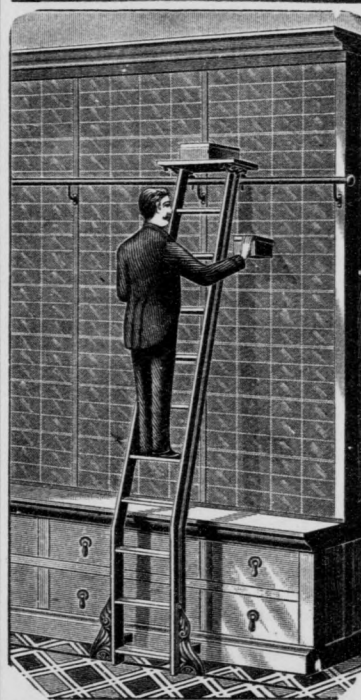
No business is so good that good advertising will not make it better.



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.



### Roller Step Ladder

Some goods get old because you can not conveniently get at them.

A Roller Step Ladder puts you in easy reach of your stock.

Do not put it off, but write immediately for a catalogue and price list.

Hirth, Krause & Co.

Grand Rapids, Michigan

## Use Tradesman Coupons

**When and How Is Retail Price Cutting Justified?**

At this season of the year retail distributors of shoes on a large scale are prone to throw great quantities of goods on the market and advertise prices which, to the average layman, seem very great values. In cities of size throughout the country where the department store is a very large factor in shoe selling, the exclusive dealer has anything but a happy time of it, never knowing just when his best-laid plans are liable to be tripped up by forced sales of a great quantity of goods by a competitor, and which for the moment are the magnet that absorbs a large proportion of the immediate demand.

Of course, nothing that any one dealer can do will be an effective barrier against any action of this kind, apparently so destructive of legitimate competition, yet there is a time and a place for the disposal of shoes at special prices, and the dealer who does not avail himself of this opportunity is, to say the least, lax in regulating his stock and keeping his business on safe and healthy lines.

The shrewdest buyer that ever lived is not infallible. It is impossible to accurately gauge the ramifications of public demand—many people, many minds, and one never knows how soon the best piece of merchandise in a store will lose half its value by the sudden demand for something different.

If a dealer could take such goods as are a little out of style and ship them back to the factory and have them made over to conform with the newest ideas the problem would be easy; but he has to make the most of his merchandise, and the most he can make of it is to turn it into money.

We thoroughly believe that a period should be set aside in each of the two seasons for the purpose of clearing out obstructive lines of merchandise, and these sales should be so featured that after a few seasons have rolled around the local consuming population will have become very well acquainted with them, with the result that a good many shoe buyers each year will be prepared to take advantage of such special offerings as the store may make to them, provided they have learned that this occasion really makes an opportunity that can not and should not be missed by those who have an eye to economy in buying footwear.

There is only one way in which this offering to sentiment can be aroused. It rests in the simple word, "Value." Too many merchants believe that after cutting off ten, fifteen or perhaps twenty-five cents a pair from a regular marked price of a line of shoes they have made all the concession that the public should have in order to induce it to buy freely.

At the same time it is likely to be the merchant operating on this principle who claims that "people are not responsive to special sale offerings" and that "it is useless to put forward any inducements in the form of cut prices, for the trade does not seem to respond with any greater degree of activity than usual."

The public has become educated within the last few years. When special sales were first put into practice, the public, taking in good faith the noisy statements of reckless advertisers whose greatest achievements were in the preparation of announcements in which bombastic language and large type predominated, were gulled into buying

large quantities of goods which were not special values and which the test of wear proved to be anything but cheap. This practice having been kept up for a very considerable period, a large proportion of the purchasing public became wary of so-called bargain sales and the proprietors of many large retail establishments admit that it is a great deal more difficult to attract the public by the words "special sale" in these matter-of-fact days than it was seven or eight years ago, the inference being that the consumer is now more wide-awake and is not so easily parted from his money.

During this same period a considerable number of merchants realizing that, after all it was true merit which would win out in the end, and also seeing the value of periodical sales by which their stocks could be rounded out into better shape, made less noise and gave greater values. The crowd of buyers at the beginning was undoubtedly small.

Where the big shop with its page advertisement announcing untold values had attracted many hundreds, only a dozen or so may have responded to the other announcement, which was smaller, more dignified and bore some semblance to the truth. Of the hundreds of shoppers attracted by the phenomenal values(?) offered by one store, it is safe to say that the great majority went away disappointed, and even those who purchased regretted it afterward. The dozen who responded to the announcement of True Value & Co. were served with merchandise of quality marked at a price which left no doubt as to its great intrinsic value.

That dozen buyers became a permanent and powerful stimulating force, which had its influence on future business. The first merchant put his money into the newspapers and figured on making it up on the merchandise, eliminating the public memory as a factor to be reckoned with in future trade movements of the same kind.

The second said to himself: "I will give every man who comes into my shop in response to this announcement the greatest piece of merchandise he ever bought for the money. If he goes away pleased he won't require much urging six months from now when another season has rolled around and I have a few goods that I want to be rid of, but he will say to himself: 'That was a wonderful pair of shoes I got of True Value & Co. six months ago for \$2; I see they have another sale; I will try them again.'"

It does not stop there. When a man makes a good purchase he does not hesitate to tell his friends of the fact. It pleases his vanity to be known as a shrewd buyer and he even advises them to follow his tactics if they want to save money; per contra let the customer be uncooled by a fictitious offer which he has been induced to take advantage of through some flaming announcement and he not alone says to himself "That's the last money of mine that they will get," but he in turn does not hesitate to tell his friends what an awful lot of fakers Big Bluffer & Co. are. Too many merchants have found out to their great sorrow that they could not fool all of the public all the time.—Shoe Retailer.

**Chip of the Old Block.**

Army and Navy officers are enjoying a hearty chuckle over the discomfiture of a well-known retired officer who is a familiar figure at several clubs, reports a Washington correspondent. This officer has a son of considerable promise, but of tender years. Some years ago, so

the story goes, the officer married a fortune, and soon after discovered that he had heart disease and went on the retired list. "Jack," said a visitor to the son the other day, "what are you going to be when you grow up?" "Well," said the 8-year-old, with grave deliberation, "I've been thinking of that for some time, and I think that when I'm a man I'll get heart disease and go on the retired list, just like papa."

Opportunities are swarming around us all the time, thicker than gnats at sundown. We walk through a cloud of chances.

**BUY ONLY THE BEST**  
LATEST IMPROVED. UP TO DATE. NO BACK NUMBERS.  
**ANCHOR COG GEAR ROLLER AWNING**  
NO CHAIN TO RUST OR BREAK.  
ANYBODY CAN PUT IT UP. EASY TO OPERATE.  
THE AWNING THAT IS BUILT ON SCIENTIFIC PRINCIPLES.  
OUR ANTI-FRICTION CENTER SUPPORT CAN NOT GET THE CLOTH PAT. JULY 22, 1907.  
OUR SELF-LOCKING GEAR BOX IS ALWAYS LOCKED AND HELD TIGHT.  
MADE ONLY BY  
**ANCHOR SUPPLY CO.**  
AWNINGS, TENTS, COVERS ETC.  
EVANSVILLE IND.  
WRITE FOR CATALOGUE



**Spring Rubbers**

Three Grades

GOLD SEALS THE BEST

Goodyear Rubber Company  
Milwaukee, Wis.

**The Lacy Shoe Co.**

Laro, Mich.

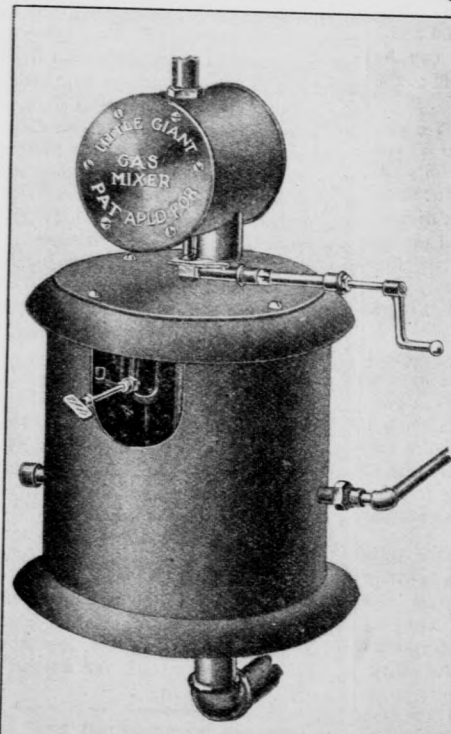
Makers of Ladies', Misses', Childs' and Little Gents'

**Advertised Shoes**

Write us at once or ask our salesmen about our method of advertising.

Jobbers of Men's and Boys' Shoes and Hood Rubbers.

**To Whom It May Concern**



Having used the Allen Gas Plant in my Hotel for about eight months I am pleased to say so far it has given perfect satisfaction with one exception—the porter says it will not burn water worth a cent.

Yours truly,  
Chas. J. Mizer,  
Walloon Lake, Mich.

Manufactured by

**M. B. Allen**

48 W. State St.

Battle Creek, Mich.



**Hunting and Trade Rest On the Same Broad Principles.**  
Written for the Tradesman.

The bargain was soon made. Arthur Burke, a big, stout six-footer, was not satisfied with the farm's slow returns and early that spring went over to Blooming Valley and asked Hank Hendricks to take him into his store. Hendricks needed a man and as young Burke—he was just turning twenty—had all the sterling qualities which a man in business likes, he took him and made the wages small at first to balance the beginner's inexperience. The arrangement went on satisfactorily enough for six months and then the clerk concluded to remind his employer of that part of the bargain, which was to the effect that after he had got his hand in he was to have more pay. Monday morning is a good time, he thought, to start in and so when Hendricks got through with the morning paper the young man stated his case.

"It's something over six months now, Mr. Hendricks, since I have been in here and I believe the time has come for you to give me the wages you promised me. Don't you think we'd better start in this morning? You know that I have things pretty well in hand; I've tackled and carried through some pretty fair undertakings and it seems to me that I've been worth to you what you promised to give, for some time. Don't you think so?"

Hendricks began to fumble with his watch chain and look out of the window. He kept it up for a few minutes and then pushing with his foot the chair it was resting on towards the clerk, he told him to sit down.

"Of course, I've been expecting this and I've got but one objection: a man can't hunt and sell goods at the same time. I'm not finding any fault with you, Art. I like you; but you see yourself there is nothing in common between trading and hunting and, while at the old wages I didn't object, I shall object strongly to raising your wages and having you tramping over the country with a dog and gun."

"You can't mention a single instance when there has resulted any loss from my hunting. On the contrary it has done me good. I've always been used to taking a tramp when things get monotonous, and father says it keeps a man toned up to his best to have a lay-off once in a while. If that's so on a farm, it's more so in here, where it's the same old story from morning until night and from one month's end to another."

"After all, Mr. Hendricks, there is little or no difference between us. It's only a question of how. You don't hunt; but, somehow, about once in so long you find it necessary to drive over to Mill River or Springdale or somewhere else to see how matters over there are going on, and it always takes you twice as long as it takes me to find out and come back to business. I don't care. It's none of my business where you go or what you do, and it is your business whether I take a day off for a hunt now and then; but you must see that it's the man of it in both cases, and let it go at that."

"Yes; but, Art, I'm on business all the time, and every man I see and talk with is working in the same lines."

"That's father's old argument with mother, and her's is that somehow he always manages to have a lot of business in town to attend to when he gets tired of staying at home. They compromise by driving off together. We

can't do that and I don't believe we want to; but you mustn't think I don't get a lot of good when I'm off on a tramp. Hear me now—I'm talking business from the word go.

"Did you ever see a good gunner with a dirty gun? Never; any more than you ever see a good tradesman in a dirty store. The two don't jibe and the man who is after sharp bargains has got to be neat if he's going to be a financial success. I can enlarge on that idea if you think it is necessary; but I won't if your books don't show that your trade has doubled since my first job in here. Then, too, to be a success in hunting you must not only clean your gun but it must be kept clean. The game bag comes home empty that goes out with a gun uncared for and you may tell me how long we would have kept the Dodges' custom if I'd let the establishment drift back again into the dirt I found it in. I guess you see the point."

"Do you remember the fight we had over the kind of stock? Staple goods are all right—they are the regular thing; but to keep them and them only is to let the wheels of the trade wagon chug down into the ruts up to the hub, where they'll stay until you lift 'em out. I'm a farm boy and I know that he and his sister don't want to be tied down to the same thing forever. Buckwheat cakes are good, but you can't live on 'em all your days any more than you can wear the same old clothes forever. Now, then, what made me in earnest about that is, because my experience as a hunter has taught me that you've got to have the right kind of ammunition if you're going to come home with a full game bag. See?"

"I'm not going to find fault with my father, but if there was one thing more than another that used to make me mad it was the mortal fear he had of my having more ammunition than I could use. Along at first I used to think it was all right, but pretty soon I tumbled to the fact that I always met the best game after I'd fired my last cartridge. I told my dad that and he laughed at me; but it didn't take me long to find a place for some extra ones which he never knew anything about, and right there is where I did my first deceiving. He found it out and whaled me; but I didn't seem to care so very much for that when I came home loaded down with the extra game. So much for that; but you've had chances enough to see, since we had that talk, that the tradesman who wants a full till has got to have on hand more ammunition than he is likely to use at one time."

"I never knew until I left home what a blessing my brother Tom was to me. He could hunt, and I'm willing now to admit that he could beat me, but that fellow never had his ammunition ready and, what was worse, he was always begging or stealing mine. Many a scrap we've had over it and always with the same result: he used my ammunition. At last it dawned upon me that I'd got to look out for myself and see days beforehand, and just before starting off, that the beggar hadn't crippled me and spoiled my day's gunning. Day before yesterday I had a practical example of this. You remember those dress goods you called me a fool for buying. 'They were too good for this market. They were so much dead stock.' I didn't even answer back; but I noticed when the Kirkland girls carried off the goods you thought it was 'lucky' that we had 'em. 'Keep your powder dry' is as

good a saying for the store, Mr. Hendricks, as it is for the hunter.

"Yonder comes a customer and I must hurry up. See if this hunting talk doesn't fit in nicely with our daily store life and then tell me if I haven't made my point and so won my raise in salary: 'Strike a trail—your own, if possible.' 'Independence is a prime trait of a good gunner.' 'Seek for worthy game.' 'The biggest game will be found in the wildest regions.' 'Always be aggressive. If you let your game turn hunter, beware! That makes you the game.' 'Wear a hunter's dress.' 'Dressed for a trip and you are well dressed, be your clothing of hide, jeans or broadcloth.'—Yes, Mrs. Dickson, we have some butter just from the Sweetwater dairy and you know that leads the market. There you are, two pounds."

The conversation was not renewed on the customer's departure, but the young fellow had his increase of salary and it began on that very Monday morning.  
Richard Malcolm Strong.

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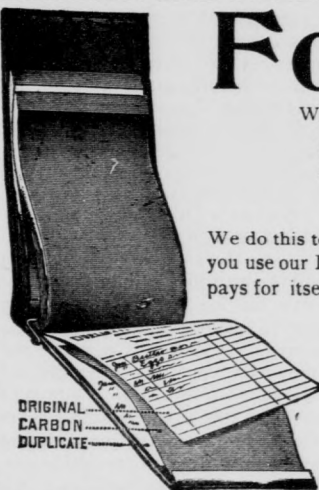
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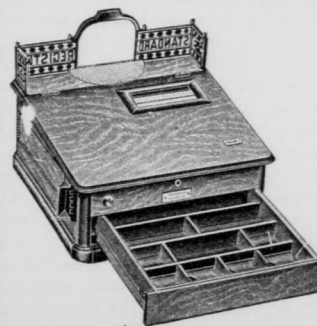
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## EVOLUTION OF FOOD.

## Influence of Chemistry in Reducing Its Cost.

The numerous triumphs of the laboratory during the past forty years, especially in giving commercial value to products derived from material formerly regarded as waste, have wrought great changes in the dietary of the people and a great reduction in cost.

Among the more notable achievements of chemistry are the utilization of cotton seed; various fats; the manufacture of glucose and grape sugar from corn; the discovery of saccharine, which, with flavoring extracts, is made from carbon compounds popularly designated coal tar; the perfecting of leavening agents; the salvation of the vineyards of France through Pasteur's discovery of the phylloxera; the development of the beet sugar industry; the invention of preservatives. Whether artificial foods, dietetically considered, are as valuable as natural foods is a vexed and much-disputed question. Nothing in the line of chemistry is more difficult to determine than the physiological action of food, for unless the chemist has perfect knowledge of the exact chemical condition of the human stomach, he can not arrive at exact results or establish rules governing diet.

"What is one man's food is another man's poison," is an old adage that almost everyone can prove. It is also a well-known fact that the nervous system dominates the digestive process. A person afflicted with worry or under intense mental strain can not assimilate food as readily or as comfortably as one in normal condition. As stated by a recent investigator, "Our knowledge concerning the digestibility of food is quite largely based on artificial digestion experiments. The number of experiments made with man is comparatively small." And necessarily must always be, because every man is a law unto himself. Experiments with the phosphates prepared in the laboratory indicate that some of them are not assimilated by the system, while phosphates organized by nature are readily appropriated. The order of combination differs, and while the component parts of an article made by the chemist are similar to those in the article prepared by nature, they are different in their value to the system. Similarity in the percentage composition of the molecule does not solve the problem, but the arrangement of the atoms comprising the molecule determines its properties. There is, for instance, seemingly no end to the combinations of carbon, so many of which have been given a commercial standing within a few years.

We are not convinced that the artificial flavoring extracts made from coal tar are dietetically as valuable as those made from fresh fruits. Recent experiments in San Francisco indicate that they retard the digestive process. Glucose is not of as great value as cane sugar. Some claim it is positively harmful. Dr. Bartley, of Brooklyn, Professor of Chemistry and Toxicology in the Long Island College Hospital, summarizes the difference in the action of cane sugar and dextrose (or invert sugar) when taken as food as follows: "Cane sugar is a natural food, while glucose is exceptionally so. The latter undergoes lactic fermentation much more readily in the stomach and duodenum than the former, and interferes more with salivary and gastric digestion. Glucose is more rapidly absorbed than cane sugar, owing to the gradual forma-

tion of dextrose from the cane sugar during absorption. This rapid absorption may overtax the liver and oxidizing process in the tissues, preventing the destruction of waste products of cell action. Clinical observations confirm these deductions." Nearly all cheap candy is made of glucose, which is also used in making a large part of high-priced candy. This may solve one cause for the frequent stomach troubles so common with children in every household. We know of no experiments having been made to test the relative dietetic value of cotton seed oil and various compounds of frying fats into which it enters, as compared with pure leaf lard, kettle rendered. Many claim that they are not of as high dietetic value, are often offensive in odor, less palatable, and more provocative of indigestion. An easy test is to eat some of the cheap imitation sardines preserved in cotton seed oil and bearing imitation French labels, and compare the effect with that produced after eating a high grade French sardine preserved in pure olive oil. Every individual can test and determine these matters more satisfactorily for himself than by relying upon the theories or experiments of others.

Prior to 1855 cotton seed was used as a fertilizer or burned as waste. In that year cotton seed oil came into some prominence as a commercial article, and from which date its use has steadily increased, until to-day a production of fifty million gallons annually is used largely as food. After careful preparation of the seed the oil is extracted by hydraulic pressure, and then subjected to a refining process whereby oil of varying quality is obtained. Within ten years the process of extraction and refining has been perfected and a new impetus given the industry. Most of the cheap salad oil of Europe and the United States is cotton seed oil, also used as an adulterant of olive oil, for the preservation of sardines (more particularly the domestic sardines, so called, put up in Maine), in the manufacture of oleomargarine and various frying compounds, and also in its refined state as a frying medium. It is also largely used in the manufacture of soaps. It is freely exported, over twenty-nine million gallons, valued at over five million dollars, having been shipped in one year to France, the Netherlands, United Kingdom, the Mediterranean countries, Mexico, and other subtropical countries. It now sells for one-half the price of thirty years ago. Coming into competition with and displacing pure olive oil for edible purposes and for preserving sardines, it has reduced the cost of olive oil, sardines, lard, and any other article with which it comes into competition. Domestic sardines are sold at wholesale as low as two and a half cents per quarter box, and frequently are retailed at three to four cents, thus providing a wholesome product at almost insignificant cost, as a quarter box affords a fair portion for each of five persons. Salad oil is about one-half the price of a few years ago.

In 1870 a French chemist, Mege, invented a process for making artificial butter from beef fat which was obtained from recently slaughtered cattle. After preparation the oleo oil was obtained by hydraulic pressure. This process was followed in this country, where at first the oleo oil was churned with sweet milk and mixed with the highest grades of creamery butter. This article could not be detected from the best grades of

butter except by experts or through chemical analysis. Mege sought by mechanical means to turn fat into butter by processes identical with those which nature operates in sending the fat of the cow into the milk at a low temperature. In time manufacturers began to use, with oleo, all sorts of fat, leaf lard, cotton seed oil, sesame oil, and even paraffine, a substance less digestible than powdered clam shells.

As made under the Mege patent, from high grade fat, oleomargarine was commended by many prominent chemists as a wholesome and valuable article of food, by such chemists as Chandler, Atwater, Barker, Arnold, Johnson, Mott, Jr., Goessmann, and others, while some disputed its being of as high dietetic value as butter. As to the dietetic value of other mixtures of fat than prescribed by Mege, there is a wide difference of opinion. A great deal of bad artificial butter has been manufactured.

It is stated as a scientific fact that butter melts in the stomach at a temperature six degrees below the normal heat of the body, easily passes into pancreatic emulsion and digests. The melting point of some brands of oleo is from one hundred and two to one hundred and eight degrees. As a consequence much of it has to be expelled as a foreign body, with severe gastric action. Samples have been analyzed by New York City chemists that contained from 9.72 to 11.25 per cent. of paraffine, an article that can not be assimilated. It is rank nonsense to claim for that sort of oleomargarine that it is a wholesome article of food. The manufacture of the stuff has been tainted with fraud from the beginning. The art of the chemist has been severely taxed to furnish means whereby oleomargarine could be made in semblance of butter and still defy detection. Those interested in the subject are referred to Part 1, Bulletin No. 13, United States Department of Agriculture, and reports of the Dairy Commissioner of New York and of the health boards of Massachusetts, Ohio, Pennsylvania and other states, and to Fleischmann's "Book of the Dairy." The subject is mentioned here to indicate how an artificial product augments supply and tends to reduce cost. Every pound of oleomargarine used displaces one pound of butter. In 1888 the production reached 34,325,527 pounds; in 1894 it rose to 69,622,246 pounds, and averaged for four years (1892-96) 58,604,407 pounds annually.

In 1867 the manufacture of glucose began on Long Island and at Buffalo, N. Y. The industry did not get under good headway until 1875. This article is made from corn, each bushel yielding twenty-six to thirty pounds of glucose. The process of manufacture is wholly in control of chemists. The corn is soaked for several days, ground while wet, the starch of the corn washed out, the gluten removed, and green starch obtained by drying and settling. The starch is mixed with water and placed in a converter, and treated with sulphuric or other acids (later neutralized), brought to the boiling point and watched until the starch is converted into glucose. This is followed by filtering, the boiling of the syrup in vacuum pans, from which, when properly cooked, it is put through a "filter press." To make "grape sugar" the process of conversion is altered. The manufacture is extensive, and probably is equal to one-fifth the consumption of sugar, which it displaces in the manufacture

of malt liquors, candy, jams, preserves, canned fruits and as a mixture with molasses and cane syrups. All attempts at crystallization failed until a few years ago, but it has never been placed on the market in crystallized form. The chemical formula shows that a molecule of glucose contains one atom more of water than cane sugar. Whoever will eliminate that may secure an article of like composition with cane sugar, and, if exactly like it, a fortune. Every year some one claims to have solved the problem, but it is by no means certain that were it done the article would be identical with cane sugar, except in chemical formula. The dietetic effects of glucose are considered elsewhere in this article. Undoubtedly its extensive use has contributed to lowering the cost of beet and cane sugar.

By the aid of chemistry leavening agents have become so perfect and cheap that now they are universally used. They have worked a revolution in the character of the bread, biscuit and pastry made in the public bakery and the home, and done more to rid the people of this country from the charge of being a race of dyspeptics than any other article that can be named. They can not be considered food, but rather a food accessory or auxiliary. They may be classed under four divisions: yeast, cream of tartar, alum, and acid phosphate powders. Nothing is more familiar than the little squares of compressed yeast sold all over the United States for two cents each. They are popular because they are economical and secure the best of results. In no sense is compressed yeast a chemical product, but the development and improvement of the article have been furthered and aided by chemistry. Compressed yeast was made in Europe, particularly in Austria, as far back as 1840, but in a crude or rather imperfect state. Later on, in about 1860, Pasteur took up the question of fermentation, and made the discovery that the yeast germ was controlled by vital force. Since that time manufacturers have made improvements, until at this date compressed yeast as now manufactured is the acme of perfection. The processes employed are protected by United States letters patent, and the machinery required to operate the processes is very costly. Compressed yeast has been a prime factor in bringing about the improvement in the quality of bread in this country. The never-to-be-forgotten Centennial Exhibition of 1876 was the medium which afforded the principal manufacturers the opportunity to demonstrate practically that fact. Since that time bread produced by the bakers and the housewives of this country, by the aid of compressed yeast, has been so greatly improved that comparison of the one with the other would put to shame the bread produced in this country prior to the time of the Centennial Exhibition in 1876. Compressed yeast should always be used fresh.

About thirty-five years ago a druggist in Indiana took our grandmother's recipe of two tablespoonfuls of cream of tartar of one of bicarbonate of soda, adjusted the proportions and mixed them on a scientific basis, combined with a neutral filler as rice or potato starch, and placed it on the market as a baking powder. It gained favor at once, such powders coming into general use, with the result of stopping the home mixing of cream of tartar and soda or saleratus, both of which were extensively adulterated, and which were rarely mixed by housekeep-



# Our New Home



FOR the next seventeen years the Michigan Tradesman will be located in the corner floors of the Willard Barnhart Building, Ionia and Louis streets, formerly occupied by the Ball-Barnhart-Putman Co., 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 to both parties.

ers in other than a careless way, so that uniform results in baking were the exception, and not the rule. Older readers will recall the bread, biscuit and pancakes which often came upon the table, as if colored with yellow ocher, having a jaundiced look far from appetizing. The filler prevents the premature action of the cream of tartar and soda, which give off carbonic acid gas as soon as exposed to moisture. Such was the beginning of the manufacture of baking powders. One well-known brand returns the manufacturer a net profit of one million dollars per annum, and that after an expenditure of nearly half a million for advertising. Alum powders cost about one-fourth as much as cream of tartar powders, and give forth much less leavening force. The acid phosphate powders, dietetically considered, lead all others. They are made from acid phosphate mixed with bicarbonate of soda. It is well to avoid all except the best-known brands, as the market is flooded with cheap and inferior baking powders. A fierce controversy has raged over the dietetic value of baking powders. The question rests solely upon the dietetic value of whatever residue the powder may leave in the bread. There is no dispute over the claim that from a dietetic standpoint the phosphate powders are the best, as the residue left in the bread aids digestion and is a food in itself; while the residue from cream of tartar powders is Rochelle salt, and from alum powders Glauber's salt and certain salts of alum. Recent experiments seem to prove that these powders interfere with the digestive process. The very minute portion of any residue which one person would be likely to get in eating bread or biscuit, however, would be practically harmless. It is not advisable to make baking powders at home, but where it is a necessity the following formula may be used: Cream of tartar, six ounces; bicarbonate of soda, three ounces; cornstarch, one ounce.

The ingredients must be perfectly pure. Such a powder as noted above will yield nearly 14 per cent. of carbonic acid gas. Other formulas provide for 15 to 20 per cent. of cornstarch, the amount of carbonic acid gas available being less as the quantity of starch is increased. In using more than 10 per cent. of starch the proportions of other ingredients should be eight ounces of cream of tartar to four ounces of bicarbonate of soda.

Saccharine is one of the most valuable of recent discoveries. It is made from coal tar, and has from three hundred to five hundred times the sweetening power of sugar, as to the grade used. It is unfermentable, prevents decomposition and fermentation, and is not a food. It is being more and more used as a substitute for sugar by makers of patent medicines and preservers of food. Recently a patent medicine manufacturer substituted eighty pounds of saccharine for forty thousand pounds of sugar, which saved him eight hundred dollars. Sugar when used as a sweetener is liable to cause fermentation, especially in warm weather, and thus spoil medicines and other articles, and thus ruin the reputation of the maker and destroy the value of trade-marks.

Chemistry is constantly producing new substances, generally classed as artificial, and which supplant natural substances. Sugar has two competitors, glucose and saccharine; butter, one, in oleomargarine; salad oil, cotton seed and other oils. The extracts made from

coal tar and used for flavoring are made in imitation of nearly all fruit extracts, and serve well the purpose of flavoring. They are regarded by chemists as harmless, but personally I prefer natural fruit extracts.

The tremendous influence of chemistry in reducing cost is felt all over the world. It is very doubtful if granulated sugar would sell at five cents per pound were it not that several hundred million pounds of glucose, grape sugar and the new chemical saccharine are substituted for it. This illustrates the more important part chemistry plays in the evolution of the food supply.

Frank N. Barrett.

#### Is Praise or Blame the Greater Incentive?

How to secure the best results from employes is a question that is of prime importance in large retail establishments where hundreds are engaged. Salaries run up into the thousands very rapidly in these big stores, and it is essential that every dollar spent shall bring its full value in service. In trying to answer the question I shall draw upon my own experience, because the information thus obtained is accurate and not hearsay.

The two greatest factors in securing the best work from employes are praise and blame. I am sure that neither alone will answer the purpose. The man who must be scolded and found fault with continually is of little value in any position. He is in disfavor with his superiors in office because they can not trust him to perform his duties faithfully. As for the man himself, his many delinquencies cause him to lose confidence in his own ability; he becomes careless and forgetful, and finally loses his place altogether.

A too frequent use of praise in the management of employes is productive of undesirable results of a different character. The man who is continually praised after a while becomes imbued with the idea that he is "IT." He has an exaggerated idea of his own importance and is liable to assume a patronizing air toward his associates and customers that is not at all desirable—in fact, is decidedly harmful. Such a man is almost certain in the end to become so intolerable that he is at last notified that his services are no longer required.

Too much praise or too much blame is, therefore, equally harmful, although in a different way. A judicious use of both is highly desirable. When a salesman makes a good sale, it pleases him to receive a word of commendation from the manager, and it spurs him to do better. On the other hand, if he is impolite to a customer or does something he ought not to do, he should be re-proved gently, but firmly. This will make him more careful in the future and in the end he will be more valuable to himself and the firm.

Much depends upon the manager himself. If he possesses good common sense, has a fair knowledge of human nature, and has personal magnetism, he will have no trouble with his employes. If, on the other hand, he is unjust, hard, and unsympathetic, he will be unable to keep good salesmen or saleswomen in his employ for any length of time. No one of spirit will submit to being cursed and reproved before his shopmates by the man from whom he receives his orders. Dissatisfaction is certain to show itself among the other employes, and the entire force soon becomes demoralized.

The salesman who is ill-treated by his employer can not, or usually does not, treat his customers as he should. He is irritated, cross, impatient; and while in that frame of mind is not able to wait upon would-be purchasers in a proper manner. He is likely to offend them in some way and thus to lose their trade forever after.

Human sympathy goes a long way in the control and management of men. The manager who interests himself in their family life, their ambitions and their fads, who sympathizes with them when in trouble and rejoices with them in their good fortune, will be able to get hold of the hearts of his men. They will work overtime without a murmur, will voluntarily cut down the lunch hour in order to help take care of a rush of customers, they will refuse offers of employment in rival stores at an increased salary; in other words, they will be loyal and true under all circumstances.

James F. O'Brien.

Some men have such narrow horizons that they often journey to the outskirts, returning as they left, with empty souls and barren heads.

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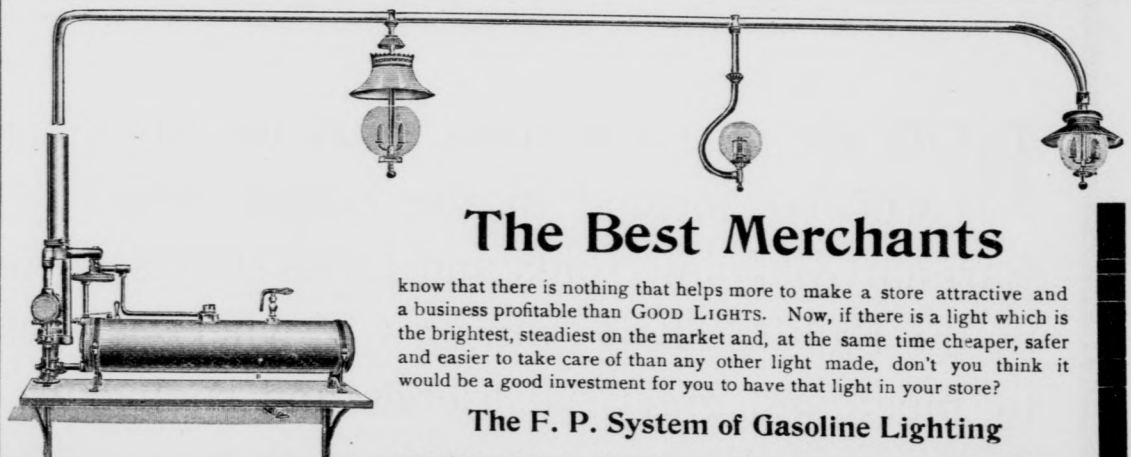
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WOMEN IN BUSINESS.

**Humility One of the Essential and Important Graces.**

Written for the Tradesman.

I do not advise women in general to go into business. Only upon close personal knowledge of her qualifications and her circumstances would I advise any individual woman to enter business. Furthermore, should these lines fall under the eye of some woman blessed with a comfortable home, a family of children and a husband providing a good living for all, who yet is not satisfied but wants more money and feels she would be successful in business, who, like the war horse described in the book of Job, "smelleth the battle from afar off" and longs to be in it, let me persuade such an one to take that bit of advice that Punch gave to those contemplating matrimony—don't.

That is, don't engage in any outside occupation, mercantile or otherwise, which will take the lion's share of your time, or strength and attention. You might easily defeat the very ends you aim at by doing so. A man is very apt to lapse into incompetency when he finds his wife is a master hand at making money. If you have leisure time, you might assist your husband in his work or, perhaps, there are things you can do to pick up a few dollars now and then without neglecting your home duties in the least. Or you might learn some art or trade to fall back on if your husband's strength should fail. These are all well and good; but so long as your husband is capable of maintaining the family in comfort you have no right to neglect your home and family as you would have to do to carry on an independent business of any magnitude successfully.

These suggestions then, are to women already in business or to such as following their own judgment shall choose to enter mercantile life. They are intended for those engaged in selling goods at retail and are especially addressed to those who are in business for themselves and have the management and responsibility, although the most that is said applies equally well to those who work for somebody else.

If the angels above can know what mortals are doing, they must often hold their breath, so to speak, when they see a woman put her little all into some mercantile venture and launch her frail bark upon the perilous waters of commerce. Frequently she is without experience or knowledge of what she is undertaking, and has others dependent upon her. Only by using great care and wisdom can such an one escape loss and failure.

The woman who wants to succeed in business should study the ways of successful business men. Do not assume masculine airs; that is not what is meant. Some women are silly enough to think that aping the manners and dress of men will enable them to pursue a man's avocation with success. The mannish woman, if she succeeds, does so in spite of her mannishness, not because of it. The wise woman learns the laws of success from the way in which successful men work, yet preserves her womanly gentleness of manner.

One of the things which the bright and observing woman may learn from men is the lesson of humility. This is not a fashionable virtue with women just now, yet they may cultivate it with profit to themselves. It is one of the

essential and important graces. The Bible magnifies it. The earth is promised to the meek. It was the obedient Moses who was called out of the desert of Midian to lead his people to Israel. It is the custom of the present time to exalt the excellencies and achievements of women and to minimize the virtues of men. A woman stands in her stiffly-starched robes of self righteousness, conscious of her spotlessness, her thrift, her energy, her irreproachable rectitude in all things whatsoever, and she may even feel like lifting her voice in thankfulness to her Maker that she is not dirty, profane, lazy, drunken or even as the great mass of men. But with all their failings and vices, and they are legion, men, especially American men, are not above their business. They have the virtue of humility. Barring a few snobs who count for nothing the average man, whether he be a day laborer or the president of a railroad, is an easy creature to approach, deferential to others rather than expecting others to defer to him. He does not lie awake nights worrying about his social position. If you note an especially modest and unassuming man in any establishment, you are apt to find him the head of the concern and the heaviest stockholder.

Were the business of household service in the hands of men, the social equality difficulty would be eliminated. A man-servant would not expect to be treated like one of the family—wouldn't care if he wasn't.

It is a hard thing for a high-spirited woman to learn that in order to be successful in business one must be cordial, courteous, deferential, even obsequious to all classes and conditions of people. Not only to the people to whom you like to be nice, but to all kinds. For, although your ancestors may have come over in the Mayflower, although all your lineaments may be aristocratic to a degree, although every drop of blood in your entire circulatory system may be of the deepest shade of indigo blue, these things will profit you nothing if you are so short-sighted as to snub and slight and fail to be pleasant to people whom you consider beneath you or even let them know that you think them beneath you.

Your patrons will be largely women. In your attitude to them, remember that a woman likes to be set up on a pedestal and be bowed down to. This is perfectly normal, perfectly natural. A woman who did not like it would be a freak. She prefers, of course, that her courtiers shall be of the male sex, but failing of this, it affords her great satisfaction to have the deferential attention of women. A man may be the more acceptable salesperson, but a woman who understands her business is a very close second.

Then get down to your work. If you are selling shoes, do not hand out the goods for your customer to try on himself or herself, as the case may be, but sit right down where you belong and fit the foot and lace or button the shoe. Whatever goods you are selling, do not be afraid to take a little trouble and show the stock even if you are not cocksure of making a sale. You may do that which is better—make a customer. Instill these principles into the minds of your assistants. An automaton might be constructed to perform the duties of many saleswomen as well as they do. Be ye not like unto them.

The gist of this little sermon on humility may be summed up in a few words: Being in business, do not be above your business, Quillo.

**Salt in the Treatment of Burns.**

A writer in Southern Drug Journal says:

I have found that wet salt is the most efficacious remedy for a burn. It relieves all pain in about an hour, and palliates immediately. It seems to toughen the tender skin, which does not subsequently peel off, but hardens and protects the injured tissues beneath. I have never tried it for severe burns, but can testify to its efficacy in the every-day burns with which most of us are painfully familiar. Salt is always at hand and is likely to be remembered as a remedy in an emergency.

**The Man Who Filled the Dredge.**

To an Irishman, just over, were being shown the various points of interest along the water-front by a longshoreman friend. They came to a dredge that was working in the river, and the friend explained how it cleaned the mud from the bottom, and kept the channel at proper depth. While they were talking the big scoop, laden with slime, was hoisted up.

"Phat do ye think o' thot?" asked the friend.

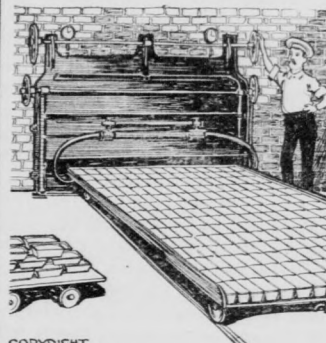
"Begob," replied the one just over, "the mon that fills it down below hasn't any cinch."

Cleanly people avoid slovenly stores. Untidy saleswomen and salesmen are repulsive to them. Merchants who seek the trade of self-respecting people should be most careful as to appearances. It is stores where goods are arranged in orderly manner, and where employers and employes are neat in their attire, which attract and hold desirable trade.

Husbands are like new boots; you can not tell whether they fit, or whether they are going to pinch, until it is too late to change them.

Let progress, not attainment, be your motto.

**Everybody Enjoys Eating Mother's Bread**



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Made at the

**Hill Domestic Bakery**

249-251 S. Division St.,  
Cor. Wealthy Ave.,

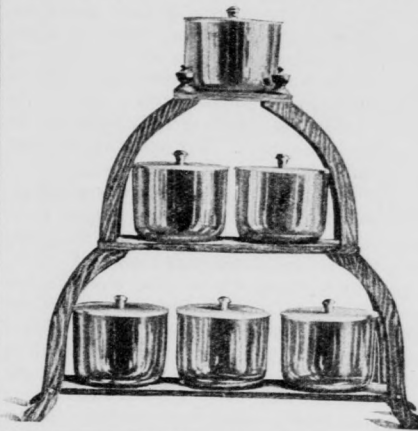
Grand Rapids, Mich.

The Model Bakery of Michigan

We ship bread within a radius of 150 miles of Grand Rapids.

A. B. Wilmink

**FLINT GLASS DISPLAY JARS**

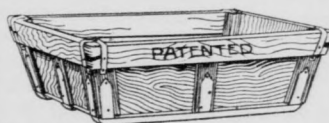


for Preserves, Pickles, Fruit, Butter and Cheese. Just what you are looking for. It will increase your sales wonderfully in these lines and save time. They are silent salesmen. They are dirt cheap as we are the largest makers of glass display jars in the world and bought the glass six years ago at a low price, so give you the benefit. Write for catalogue and price list or order half a dozen jars.

**The Kneeland Crystal Creamery Co.,**

72 Concord Street,  
Lansing, Mich.

For sale by Worden Grocer Co. and Lemon & Wheeler Co.



**Delivery and Display Baskets**

They contain all the advantages of the best baskets. Square corners; easy to handle; fit nicely in your delivery wagon; will nest without destroying a basket every time they are pulled apart. One will outlast any two ordinary baskets. They are the handiest baskets on the market for grocers, butchers, bakers, etc., or any place where a light package is required

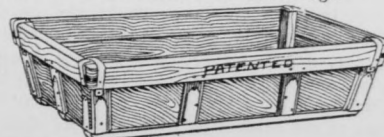
1/2 bushel size.....\$2.50 per dozen  
3/4 bushel size..... 3.00 per dozen  
1 bushel size..... 3.50 per dozen

Send us your order for two or more dozen and have them lettered free of charge.

Manufactured by

**Wilcox Brothers**

Cadillac, Mich.



## Hardware

### How Mineral Wool Is Made.

In the modern industrial world waste of any kind is something to be avoided if possible. Costly manufacture has in almost every line been forced by competition to the very lowest point, while every possible by-product has to be utilized. These facts are what give an importance to the manufacture of insulating material, which has now become a necessity of modern industrial life. It has been estimated that a non-insulated steam pipe loses heat in the course of a working year to the value of 64½ cents per lineal foot. This shows sufficiently the importance of insulating material as a means of keeping heat in. It is equally important for keeping heat out, and one of its widest functions is in the construction of refrigerators and refrigerating plants.

There are many insulating materials on the market, among which one of the most interesting is that commonly called mineral wool, rock cotton or silicate cotton, which is used not only as an insulating material, but also for fire proofing, sound deadening, filtration, etc.

The so-called mineral wool is usually made from the slag of blast furnaces, with limestone added, and the rock wool, or rock cotton, from granite and limestone. The principles involved in the manufacture of this product, whether made from slag or from granite, are alike, and in either case the operation is comparatively simple, depending, the first place, upon intense heat, and then upon the high pressure steam blast to blow the liquid slag or lava into shreds, or the fleecy clouds that one sees in the receiving chamber when the product is being made. The intensity of the heat required to fuse the material may be imagined when it is considered that iron melts at 1,992 deg. Fahrenheit, while the granite or slag will not fuse under 3,000 deg. Fahrenheit, 1,008 deg. hotter than molten iron in the blast furnace. The spray from the slag emitted from the volcano of Kilauea, Hawaiian Islands, during eruption is blown by the strong winds into fine glassy fibres, called the "Hair of Pele," which is said to have the same nature or character as the slag wood or silicate cotton here described.

The following brief description of the process of manufacturing mineral wool may be of interest to the readers of this paper: The first necessity after securing the rock for rock cotton or the slag for mineral wool is crushing the crude material. Special crushers are employed capable of reducing 200 tons of granite per day to pieces not larger than marbles. For fusing, a cylindrical furnace, 25 feet high and 58 inches in diameter, is used in a particular factory visited. The crushed granite, mixed with small quantities of lime and coke, is fed into the furnace by men working in one-hour shifts on account of the heat at the furnace mouth. A special device for mixing the gases of combustion with the coke fed into the fires is employed. By this means the temperature in the furnace is soon raised to 3,000 deg. Fahrenheit, or over, and the rock fed in at the top flows out at the bottom in a molten mass of lava-like substance, as hot and as dangerous, if free, as that which overwhelmed Pompeii and Herculaneum 1,800 years ago. On account of the fierce heat required, the furnaces can be operated but three days

continuously. At the end of that time the fire brick lining of the furnace is destroyed and must be replaced with fresh lining.

The melted rock flows through a trough in a stream half an inch in diameter directly in front of a powerful steam blowpipe. As the stream of lava meets the terrific blast it is blown by it into a receiving chamber opposite, and after the blast is over the room is filled with the fleecy-like fibres, white and soft, which cling to the walls and fall to the floor like snow.

The chamber or cooling room into which it falls is 24 feet high, 40 feet long and 25 feet wide. Its capacity is three tons, and it can be filled, it was stated, in three hours. The fibres, as they fall into the cooling room, the temperature of which, it is said, averages about 93 deg. Fahrenheit, are somewhat coarser than sheep's wool, but not so long; the greasy feeling of the latter is, however, entirely lacking. The rock cotton is there baled and is ready for the market or for converting into various forms required for insulating material, such as pipe and boiler covering, fire proofing material, wall insulation for cold storage houses, packing houses, breweries, dwellings, refrigerator cars, etc. The raw product is also exported to Europe, Australasia, the West Indies and South Africa, one recent consignment thither consisting of 300 tons of rock cotton in bales, said to have been the first shipment of American fibre to that market.

### Pinmaking in the United States.

The manufacture of pins has become such an industry in the United States that the mills of this country practically supply the world with this needed article, and yet the demand is by no means a small one. Pins cost only a trifle nowadays where they were very expensive. In 1900 the 75,000,000 people in the United States used 66,000,000 gross of common pins, which is equal to 9,500,000,000 pins or an average of about 126 pins for every man, woman and child in the country. This is the highest average reached anywhere in the use of pins. Ten years ago we used only about 72 pins each.

The total number of pins manufactured in the United States during 1900, the census year, was 68,889,260 gross. There are forty-three factories in all, with 2,353 employees. The business has grown rapidly during the last twenty years, for although there were forty factories in 1880 they produced only half as much, employed only about half the capital and only 1,077 hands. There has been a considerable increase in the number of women and children employed in pin factories of late years, which is an indication that the machinery is being improved and simplified and that its operation does not require so high an order of mechanical skill.

Hooks and eyes are a by-product of pinmaking, and are produced at most of the factories from material that will not do for pins. The output of hooks and eyes in 1900 was 1,131,824 gross.

Pins and hooks and eyes are turned out by automatic machines in such quantities to day that the cost of manufacture is practically limited to the value of the brass wire from which they are made. A single machine does the whole business. Coils of wire, hung upon reels, are passed into machines which cut them into proper lengths, and they drop off into a receptacle and arrange themselves in the line of a slot formed

by two bars. When they reach the lower end of the bars they are seized and pressed between two dies which form the heads, and pass along into the grip of another steel instrument, which points them by pressure. They are then dropped into a solution of sour beer, whirling as they go, to be cleaned, and then into a hot solution of tin, which is also kept revolving. They here receive their bright coat of metal and are pushed along, killing time, until they have had an opportunity to harden, when they are dropped into a revolving barrel of bran and sawdust, which cools and polishes them at the same time. Because of the oscillation of the bran they work gradually down to the bottom of the barrel, which is a metallic plate cut into slits just big enough for the body of the pins, but not big enough for the head to pass through. Thus they are straightened out into rows again, and, like well drilled soldiers, pass along toward the edge of the bottom, and slide down an inclined plane, still hanging by their heads, until they reach strips of paper, in which they are introduced by a curious jerk of the machine. The first they know they are all placed

We are headquarters  
for

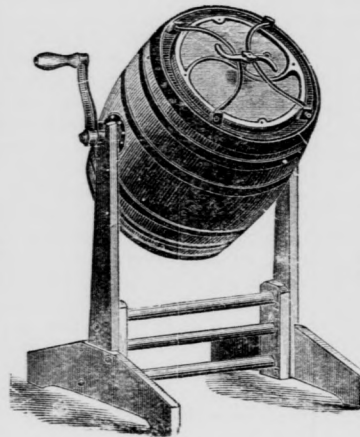
## Tank Heaters and Feed Cutters

Write for list and prices.

**Brown & Sehler**

Grand Rapids, Mich.

## The Favorite Churn



We are  
Exclusive Agents  
for  
Western  
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and are now enter-  
ing orders for  
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shipment.

**Foster, Stevens & Co.**  
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**SAP PAILS**  
Sap Pans and Syrup Cans

Let us have your orders.

**WM. BRUMMELER & SONS,**  
Manufacturers of  
SHEET METAL GOODS.

249-263 So. Ionia St.

GRAND RAPIDS, 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



in rows, wrapped up and on their way to the big department stores, where they are sold at from 5 cents to 10 cents a gross. A machine is expected to throw out several thousand gross an hour.

Needles are made by a similar machine. In 1900 there were made 1,397,533 gross of machine needles, 212,689 gross for shoemaking, 324,476 gross for ordinary household sewing machines, 307,426 gross for knitting machines and the remainder for other kinds of sewing and knitting machinery, generally for factory use. We imported \$418,004 worth of ordinary needles, most of them from England.

Hairpins and safety pins and other kinds of pins are manufactured in a similar manner. We made 1,189,104 gross of hairpins in 1890. Both needles and hairpins are manufactured to a greater extent in Europe than plain pins. Safety pins, however, are decidedly American and of these we make on an average 1,000,000 gross a year.

#### Knowledge of Details in Business.

Business is occupation from which a remuneration is derived, and business is good or otherwise in proportion to the return it brings to the enterprise. Business to be successful requires that all its details shall have careful and correct attention; and here is the source of trouble in many business establishments. It is essential that some one or a number of people shall be perfectly familiar with the numerous details in the department immediately under their supervision. In a large concern where there are a number of departments the business is better when some master hand of a keenly sympathetic nature has a more or less comprehensive knowledge of the details in all the various departments, and can so shift the energy of the establishment as to lend assistance where and when it is needed. To acquire such a knowledge of the details is a tax on the energy of those who manage, and the most competent are those who recognize the necessity of the drudgery involved in securing the information and are heroic enough to undergo it. The business that is managed from beginning to end on such a plan, and is under the guidance of a commercial expert who is keenly susceptible to the trend of trade and quick in adapting the business to it, will be not only successful, but profitable. Such houses seldom complain of poor business. Unfortunately, the management of many houses is not so constituted. Not infrequently men, through financial position, have the control of a business without the desire to acquire a knowledge of its details. Such men leave the details in the hands of trusted employees, who, although they do their very best, are often hampered by the lack of power to decide and act upon important questions at a critical moment, which has a detrimental result. Business men of this character, who have no further interest in an enterprise than to draw profits, are very apt to milk the business to its fullest extent, and thus find themselves unprepared and unwilling to renew the plant, or enterprise, when it becomes necessary. Such men are most loud in their complaints of business being bad, when the cause rests with themselves. None of the games men seek for entertainment requires the comprehensive knowledge and the keen, quick, skillful use of it that the management of a business requires and, under successful management, nothing brings a keener enjoyment. Knowledge is power, as the old adage has it. Know your business in all of its details.

#### Didn't Know What Dresses Cost.

From the Toledo Bee.

Mrs. Cora Vaughn, as a cause for divorce, told Judge Pugsley, Tuesday, that her husband was the meanest man in the world. "I asked him for some money to buy a dress. He gave me a cent and went away and didn't come back for seven months." She got a divorce.

#### MOTOR OF THE FUTURE

May Be a Gas Engine of the Turbine Type.

Two of the most revolutionary movements in the science of developing mechanical power that the world has witnessed for several years past are the introduction of the steam turbine and the use of gas exploded in a cylinder behind a piston. A third advance is predicted for the near future, in consequence of combining the two ideas in a gas turbine.

One great advantage of the steam turbine is that it affords rotary motion at the very outset, whereas with the old steam engine it is necessary to employ a crank to convert movement to and fro into rotation.

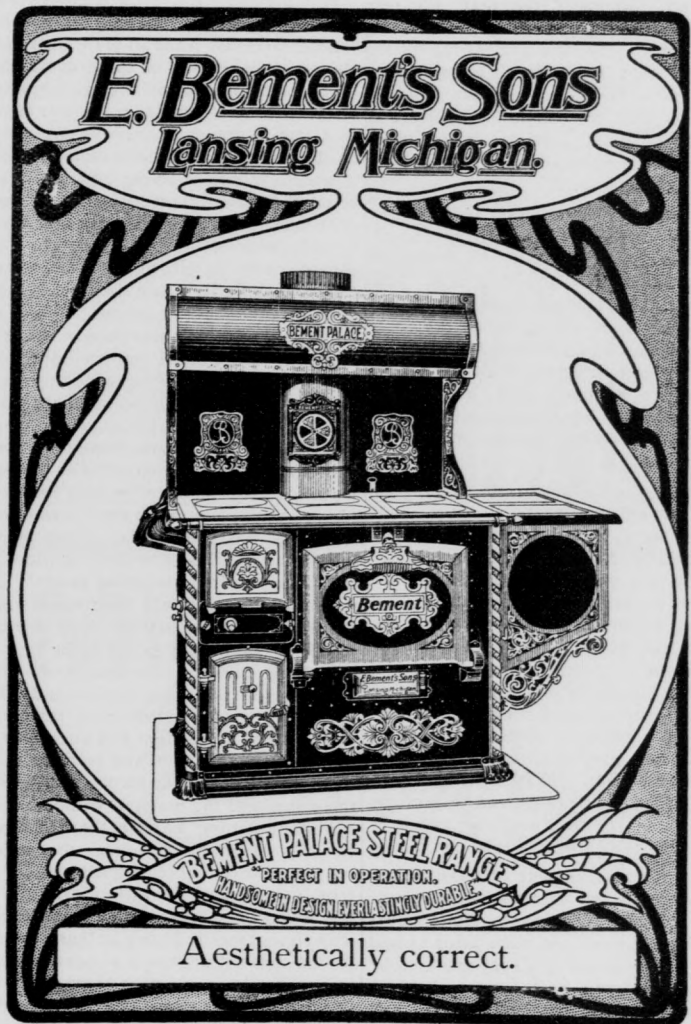
In other respects, too, the mechanism is simpler than the reciprocating engine. It occupies much less space for the same output of power, it is less liable to get out of order, the first cost is lower, and it is beginning to be believed that it is more economical in the use of steam. For propelling ships and driving dynamos it is particularly well adapted, and other applications are now contemplated. The gas engine has various drawbacks. It takes up more room than a steam engine of the same capacity; power is exerted on the piston only once for every two or four half strokes, instead of for every half stroke, and a water jacket around the cylinder to keep it cool adds to the complication and bulk of the machine. Yet it can work under a higher pressure and within certain limits is more efficient than the steam engine. Gas engines, or, as they are more appropriately called, "internal combustion engines," have developed an amazing popularity in the last decade. The type has been well known for nearly half a century, but it has been much improved of late. It is more quiet, does better work, and is more economical than formerly. Fifteen years ago one seldom heard of an internal combustion engine developing more than five, ten or perhaps fifteen horse power. Many are in service to-day having a capacity of from 1,000 to 3,500 horsepower, and even larger ones have been projected. The number of engines of this class has increased in the same proportion.

In utilizing the force of exploding gaseous mixtures to produce rotary motion directly, the form of the motor would need to be changed a good deal, and the methods of control would need to undergo considerable modification. The present gas engine is operated by a series of shocks. The steam turbine, of whatever variety, is driven by a continuous pressure. Perhaps the vapor emerges from a nozzle and acts on buckets on the edge of a wheel. Perhaps it enters a closed chamber and there presses against curiously curved vanes on the sides of the wheel. But in any case it acts steadily, not intermittently. It does not, at first sight, seem easy to manage explosions so as to get the same general effect. Still, a number of promising experiments in that direction have been tried. George Ethelbert Walsh, a well known writer on mechanical topics, says in *Science and Industry*:

"It is not considered a physical impossibility to control gas under pressure so that its ignition and combustion will be continuous.

"The gas turbine is something which engineers are working on with the hope of ultimate success. If ever worked out satisfactorily, it will mark one of those revolutionizing epochs in the world of power and mechanics which completely change old conditions."

# BEMENT PALACE STEEL RANGE



We would like to explain to you our plan for helping the dealer sell Palace Ranges. Write us about it. Ask for large colored lithograph.

## E. Bement's Sons Lansing Michigan.

Woman's World

The Straw That Breaks the Camel's Back.

A bill has been introduced into the New York Legislature which provides that all unmarried women between the ages of 35 and 50 shall be taxed \$25 a year, while all bachelors between 40 and 65 shall be required to pay a fine of \$50 annually into the coffers of the State. The proposed law is doubtless founded on the sound democratic principle that luxuries and not necessities should bear the burden of taxation and that single blessedness is a privilege that is worth paying for.

So far as bachelors are concerned no voice need be raised in their defense. If a man does not marry it is his own fault and because he does not want to, and he deserves to be harried by the tax collector. Moreover, the man who escapes having to pay milliners' bills and dressmakers' extortions is getting off so cheaply that it is absurd to assess his freedom from the cares that cumber married men at the low sum of \$50 a year, but taxing a woman for the misfortune of being an old maid looks like rubbing things in.

In nothing is man more inconsistent than his attitude on the marriage question. He holds wifehood and domesticity up to woman as the ideal career and yet he makes ironclad conventions that keep her from trying to achieve it on her own hook; he berates her for leaving her own fireside, when she has no fireside to which to stick, and now he proposes to tax her for not getting married, yet debars her from popping the question.

This last is too much. It is the straw that breaks the camel's back. Of course, there are men one would not be married to for \$25 a year, or \$25,000,000, but on the other hand there are plenty of delightful, unattached men floating around in society one would not in the least mind having for a husband, and if the proposed measure becomes a law, the old maids of the Empire State will be justified in starting out on a personally conducted matrimonial campaign and proposing to every eligible bachelor in sight. Taxation without representation is tyranny, and one of the inalienable rights of every woman is to dodge the tax gatherer if she can.

The proposed passage of a law licensing celibacy, as it were, serves, however, to call attention to the fact that marriage is more and more being looked upon as a hazardous experiment, to be undertaken only by the brave, instead of the manifest destiny of every man and woman. Bachelors have always been a privileged caste, but the term was, and not so long ago, when the trim old maid was a reproach that indicated that a woman had lacked some charm or grace to attract men and had been passed over and, in consequence thereof, the spinster was expected to walk humbly before her married sisters.

That is all changed now. When a woman elects to remain single nobody even suggests that it is anything but her own free will, and so far from pitying her, the bachelor woman of an independent income, or with a good position in business or a paying profession, is an object of open envy among married women. The old maid who had to live in somebody else's house, and be the fringe on somebody else's family, led the most forlorn existence imaginable, but there is nothing doleful in the state of

the modern, independent, unmarried woman.

If she is intelligent she can make as good a living as the average man. Her work furnishes her with absorbing interests. She gathers about her a circle of friends that is congenial and often brilliant, for the clever woman of affairs who knows life makes the most entertaining of companions. She can dress well and live well. No husband doles out money to her and grumbles over the bills. No howling babies keep her awake at night. She is free to go and come as she pleases. In a word, she does not work half as hard as the average domestic woman, she has fewer cares and anxieties and more liberties, and it is no wonder that more and more this free, large life is appealing to women and that they show an increasing disinclination to marry.

It is precisely the same argument—a selfish one, if you please, but a very cogent one—that leads so many men to choose bachelorhood, on the ground that it is better to bear an occasional pang of sentimental loneliness than it is to be a family drayhorse, always straining on the collar. With the enormously increased expense of living now, the luxuries that have become necessities, the poor man who marries lets himself into a life sentence at hard labor, and it should cause no surprise that an army of prudent individuals hesitate before donning the domestic stripes.

This decadence in matrimony is to be deplored or rejoiced in, according to the point of view from which one regards it. There can be no doubt that married people are better people than single ones. The most chastening and humbling experience on earth is being married. No man or woman has any idea of how many faults they possess or bad they look to another person until they hear the litany of their shortcomings recited with unflinching candor by their husband or wife. Marriage is also a state of perpetual self-sacrifice wherein one is continually called upon to do the thing they do not want to do and leave undone the thing they were dying to do, while parents who have reared a large family of children and put up with their noise and dirt and teething and colic have qualified for the society of the saints and the martyrs without any further purgatory. To offset these tribulations, however, there is love—that mysterious, inexplicable something that robs sacrifice of its bitterness, makes toil sweet and that binds a man and woman together in a companionship that is the nearest approach to heaven that this sad old world ever knows. Nobody need fear that people who are genuinely in love are ever going to be kept apart by any consideration of prudence or any allurement that the freedom of the bachelor of either sex offers.

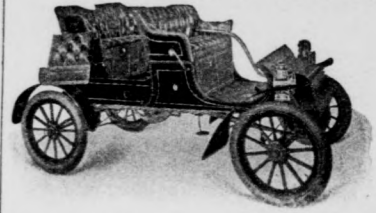
On the other hand, it is an encouraging sign to notice that people are approaching matrimony with more seriousness and more real consideration of what it means. It is the unsuitable marriages that keep the divorce mill busy. If only the fit wed we should hear nothing of the family skeletons that are always rattling their dry bones in our friends' closets and see nothing of the horrible scandals that disgrace society.

A man who has no settled way to support a family has no more right to get married than he has to commit murder, and it is a matter of congratulation, and not pessimism, to know that the world is coming to look upon it

that way. A stock witticism when a poor, inefficient, shiftless fellow married used to be that he had as good a right to starve a wife as anybody. Nobody regards that as a pleasant jest now, and it is a proof of advancing civilization that it is no longer regarded as romantic but idiotic for a couple to marry without something to live upon.

No man has any more right to marry if he means to continue to run with the boys and stay out drinking and carousing of nights, than he would have to torture his wife to death on the rack. The agonies of the Inquisition were not one whit worse than the sufferings a woman undergoes who waits night after night for a drunken husband to come home to her or who eats her heart out in jealous misery wondering where he is. No woman has a right to marry unless she knows how to keep a house and

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The finest machine on the market for touring on rough American roads; range of speed at will up to thirty miles per hour; general appearance same as the famous Oldsmobile Runabout; weight 1,350 lbs.; 10 horse power 2-cylinder motor; wheel base 7 ft.; tires 30x3 in. Dunlop detachable. Price \$1,250.

Oldsmobile Runabout, Improved for 1903 at \$650.00.

CATALOGUE ON REQUEST.

Adams & Hart, Selling Agents

Grand Rapids, Michigan



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## New Deal

FOR THE

## Retailer

This Deal is subject to withdrawal at any time without further notice.

**Absolutely Free of all Charges**

### One Handsome Giant Nail Puller

to any dealer placing an order for a 5 whole case deal of EAGLE BRANDS POWDERED LYE.

**HOW OBTAINED**

Place your order through your jobber for 5 whole cases (either one or assorted sizes) Eagle Brands Powdered Lye. With the 5 case shipment one whole case Eagle Lye will come shipped FREE. Freight paid to nearest R. R. Station. Retailer will please send to the factory jobber's bill showing purchase thus made, which will be returned to the retailer with our handsome GIANT NAIL PULLER, all charges paid.

Eagle Lye Works, Milwaukee, Wisconsin

Oscar Kropp  
E. Clinton Adams  
L. C. Bob. Wann

## Our Travelers

In Your Section

Wm. P. Baile  
Geo. F. Smith  
Will E. Robertson

Are out and sending in orders for our new line of English and Domestic Dinner Ware. Many patterns controlled by us exclusively. Wait for them or write us. ❀ ❀ ❀ ❀

### Geo. H. Wheelock & Co.

113 and 115 W. Washington St.

South Bend, Indiana

All Kinds of Solid

## PAPER BOXES

All Kinds of Folding

Do you wish to put your goods up in neat, attractive packages? Then write us for estimates and samples.

### GRAND RAPIDS PAPER BOX CO.

GRAND RAPIDS, MICHIGAN

Box Makers
Die Cutters
Printers



is willing to do her share towards making home happy. If she hates domestic affairs, if she rebels at motherhood and considers children nuisances, who keep her away from society or prevent her following some career, she defaults on her contract. Far better for her, for her children, for her husband, if he had never married at all.

And the hopeful sign of the times is that people marry later. Early marriage is suicide—mental, moral and physical. At the best there are enough risks in the matrimonial game, without adding to it the unknown quantity of what one is going to be oneself, and that is what every boy and girl who marry do. The man a girl thinks she adores at 16 she would not look at at 26. The most profound prayers of gratitude a man ever offers up are for the escapes he made from his first sweethearts. But he does not always escape. Sometimes the fool killer misses him and he loads himself down with a wife and family while he is still a youth. What is the result? Ninety-nine times out of a hundred he outgrows the wife and, by the time he is old enough to know what he wants in a life companion, he is heartily ashamed of his bargain. Always he is burdened with care. He never has a chance to get a start in the world and he is old and broken before his time.

Nor is it any better for the woman. She, too, has thrown away her youth and grown faded and unbeautiful while she still ought to be in all the bud and bloom of girlhood. Under heaven there is no more abjectly pitiful sight than a wan young mother, with a little, sickly baby, herself as helpless as the child she is probably killing through her ignorance.

Any one who would advise people to get married without all of the auspicious circumstances possible pointing that way, on the ground that they will probably get along, would counsel a man to jump overboard at sea because some people can not be drowned. It will be a great deal better for society when there are fewer marriages and happier ones, when people think more before they take the fatal step, and regret less afterwards, and so there is no cause for the wail over the decadence of marriage.

There are people who are born for marriage—women who are utterly miserable unless they are fussing and fidgeting about a house and coddling somebody they love, men whose every instinct is as much to build a home as a bird's is to build a nest. These will always find their mates and marry, but the wild creatures to whom captivity is death, to whom even the gossamer thread of love is a chafing fetter, bring only misery on the person to whom they are married, and unrest and discontent into society. Better is celibacy for them, and the time will come when they will recognize it, and no amount of taxation is going to drive them into matrimony. They will always be willing to pay for freedom.

Dorothy Dix.

**The Fool and the Knave.**

A man left his umbrella in the stand in a hotel recently with a card bearing the following inscription attached to it: "This umbrella belongs to a man who can deal a blow of 250 pounds weight. I shall be back in ten minutes." On returning to seek his property he found in the place a card thus inscribed: "This card was left here by a man who can run twelve miles an hour. I shall not be back!"

**Way For a Woman to Fascinate a Man**

When does a woman reach the height of her attractiveness is a question which has puzzled the opposite sex for ages, and even now male opinion is strangely diverse upon the subject. As a matter of fact, it depends as much upon the man as upon the woman. Some men think that a girl of 18 is without comparison, others that she possesses the most charms at 28, while others again aver that at 38, when she has trained herself to the world, she has greater influence over the sterner sex.

Be that as it may, a woman's attractiveness is not regulated by her age, her beauty, or her powers to draw admirers, for in the latter case her fascination is not long-lasting. It often happens that the plain girls are the most attractive. In the ballroom the queenlike creature in a lovely gauze gown, with shimmering neck and shining locks, will often be seen standing wearily at the end of the room striving to hide her misery, while a red-cheeked, freckled rival secures all the dances and admiration from those about her.

The most brilliantly gowned woman, however beautiful she may be, does not necessarily possess the greater attractions. She is admired as one might admire a beautiful picture, but she is not the girl who claims the affections. In time she will cease to be admired. The eye is used to the picture and sees no further beauty in it. The clever woman is admired in the same way. She may be intellectual and clever, but she is always lonely. The man feels that he has to look up to her, and a man hates to look up to a woman.

What, then, is the magical thing that makes one woman infinitely more fascinating than another, and draws the opposite sex in whatever sphere she moves? Some might call it individuality, others might term it her personality, but it is really her attitude of mind. It is in those moments when a woman is most indifferent, most independent, most herself; it is when she is making least effort to be so that she is most attractive. Some women are born with this calm indifference, its absolute independence that draws men as the magnet draws needles. It is when a woman is doing something and doing it well, and when her heart is elsewhere than on her sleeve, that she is most fascinating. It is not the fact that she can accomplish the thing, but that she is self-sufficient and does not need the attention of men that makes her most attractive.

A woman is most interesting when she is by herself. Directly a man appears she throws aside the work she is doing, and strives to make herself attractive, thereby destroying much of the charm. She places herself in a receptive instead of an aggressive attitude, and the man then begins to think he is about the only interesting item in her little life. A man quickly wearies of a woman whose only diversion is himself. A woman in such an attitude of mind has no individuality; she lacks that wonderful thing, poise and repose; she is invariably self-conscious and is always considering what she will do and what she will say in order to appear most attractive.

The woman who wishes to be most fascinating, therefore, casts aside her self-consciousness and interests herself primarily in subjects other than the study of attracting the opposite sex. Let her be homely and useful, with an individuality of her own, a method of

striking out for herself without the assistance of those about her. The dependent woman is not attractive, the independent woman is. She must feel that she is equal to the man, and in many respects his superior, and she will find that she possesses a greater fascination for him than if she gave him to understand that he is absolutely necessary to her existence.

When a woman is in love she is possibly more attractive than at any other time. The woman who in the usual course of things lacks charm, or at any rate that fascination which draws no lack of admirers to her feet, trebles her attractive powers when she loves and spends her life in loving, passionately and without reserve.

The woman who apes the opposite sex is usually despised by other women and shunned by men. A woman is invariably attractive in home life. She has been assigned a certain position in the home by Providence, and if she fills it as she is meant to do she must ever be charming. The woman who attempts to take unusual responsibility upon herself and endeavors to be equal to the man in matters which have no direct connection with her sex, and in which there is absolutely no need for her to meddle, loses her charm.

Cora Stowell.

**Low Rates West.**

Only \$33 Chicago to San Francisco, Los Angeles, Portland, Tacoma, Seattle and many other Pacific coast points, every day February 15 to April 30, 1903. One way, second class, colonist rates via Chicago, Milwaukee & St. Paul and Union Pacific line. To the Northwest via this route, or via St. Paul. Additional information on request. Robert C. Jones, Michigan Passenger Agent, 32 Campus Martius, Detroit.

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Retailer of Fine Rugs and Carpets.

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and costs less than Kerosene Oil. The wonder of the age!

A 100 Candle Power Light for one week for 2 cents.

Each Lamp Flakes and Burns Its Own Gas!

**NO ODOR! NO SMOKE! NO DIRT!**

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has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

**ILLUMINATING AND LUBRICATING OILS**

**PERFECTION OIL IS THE STANDARD THE WORLD OVER**

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

**STANDARD OIL CO.**

## PETTY THIEVING.

Modern Methods Have Considerably Curtailed Shoplifting.

"Shoplifting" as a fine art has been rather thoroughly stamped out in late years. Improved methods of handling this class of criminals the methods of detecting them and the vigilance with which stocks are watched have driven professional "shoplifters" out of business in the large cities at least. But with petty thievery and kleptomania every store has yet to deal, and it is a question whether the practice will be stamped out until mankind is regenerated.

Every large store has its corps of private detectives constantly on the watch for customers with the "itching palm." Through practice they become expert in "sizing up" the shoplifter. But surveillance of this class is not obtrusive. Although watch is strict it is kept without creating a disturbance, and if an arrest takes place there is little stir.

In most of the large stores the clerks are constantly on the lookout for shoplifters, and the detection of any thievery is rewarded.

In many of the large cities special agencies have a force of detectives experienced in this work, and during seasons of especial activity these men are in great demand in the retail districts.

Each store has its peculiar methods of dealing with the shoplifter after arrest. Few cases appear in the police courts. Most managers prefer to deal with the class outside of the courts, and in most instances the amount taken is so small that it would not pay to carry the case into court and it is settled without invoking the law. Only the most

flagrant cases are heard of outside the stores.

"A peculiar phase of the thefts in stores is the insignificant value of the articles stolen," remarked the superintendent of a large department store. "It is very seldom that anything of great value is taken. The average is from \$3 to \$4. An expert may at times get away with a costly fur or a bolt of silk, but these cases are the exceptions. The majority are what we call 'impulsive thieves.' My theory is that sometime in life everyone develops a mania along some line. In the case of the ordinary shoplifter this mania takes the form of a desire to steal.

"The holidays are productive of these petty thieves. We are bothered more at that time than at any other. It is generally the case that the thief is a person who is not able to purchase the gifts he believes are necessary, so he steals what he needs to do the right thing by his friends. As a rule I find that most of them would give anything in the world, a moment afterward, if the stolen article were back in its place, but they invent ingenious excuses just the same.

"In this store a system of rewards is offered to clerks detecting shoplifters, although the clerk is not allowed to use his discretion in arrest except in rare instances. The rewards range from five dollars to twenty-five dollars, according to the value of the thing taken. A reward is never less than five dollars, nor more than twenty-five dollars. It is the duty of a clerk to inform the floorwalker of the presence of a suspected person. The floorwalker communicates with a detective or some person authorized to exercise discretion, and he may make the arrest or not as he thinks best.

"Of course, in exceptional cases, when a person is likely to escape with a valuable article, the clerk may take matters into his own hands. But this is discouraged in all but such extreme cases.

"The arrest is always made with the least possible publicity. It is not likely that those standing next to the suspected person know that an arrest is being made. Usually the detective or person making the arrest announces very quietly that the superintendent desires to see the suspect in his office. Sometimes there is a scene, but usually the thought of attracting attention is sufficient to insure quiet for the time being."

Treatment of suspects varies after their guilt is proven. Some stores require the thief to sign a written confession of guilt. Usually it is a long and trying process to secure such a signature, but threats of exposure invariably win the point. Stores using these methods have little trouble with a repetition of the offense. A second offense is followed by criminal prosecution.

In other establishments persons caught in petty thievery are forbidden to enter the store again and are forcibly excluded if they do return. Such persons are shown to the store detectives, who are trained to remember faces. Small boys who catch up trinkets are thoroughly spanked and turned loose. Very few of them go through the courts.

"Shoplifting does not amount to one-fourth what it did ten years ago," said a prominent superintendent. "Times are good, people have money and very few steal from actual want. Those who do are usually caught, for they are the most awkward of all. The confessor

and other methods have cured many of the chronic shoplifters or so-called kleptomaniacs, and the detectives have cleared out the professional crooks who used to make their living from thievery in the stores."

## The Taciturn Scot.

The following is an excellent example of the reluctance of the canny Scot to part with gratuitous or unasked for information:

An Englishman, chancing to be in Aberdeen, decided to call on a granite merchant with whom he had done business some years previously, but whom he had not seen since. Proceeding to his stoneyard and observing an old mason polishing a slab of granite, he enquired: "Is Mr. Frazer in?"

The old man replied, "Mr. Frazer's no' in."

"Ab, well, I'll call again."

Returning in half an hour, he again asked: "Is Mr. Frazer in?"

"Mr. Frazer's no' in."

"Then I'll come again this afternoon, and perhaps find him."

Once more the visit was repeated, and the same question put: "Mr. Frazer in?"

"Mr. Frazer's no' in."

"Do you think he will be in soon?"

"I think he'll no' be in sune."

"What makes you think so?"

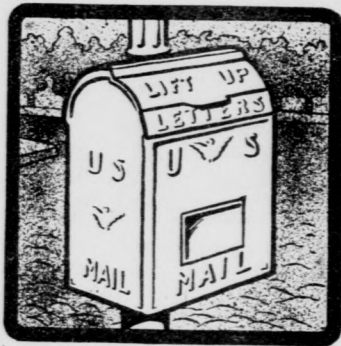
"Mr. Frazer's deid."

## Opinion of an Expert.

"Every morning when I go out to my hencoop," wrote a woman in New Hampshire to the poultry expert of the Department of Agriculture, "I find that three or four of the hens have turned over on their backs, legs curled up, never to rise again. Please tell me what is the matter with them."

The poultry expert thought long and earnestly, then, seizing a pen, he wrote: "Dear Madam—Your hens are dead."

A pretty Sunday school teacher is a whole church fair.



The government carries a letter thousands of miles for two cents and makes money. System does it.

A practical business system will prove a wonderful help to any merchant. No business system is practical that depends upon human memory. No matter how careful a merchant may be, there are times when goods are sold on account without a charge being made, or payments are made without being credited, or the wrong change is given, or misunderstandings occur between clerks and customers and between the merchant and his clerks.

Such mistakes are bound to occur, and each time one happens it means that you have lost money which should rightfully be yours.

A National Cash Register will prevent these errors and misunderstandings. It furnishes the most practical system known for handling business transactions in a retail store.

Let us tell you more about this money saver. Detach the coupon, fill it out and mail to us today.

**NATIONAL CASH REGISTER CO.**  
Dayton, Ohio

"They Make a Man Careful"

I think each storekeeper, having employes, should use a Cash Register. It makes a man careful about his business, and if there are any mistakes, a Register lets you know. I would not keep store without one.

W. B. HARRISON  
Adrian, Mich.

Fish Dealer.



Only \$25 for this thoroughly practical National Cash Register.

250 styles at higher prices.

Some styles of second-hand registers always in stock.

A Fine Booklet posted free

NATIONAL CASH REGISTER CO. DAYTON, OHIO.

GENTLEMEN: Please send us printed matter, prices and full information as to why a merchant should use a National Cash Register, as per your "ad" in

MICHIGAN TRADESMAN.

Name \_\_\_\_\_

Mail address \_\_\_\_\_



**OVERCOMING COMPETITION.**

**Avoiding Department Store Methods as a Means of Improving Business.**

Complaint has been quite general of late, from regular furnishing goods stores located in the shopping districts in which the department stores are centralized in large cities, that their trade is being steadily absorbed. This is not only true of the busiest times in the year, such as the holiday season, when shoppers are naturally drifting to the department stores, but holds good the year around, and is especially prominent during dull periods, like January, when the department stores maintain interest in their stores by giving wide publicity to the sales of merchandise variously designated as "specials," during certain hours of that day only; "souvenir sales," when some trifle is given to purchasers; "marked down sales," when goods are advertised at prices which have been marked down below the former selling price, indicating an offering of bargains not possible during busy times, when people buy more from inclination and need than through the mere psychological suggestion made effective through a generous use of printer's ink.

But it is not the liberal "bargain" inducements of furnishing goods alone which makes the department stores attractive to men. There is a great deal that is especially inviting about the big stores. One can enter or leave at will, roam about with utter freedom, inspect the merchandise, criticize values, have the salespeople display goods in bewildering variety and yet leave the visitor free of a feeling of obligation that he has to "buy something for the sake of appearances." He does not feel equally at home in the furnishing store; although he often thinks there is something he wants, he does not know just what, but he is in the buying mood, and if he thought there was a tie in the store that would just suit his fancy he would step in. He does not want to enter and come out without making a purchase, nor does he feel like buying something he does not actually want for the sake of not disappointing the salesman. Hence, while the desire to spend money is on, he drifts into the department store. How to meet this sort of competition is a moot question with the individual storekeeper. He knows that it is impossible to overcome it. He can hardly "follow suit," in the matter of throwing his store open as a rendezvous for the shopping public. It is, however, within his province to make his store inviting and give visitors to understand that "they need not buy because they look; nor keep because they buy." It is a cordial invitation to step in and look around, the act of stepping into the store, even if prompted only by curiosity, not necessarily being accompanied with an obligation to "buy something" before going out. The department store is dictatorial, independent, sometimes arrogant. It advertises a sale of something—bat wings, if you please—asserts that they are the style, and that the price is just right. It forces its independence and virtually dictates what to buy. Its position breeds effrontery, which crops out in the advertising in the store methods.

The class of merchandise carried by the department store is usually of the best. In furnishing goods in clothing and in hats, in fact, every item of men's wear, the quality, as a rule, cannot be questioned—providing, of course, that the house is one whose reputation has

been established on good merchandise. But there are times, and they come frequently, when the department store buyer is compelled to go into the wholesale market and buy liberal quantities of cheap merchandise. It is the ammunition for his "bargain" sales. He is compelled, by sheer force of circumstances, to do this. The firm tells him that for the coming week or month, whatever the period may be, they want his department to show \$12,000 in returns. This means forced sales. He may dislike to sandwich a lot of inferior merchandise in with the good stock, on which he has been so carefully building a reputation for himself and helping to maintain the standard of the store, but he must show results. This is imperative.

The buyer is simply an employe. He is very seldom given credit for his successes, but he gets severe censure for his failures. Rainy day excuses are poor balm for slow sales. The firm has not given him an interest in the department, and while buckled down in a harness the future holds no promise for his ambitions, unless he can sell goods and make a record as a success; then, perhaps, somebody else may want him at a higher price. The firm's interest in him is simply one of dollars and cents. Hence the buyer does many things he would not do if he were keeping store himself. He probably would not deteriorate merchandise to show increased sales!

Now the individual merchant has infinitely more latitude. He can aim to give better service to his customers than they would receive in the department store; talk with them regarding styles, advise them what is being worn by the best dressers, what fashion has decreed as most appropriate for various occasions. Such attentions and information are valued by men, are esteemed by women. Effort should be along the lines of superior merchandise. We all know that the department stores are getting well up into high grades, but by studying the wholesale market closely and following his sales up with good judgment, the individual storekeeper can improve the tone of his store and merchandise. And the present is the most opportune time to "trade up." By specializing he can render competition less formidable, and by close attention to the details of his business he cannot fail to invariably give satisfaction.

It is not our intention to intimate that the merchant fears competition. Honest competition, well directed, is the life of trade. Capital, character and courage are the most effective weapons to combat it. We would not advise the individual merchant to follow the lead of the department store and buy cheap for the sake of quick turnovers. Rather buy that which the department store has not. Seek merchandise that is widely different, exclusive, wherever and whenever possible. Buy sparingly, and as often as your needs may require. Such a policy will keep your stock fresh and always attractive. It is seldom that the firm at the head of a department store knows what the buyer is selling. The individual merchant knows his own stock, likewise the needs and requirements of his customers.

It has been the wise and judicious efforts along these lines which have brought success to the most exclusive houses in men's wear in all large cities. They never fear competition. They hold old customers and steadily gain new

ones. They keep away from all that smacks of the ordinary.

Our object has not been to detract any from the department store and its methods. We have tried to point out to the individual merchant the means at his command enabling him to improve his business.

The individual dealer has the same, if not better opportunities for procuring special values in the wholesale market. He is in close touch with the trend of fashion, is an expert on merchandise and values. If he thought well of pursuing the department store tactics he could, in following that lead, go them one better and really give popular grades and get up a run on his store by offering good values clipped of all misrepresentation. Let him pick up good, salable merchandise in a season of dullness, like the present, and put it out at cost or just a trifle over cost and expenses. If intrinsic values are offered occasionally in this way people will soon awaken to the fact that his store is a good one to tie to, not only for bargains but for the exceptionally good merchandise which can not be picked up elsewhere.

There are many ways of presenting such a scheme for the betterment of business, but let every effort be straightforward and meritorious, and little successes in this way will soon magnify themselves to satisfactory proportions.

**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**

**I CAN SELL YOUR REAL ESTATE**  
of business, in matter what it is, when  
 business, if you want to sell a farm, timber land, stock, or real estate, or want a partner, send me stamps for my Bulletin. If you want to BUY, send for FREE copy of BARRON'S MONTHLY BULLETIN. It is full of bargains.  
**A. M. Barron, South Bend, Ind.**  
**SELLING THE MOST**  
**\$150 EVERY MONTH**  
or more) in factory, bank, business concerns, real estate, etc. (city or country) will be sold; a territory that will sell in some territory over and over again, so show to be sold. AGENTS Wanted. Name of woman. Receipt 10 cents each at back if you see me. Write for catalogue. BARRON'S MONTHLY BULLETIN. ZENO M. O. SUPPLY CO., SOUTH BEND, IND.

**Cera Nut Flakes**

**One of the Choicest of Flaked Foods**

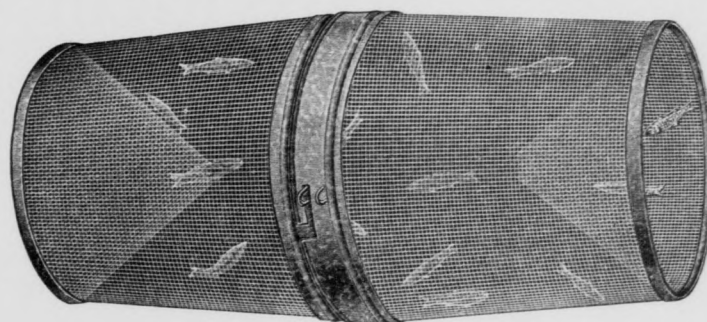
Manufactured by a prosperous company; now in its second year. We could sell three carloads a day if we could make them. We must have additional buildings and offer a limited amount of treasury stock for this purpose. No uncertainty, no new undeveloped proposition; but a prosperous institution, running night and day. Come and look us over or write to us for terms.

**NATIONAL PURE FOOD CO., LTD.**

187 Canal Street

Grand Rapids, Michigan

**"Sure Catch" Minnow Trap**



Length, 19 1/2 inches. Diameter, 9 1/2 inches.

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

Retails at \$1.25 each. Liberal discount to the trade. Our line of Fishing Tackle is complete in every particular. Mail orders solicited and satisfaction guaranteed.

**MILES HARDWARE CO. 113-115 MONROE ST. GRAND RAPIDS, MICH.**

## ACROSS THE WAY.

Serious Mistake Made in Judging by Circumstances.

Between her and me there was a great gulf, a chasm with precipitous walls of stone. We were so near together that I could see the color of her eyes when the light shone fair, but between us was the street, lined on both sides with surging crowds of people.

Crossing was easy, but I could not go, because I had no errand. How could I invade the office of Brown & Friend and say: "Gentlemen, I have come to tell your Secretary that I admire her."

I did not think it fitting even to ask what name she bore, of such acquaintances as might have been able to answer. I would not have known what firm employed her, but that I could read the gilt letters on the glass door of their office, when there was light behind it in the hall. It was hard to make them out, for of course they read backwards to me, being glued upon the other side of the door, but I looked across so often that I should have made them out at last had they been Chinese characters.

She used to wear neat and tasteful clothes, and her hair was always just right. Her desk and the typewriting table were never in disorder, and from that I inferred that she had been well brought up, a conviction re-enforced by my observation of her bearing toward all who spoke with her. Busy from morning until night, she never seemed to be hurried or worried, and it seemed to me she never had unfinished work to put aside at the close of the day.

As spring advanced, her window and mine were often open. It was then that a ray of sunshine striking down upon her one bright morning, showed me that

her eyes were hazel. I had thought they might be blue, for her hair was light. She was of a slender figure, not strong enough, it seemed to me, to work so hard. I noticed that her cheeks never had in them enough color to be visible from across the canon.

The man who dictated and signed most of the letters that she wrote was a puzzling fellow. He looked not more than 35, but his hair was almost white. He was always very considerate to her, in his manner, and she obviously looked up to him as a great man. I wondered why he did not see that she needed a long rest and the tonic air of the mountains. Probably he found her indispensable in his business affairs, yet I fancied she might make that plea some day, and be answered by the Reaper that no mortal is indispensable.

She was very faithful in her work, and I think the young man with the gray hair appreciated it, for I often saw him praise her. It was easy enough to know when she received this commendation, for it pleased her extremely.

There were two clerks and a book-keeper in the employ of Brown & Friend, and I judged that all of them were deeply conscious of the Secretary's charms. The youngest of them was obviously in love with her, and he frequently got snubbed for his attentions. He was a tall and handsome youth with corn-colored hair that rolled back from his forehead in a wave which he had the good sense not to spoil with a comb and brush.

There was also a square-shouldered fellow, who bristled with energy. He seemed to be employed in outside work, and it was only in the early hours that he had a chance to talk with her. She treated him with sufficient cordial-

ity to cause jealous feelings on my side of the canon—for it pleased me to fancy myself in love with her.

Lastly, there was the old book-keeper, who must have lived somewhere in the country, for he brought her such flowers as the florists do not sell, and laid them on her desk before she came down. He would be alone in the office then, and he did not know that I was watching him from across the chasm. I have seen him spend twenty minutes in arranging half a dozen wild flowers; and then dodge quietly away at the sound of a step in the hall. In all my days at the window I never saw him address her until she had first spoken to him.

There was a day in June when she did not come to the office. A tribute of blossoms awaited her; and I could read anxiety in the old book-keeper's back, when he stood by his desk on the far side of the room, as the minutes passed on beyond the usual time of her appearance. When the gray-haired young man came in, his first glance was directed towards the desk, of which the lid was closed for the first time, at that hour, in many months.

Immediately a messenger boy came in with a telegram and, when the head of the firm had read it, he looked towards the closed desk again, so I knew what must be in the dispatch. The book-keeper was watching over his shoulder, and by and by he plucked up courage to ask a timid question of his employer. The answer made him look very grave.

Whatever the news may have been, he communicated it to the light-haired youth and the square-shouldered fellow in the latter edge of the luncheon hour, before the chief had returned. They took it very hard; and the younger of

them stood by the window afterwards, when he should have been at work, and he looked the picture of grief.

Yet the girl was on hand at the usual hour next morning and was the recipient of cordial greetings, although she had to ask the book-keeper for his. In the afternoon when she stood by the open window for a few minutes, I thought she looked quite ill, and worse than that, she seemed apprehensive. The blight of melancholy was on her. I fancied her as one of those unfortunates who in youth are told that there will be no maturity; that the seeds of death are planted and must grow.

Three days later she was absent again. Then I saw her on three successive days, leaving out of account an intervening Sunday. Again she failed to appear, but only for a day, and the remainder of the week she was in her accustomed place.

Monday, Tuesday and Wednesday passed with no glimpse of her. In the late afternoon of that last day, a man who would be known for a doctor half a mile away made a long call upon the head of the firm. They conversed very seriously for a few minutes and then drifted to general themes and laughed and puffed their cigars as if nothing were wrong. That fixed my estimate of the gray-haired young man at a very low point in the scale.

There was no sign of her during the week. On Monday I saw unusual sights in the office across the way. First the old book-keeper came in, and while he had the office to himself, he sat in her chair; and I saw him shed tears. Then the young man with the corn-colored hair appeared, and upon my word I was afraid to see him stand by the open window, with such a look upon his face,



**Start Right With a Bright Light**

The Royal Gas Co. are so positive that a Royal Gem Lighting System will please you that they offer a 10 day trial on the first order from your city. If the system is not what they claim it, same may be returned at their expense.

**Our Special Offer**

1 five-gallon machine; 3 single fixtures, oxidized; 30 feet of ceiling pipe and connections. The above all complete ready to put up only

**\$30**

The cost of running the above system only 1c per hour for 1500 candle power lights. It will light a room 20x60 feet. Its light is as bright as an electric arc light. It is as simple as shown in the cut. It can be operated by a boy. **It is guaranteed.** When ordering state height of ceiling and size of room.

**ROYAL GAS CO., 197 and 199 West Monroe Street, Chicago, Ill.**



lest he should cast himself down to the bottom of the gulf.

A little later, the three clerks, the gray-haired man, and an elderly person whom I took to be the second member of the firm just arrived from abroad—for I had heard a rumor that one of them had been in Europe nearly a year—sembled in conference on a plane of equality, which only a mutual deep sorrow could have justified. After a while the two clerks came back, bringing some large pasteboard boxes, which contained flowers, for although they were opened in a part of the office that my view did not well command, I got a glimpse of white blossoms and green leaves.

I think those men were all sincere, but not one of them—not even the old book-keeper—felt a grief that matched mine. Nothing just like that had ever come into my life. Perhaps I should have found nothing sympathetic or attractive in that woman if I had met her face to face, but when that meeting, on this side of the grave, had become impossible, I pictured her in speech and in heart and soul as all that her sweet face had promised.

I longed to share with those who had known her the privilege of expressing my sorrow at her early death; indeed, I resolved to do so, even at the risk of committing an impropriety. Therefore, when I saw the pasteboard boxes dispatched in the custody of the messenger boys, I hastened to intercept them on the street. It was easy enough to read the address upon the boxes; but there was no name—only a street and number in Brooklyn.

That was sufficient, however. I hastened to a florist's, and gave orders for such tokens as seemed to be appropriate.

And so that was the end. The sight of her at the window day after day; a feeling of cheer from her bright presence near me; and then the sorrow for the loss of one whose very name I did not know. I missed her heartily in those succeeding weeks.

Even so late as September, I had by no means forgotten her or the incidents connected with that time of strange and fanciful sorrow. It was on the fifth day of that month when a man of a familiar aspect, yet certainly not an acquaintance, walked into my office. He came slowly up to me, and laid two cards upon my desk. One was my own, and the other bore the inscription:

John M. Douglas, M. D.

The name was not familiar, but the man himself I had certainly seen. Ah, to be sure! He was the doctor who had come to the office across the way, when the end was drawing near.

"That's my card, and the other one is yours, is it not?" said he. I nodded.

"You sent it with some flowers to 125 North Illinois street on June 28, did you not?"

"Yes," I replied, "they were for her."

And I glanced across the way.

"Well, you probably have some rational explanation of it," said he, "but, hang me, if I know why you should have sent that cartload of funeral emblems to her on the occasion of her wedding. If you wished to intimate that marriage with me was equivalent to death, it was a bad joke, sir; and if you did not, then what in thunder did you mean? I have carried that puzzle with me 2,000 miles this summer, on our wedding journey, and now, by

Lucifer, you have got to tell me the answer!"

I do not want to go any farther with this story. It has come to a point where the recollections are really too painful.

**Plea For the Use of the Old-Time Whipping Post.**

Written for the Tradesman.

The American public is getting to be more and more impatient at the delay of the courts. The cases are becoming too numerous where the criminal, whose crime is too evident to be doubted, after a short-lived arrest, goes "scot free" and the outraged community may help itself if it can. The inevitable result is showing itself in all sections of the country in outbreaks of lawlessness where real or imagined injury is receiving expiation at the hands of the supposedly injured party. Guilty or not guilty, the mob takes the law into its own hands and woe to the victim of its wrath. The lamp-post, the stake, bullets and kerosene oil are its outfit and the morning paper tells in all its revolting details the shocking story—a story that redounds with little credit to this period of the world and to the people in any way encouraging it.

The claim set up by its supporters is that the law is wholly uncertain, is excessively expensive and in many instances does not mete out the justice that common sense calls for. A case in hand of recent date seems to confirm this view. It was proved that the man under arrest had feigned insanity so as to make his wife support him and that he had used her savings for beer while the children were half starved. The justice before whom the case was brought fined the man \$85 and costs, regretting that no severer punishment was at his disposal. It was an instance in which the payment of money was found wholly inadequate to the offense. But one form of chastisement was at the court's disposal and that was too modern for the Middle Ages crime committed. The man was a brute, with all the instincts of the brute, and he ought to receive a brute's punishment. What was the \$85, or ten times that sum, which he never would pay and which if paid at all would probably be earned at the same washtub whose hard earned savings he had already spent for beer? Imprisonment has no terrors for such as he. The worst places of confinement are warm. There is a decent bed to sleep on and meals are abundant and certain. In the fall of the year the heavier the sentence the more satisfactory to the criminal. Better six months than ninety days, for the longer term bridges the winter with its discomfort and hardship, the two features all beast life dreads.

What this class shrinks from, and that from which the law protects it, is the whipping post, "the relic of a barbarous generation." We have drifted away from that kind of cruelty, says the philanthropist, and punishment more in harmony with the spirit of the age must be resorted to; but, while not insisting upon the old-time lash, it is pertinent to enquire if the unjust and wholly unnecessary suffering of the patient wife is the modern reparation for the old-time offense, and if the time has indeed come when robbing Peter and paying Paul with the plunder is justifiable. If that be the idea, the defender of the modern method can show his philanthropy in no surer way than by taking his turn at the washtub together with the consequences resulting from it.

It is submitted that, while the whipping post is not a pleasant object to

contemplate, neither is the evil it is intended to correct. If Stanislaw Gregan laughs at the sentence of the court and looks with complacency upon a winter in jail, where, at the expense of the State, he will be tenderly cared for, it does seem the height of the absurd to do so when in a few minutes and at moderate cost the animal can be made to pay for his own keep and do something for the support of those dependent upon him. Civilization and philanthropy are all right; but when, right in the midst of the culmination of each, there appears an instance of barbarism pure and simple, what a pity it is to waste time and energy and patience and treasure in trying new methods when Solomon in all his glory and the condensed wisdom of the ages since his time know that this species of animalism is best taken care of by "a right up and down good lickin'!"

It would seem as if some of this legal "red tape" ought to be cut. It would seem, too, as if all of this foolishness about giving a man a horse-whipping when he is actually suffering for it ought to be done away with. Sufficient

unto the viciousness is the punishment thereof, and it should not be too long delayed. This delay, with the final escape from justice, is in many instances the cause for mob violence and disorder. Once let it be understood that there shall be no needless delay, that the mills of justice, like the mills of the gods, while grinding slowly still grind "exceeding fine," and much of what is now deplored will cease to be. If this can be done without the whipping post, good; if not, then in the name of suffering humanity let it be set up, and its punishment dealt out to that class of barbarians which can not live without it and be human beings.

Richard Malcolm Strong.

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## Butter and Eggs

Before the Advent of Creameries and Process Factories.  
Written for the Tradesman.

We just had a call from the Stiggins family, and although an event of this nature may not be considered of national importance, nor calculated to bring about a war with any of the formidable powers, still it is something of moment to those of us who happen to be compelled to stay in the store while the Stigginses are here.

Taking it up one side and down the other, there are quite a lot of them. First there is Bill Stiggins, the father. Then there are Mrs. Stiggins and Amandy Stiggins, and Bub Stiggins, and little Bill, and Sary and Mose and Carrie and Toot and small Stigginses ad infinitum.

There is a tradition current among the residents of their neighborhood that the whole family went fishing one day and their boat capsized. None of them were lost, but it was some time before they got dried out, and the elder Stiggins is said to have remarked that "ef that's the way it feels to take a bath, by Gum! I do' want no more of it."

That was a good while ago, but he is quite a man to stick by his resolutions, good or bad, and there is no evidence that he has ever departed from his chosen course.

The Stigginses came in upon us like hard times: Suddenly and without warning they were here.

Mrs. Stiggins placed herself in close proximity to the store stove and then unwound yard after yard of soiled flannel from about the youngest member of her family. The child had not smothered, which is only another proof of the enduring nature of the human constitution, and the mother looked rather disappointed, I thought, to find it alive. The other small fry crowded thickly about the heater, and as they thawed out and little warm waves of vapor drifted about through the building, their presence was made manifest in more ways than one.

"I've brung yuh three of the loveliest crocks of butter yuh ever see," said Mrs. Stiggins, her mouth full of safety pins. "Three crocks an' a leetle roll. The's some trimmed offen the roll where Fido wallered it around onto the floor jess afore we comed away. Hed like to 'a' e't the bull roll ef we hadn't a saw him an' druv him offen it. Dogs is a blame nuisance, ses I. How much be yuh payin' fer good butter to-day?"

"Why, Mrs. Stiggins, I'll tell you just how it is," replied the person addressed, a man of large experience in diplomatic affairs; in fact, one of the keenest and shrewdest business men in the country, but whose native modesty shrinks from personal mention, "it's just like this," he continued. "We've been getting such heaps and piles of butter the last few days that I don't see how we can possibly use another pound. Not even," he hastened to interpolate as he saw disappointment written in large letters all over her face, "not even of such an immaculate make as yours."

"Yeh hain't saw this, though," suggested Mrs. Stiggins.

"True," said the diplomat, "but one can sometimes get an over-supply even of good things, you know, and our output is limited. Likely as not the other dealers will be glad to get your butter. Why don't you try somebody else?"

"Well, I 'spose I mought, but they say

yuh keep the best shoes in town, an' I wanted to do mub tradin' here."

"You might sell it at the butcher shops," he suggested with averted face as the young Stigginses shifted their positions around the stove, and a warm and odorous wave swept by him on its resistless course. "You know those fellows always pay cash for produce," he pursued, bent on making the other side of the street look as rosy as possible.

The baby began to whimper, and Mrs. Stiggins turned it over on its face and jolted it up and down on her knee.

"I'd feel better if yuh'd take a look at mub butter," said she. "Yuh don't know wut good butter I make."

The child increased its clamor, and the mother drew a piece of pork rind from her dress pocket and put one end of it in the infant's mouth. "Chaw that a spell, will yuh, an' hush up," said she. Then to the diplomat: "Take a look at mub butter anyhow. It won't hurt yuh."

The party addressed looked about the store helplessly, but gaining no assistance from the silent shelves of goods nor from the steaming Stigginses, he gingerly approached the butter crocks. Another wave reeked up to him from the vicinity of the Round Oak, and before examining the butter, he opened wide the front door of the store, that the cold northern air might drift in through the opening.

Then the small Stigginses shivered over the heater, and the merchant, valiantly bending over the butter, was surprised to find that the article in question was considerably better than any he had seen for some time. It was sweet, firm, of good color and smelled like the finest Elgin creamery. He was wondering how that woman could make such butter, and why some of his other customers, who were the epitome of neatness, turned out an article fit only for soap grease, when the door banged and the swish of silken draperies told him that a visitor of an entirely different class had entered his domain.

It was Mrs. Beverly Parks. "What in the world are you doing with the door open such a cold day as this?" she enquired in her breezy way. "Oh, was it open?" he asked with a guilty start, covering the butter jars quickly as he spoke.

"Of course it was," said she, shaking the frost out of her fur boa, and stamping her feet a little to release the dry snow from her arctics.

"I'm very sorry, Mrs. Parks," said the merchant, hoping that she would keep away from the Stigginses, and for once wishing her well out of the store. "It was so close in here that I suppose some one noticed it and left it open."

"What's that in those cute little jars?" she asked, whisking the covering away as she spoke. "Why, what nice looking butter. And it smells so good, too! It is real fresh, is it not?" she asked, looking the diplomat fair in the eye. "You know what a time we have getting good butter in the winter. Now I believe I would like some of that. How much is it? You have not bought it yet? Well, you can buy it for me and send it down this afternoon. The weather is so cold that I guess we can keep it nicely until it is all used." Then suddenly, "Why, what smells so queer?" as another sultry wave boiled up through the arctic air that had been admitted through the recently open door, and began to sift in among the suggestion of white violets that follows Mrs. Beverly Parks wherever she goes.

The diplomat was growing desperate. "There was a little yellow dog in here just before you came," said he unblushingly, "and we drove it out!" "A little one?" she enquired, doubtfully.

"Well, quite small," he answered. Mrs. Beverly Parks drew a perfumed handkerchief from her handbag and peered suspiciously about the place. "I do not like dogs," said she.

"No more don't I!" assented Mrs. Stiggins, who had silently listened to the conversation, but now approached, intent upon clinching the sale of her goods. The baby, still chewing its pork rind, hung limply over her arm, and with her free hand she held together the front of her calico dress. It was the opportunity of her life to work up trade with a high class customer, and wishing to make the most of the occasion,

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she plunged blindly in. "I tell my man," she pursued, "that dogs is nuisances. A little more 'an that one of ourn would of e't up all my butter this mornin', an' it's lovely butter, too, hain't it now?"

"Ob, did you make this?" enquired Mrs. Beverly Parks sweetly.

"Sure I did. I make lots an' lots, an' I kin come over twicet a week so 's't yub kin get it fresh. If yub's get to usin' my butter yuh wouldn't never want no other kind."

"I presume not," assented Mrs. Parks.

"I guess," she continued, still holding her handkerchief, "perhaps if that's the case, o-n-e of these jars will be all that I will care for now," and she cast a reproachful glance at the diplomat, who was so embarrassed that he could only nod his head in acquiescence.

At this juncture the baby swallowed its pork rind, imperiling its life thereby, and as Mrs. Stiggins with her forefinger was extracting the object from the child's throat, Mrs. Beverly Parks made her escape.

"Why—where—what become of that woman?" asked Mrs. Stiggins excitedly, as soon as she realized that her newfound customer was missing. "Where'd she got to?" and the lady charged out through the front door and for some time stood looking vainly up and down the street for a glimpse of Mrs. Beverly Parks.

"Where does she live, then? I've got to see her ag'in afore I go home, an' I'm goin' right to her house. Which way is it?"

"Oh, I guess you don't want to see her, do you?" replied the merchant, guardedly.

"Yes, I do, too. I've got to see her about bringin' butter to her reg'lar. Whereabouts is her house?"

"She lives way off down that way," was the vague answer, "but very likely you won't find her at home if you go there. I wouldn't bother with it such a cold day as this."

"Where'd she be if she hain't to hum?"

"Well, that's a little hard to say. She might be making calls."

"Ob, that's all right, then, fer I could hear her holler."

"Hear her? What do you mean?"

"Why, yub jess said she might be a hollerin' at somebody."

"No, no. I said she might be calling on someone—visiting, you know."

"Goin' in tub see the neighbors, hey?"

"That's it. Now the best thing for you to do is to sell your butter to the butcher, if he'll take it, and I don't see why he shouldn't, and get back home before it's too late for the baby to be outdoors."

"That woman said she wanted muh butter."

"She said she'd take one crock. Of course I'll pay you for that, but it's just as I told you in the first place, we have so much on hand that we dare not chance any more."

Mrs. Stiggins did not yield without stout resistance, but she finally gathered together her unsavory flock, and departed, taking with her all but one jar of the product of her dairy, which, although apparently unimpeachable in quality, carried with it associations such that even a born diplomat might dislike to take it in charge.

The doors, front and rear, were thrown open and the store aired, and presently the delivery man started out upon his rounds, and nothing further occurred to

mar the serenity of the day until, at a later hour, he returned with a "cute little crock of butter" that he said Mrs. Beverly Parks had declined to have left at her house. She had explained, so he said, that she bought her butter direct from the farmers who made it, and that there must have been some mistake about this.

The diplomat gazed long and mournfully at the jar, as if in earnest consultation with himself, but finally carried it into the warehouse, dumped it into the "grease barrel," and then put on his overcoat and went home.

George Crandall Lee.

Observations by a Gotham Egg Man.

Two cars of Western firsts, storage packed, seller April, sold on the N. Y. Mercantile Exchange a short time since at 15 $\frac{3}{4}$ c and 15 $\frac{1}{2}$ c, respectively, with some later offers to sell at 15 $\frac{1}{2}$ c, have occasioned some talk among local egg men as to the probable point at which stock will be freely withdrawn to storage during the height of the spring season.

The general opinion among local egg trade is that the above prices are higher than can safely be paid during the coming speculative period. Last year the range during April was 16@18c for storage packings at New York and the average for the month was 16 $\frac{1}{2}$ c. But egg production was conceded to be lighter than usual last year and the event has proved that the high prices at which storage eggs had to be maintained during the unloading period resulted in carrying so large a surplus over the turn of the year as to result in heavy losses on a part of the holdings.

During the past year the range of egg values has been unusually high throughout and farmers have had every inducement to replenish their poultry flocks which were depleted greatly as a result of the poor grain crop of 1901. With high egg prices and plentiful feed during the past season it is natural to expect a marked increase in the laying poultry this year, and collectors in most sections, so far as heard from, testify that this is the fact. Well posted observers who have lately traveled through the poultry and egg sections of the Southwest express the belief that we are likely to see the heaviest egg production this year that has ever been known in this country. It is therefore believed that for a safe accumulation of spring surplus we should figure on a very moderate range of values during the season and that no more of the April lay should be stored than can be obtained on the basis of 14@15c New York.

But of course what ought to be and what happens in the speculative egg season do not always go hand in hand. The present cold storage capacity of the country is so great that it can be filled only from the surplus of several months' production and yet everybody seems to want the April goods. This throws an almost unlimited demand upon the April product and often leads to the establishment of values on the ideas of the most reckless speculators instead of upon those of the more conservative.

We hear a good many complaints that very few of the fresh gathered eggs now arriving will pass as "firsts" under the Exchange rules. The proportion of new laid is increasing, but there are still many of the arrivals that do not show the 85 per cent. new called for by the rule, and a good many lots fail to pass because they are not in new cases, or because there is no proper covering over

the top and bottom layers of eggs—between the eggs and the packing. It is a decided advantage to have stock that will come up to the requirements of the rules and the packing stipulated is no more than is really required to ensure the safe carriage of the stock. According to recent rulings second hand cases are only accepted by the transportation companies at "owner's risk," and they are very strongly objected to by buyers here. And unless "flats are used between the eggs and packing the packing sifts down through the eggs and leaves the content loose and shaky, causing great danger of breakage.—N. Y. Produce Review.

There lies no nobility, no dignity in evil retort of any kind; evil is as much evil when returned as when given.—George Macdonald.

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16 to 24 Bloomfield St.      17 to 23 Loew Avenue  
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## The New York Market

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

New York, Feb. 14.—The week appears to have developed a better feeling in coffee and there are those who claim that this improving situation will continue right along. While improvement in the coffee market is sadly needed, it is hard to see how prices can advance to any great extent unless the advance is artificially promoted. The statistical position is "agin" any advance and if the crop of 1903 4 should be a big one there will be general demoralization and many a planter will go to the wall. Prices inevitably will go to a point far below the cost of production because the supply will simply be crushingly large. However, let us rejoice in the temporary gleam. Rio No. 7 is now quotable at 5 1/2c and the actual business transacted is reported as being of fair volume during the week. In store and afloat there are 2,671,006 bags, against 2,355,500 bags at the same time last year. Mild sorts continue inactive and, of course, the supply of Maracaibo is conspicuous by its absence. Good Cucuta, 9 1/2c.

As long as the factor plan is in such chaotic condition the sugar trade has a demoralized appearance. The week, so far as actual sales go, shows some improvement over last, but, upon the whole, the sugar trade is lacking life. While officially there has been no change in quotations it is intimated that in some sections prices are quoted with a slight wink of the left eye. The general appearance of the tea market is satisfactory. Sales are being made of good sized lots if they can be found and, to tell the truth, there are no very large lots of greens. The whole situation is so greatly improved, as compared with a month ago, that dealers feel greatly encouraged. Quotations are firm.

The trade is simply taking enough rice to meet present needs and beyond this there is nothing. Quotations here are still too low to suit buyers.

Spice jobbers report simply an average trade. Pepper is quoted at 11 1/4c for Singapore black, shipment March May.

Molasses is quiet. Offerings are comparatively light, although there is enough to go around. This is true of both best and medium grades, although the supply of the former is not as plenty as the latter. Syrups are steady and practically without change as to quotations.

In dried fruits nothing of interest can be picked up. There is a very quiet market and it is likely that some concession might be made on certain articles if necessary to effect sales. Jobbers report very little interest in prunes and the same is true of raisins. Prunes are quoted at 7 1/4c for 40-50s, but it is thought this might be shaded on 25 pound boxes of Santa Claras.

Oranges have sold in a moderate way and, while the fanciest stock has brought good prices, the tendency for all other sorts has been toward a lower basis. Lemons range from \$2@2.50 per box. Demand is limited.

Canned goods are mighty quiet. The canned goods district seems to be taking a holiday and not a broker reports any activity. The only topic possessing any interest is the price to be paid by canners for raw tomatoes. One report has it that not a cent less than \$12 per ton will be considered by the growers; another is to the effect that \$9 is the rate. Even at that canners think they will run the chances of purchasing in open market. It is stated that under favorable condition tomatoes can be grown for \$5, so that at \$9 there would seem to be a fair profit. Of course if more can be made by raising green peppers and vegetable oysters, tomatoes may go hang. One tomato grower made \$3,000 last year on what would be called a "comfortable" garden patch out West.

With only moderate receipts of the best grades and a fairly active demand the butter situation favors the seller. Best Western creamery will readily fetch 26c

and possibly a fraction more if the stock be extremely fine, seconds to firsts, 22@25c; imitation creamery, 17@19c; fresh Western factory, 15@17c; renovated, 16@18c.

A mighty tumble has taken place in eggs and with liberal supplies here and much more coming, it is likely we shall have a still further decline. Not over 18c can be quoted for nearby stock of the freshest sort, while Western goods range from 13@15c.

### "Renovated" or "Process."

Last November the Executive Committee of National Association of Process Butter Manufacturers had an interview with the Agricultural Department officials at Washington at which a special request was made that existing regulations be changed so as to permit branding their product "Process Butter" instead of "Renovated Butter," as now required.

Secretary Wilson has recently denied the request in a circular letter addressed to the Secretary of the National Association. In this circular Secretary Wilson refers to two main purposes of the law—first, to ensure the product being healthful and wholesome by subjecting the materials used, the factories and store houses, and the product, to sanitary inspection; second, to cause the product to be marked, labeled and branded with the object of maintaining its identity for the benefit of all persons handling the same, including the consumers.

Speaking of the first named purpose Secretary Wilson says:

I am gratified to find that, during the half year that this law has been in operation, the officers authorized by me to perform this inspection service have been courteously received and given every facility for the proper discharge of their duties. Manufacturers have, indeed, appeared to favor this inspection, and have made a point of advertising the fact in connection with the sale of their products.

But, in regard to the request to permit the branding of the product as "Process Butter," the Secretary declares it to be inexpedient. He says:

"Renovated butter" has been established as the Government designation and for the required marking, because it is correctly descriptive of the product, significant, and fulfills the purpose of the law, while it is also approved by public opinion. Several states have laws upon their statute books which require this commodity to be distinctly marked by this name wherever sold or exposed for sale. \* \* \* To adopt a name and manner of making for general use at variance with existing laws in several states would result in confusion, prove obstructive to business, and be detrimental to the interests of interstate commerce.

A suggestion that renovated butter put up for export be permitted to bear a different brand than when offered in domestic markets is summarily denied and the Secretary closes by expressing the opinion that an adherence to the name "Renovated" will be no real impediment to business in the article.

### Renovated Butter in Canada.

The authorities at Ottawa have under consideration the advisability of taking action in regard to the business of renovating butter. This business has been carried on in Canada for several years back and the product exported not as renovated butter, but simply as "butter." In view of our endeavors to establish a reputation in Britain for butter of fancy quality, it may be wise to have this renovated butter branded for just what it is, so that people may know what they are buying. So far no complaints have been made regarding renovated butter.—Farming World.

## POULTRY

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# Butter

I always want it.

# E. F. Dudley

Owosso, Mich.

## Michigan Maple Sugar Association, Ltd.

PRODUCERS OF

# High Grade Maple Sugar and Syrup

119 Monroe Street, Grand Rapids, Mich.

<p><b>Pure Maple Sugar</b></p> <p>30 lb. Pails Maple Drops, per lb. .... 15 c 50 to 60 drops per pound.</p> <p>30 lb. Pails std. Fancy Moulds, per lb. .... 15 c 20 to 30 moulds to pound.</p> <p>100 lb. Cases, 26 oz. bars, per lb. .... 9 1/4c 80 lb. Cases, 26 oz. bars, per lb. .... 10 c 100 lb. Cases 13 oz. bars, per lb. .... 10 c 60 lb. Cases, 13 oz. bars, per lb. .... 10 1/4c</p>	<p><b>Pure Maple Syrup</b></p> <p>10 Gal. Jacket Cans, each. .... \$8 50 5 Gal. Jacket Cans, each. .... 4 50</p> <p style="text-align: right;">per case</p> <p>1 Gal. Cans, 1/2 doz. in case. .... 5 75 1/2 Gal. Cans, 1 doz. in case. .... 6 25 1/4 Gal. Cans, 2 doz. in case. .... 6 50 3/8 Gal. Cans, 2 doz. in case. .... 4 25</p>
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# SEEDS

Timothy and Clover. Send us your orders.

**MOSELEY BROS., GRAND RAPIDS, MICH.**

**30 YEARS SELLING DIRECT**

We are the largest manufacturers of vehicles and harness in the world selling to consumers exclusively.

No. 42—Double Surrey Harness, Price \$19.50. As good as sells for \$10 more. Large Catalogue FREE—Send for it.

**WE HAVE NO AGENTS** but ship anywhere for examination, guaranteeing safe delivery. You are out nothing if not satisfied. We make 195 styles of vehicles and 65 styles of harness.

Visitors are always welcome at our factory.

No. 331—Surrey, Price \$68. As good as sells for \$40 more.

**ELKHART CARRIAGE & HARNESS MFG. CO., Elkhart, Ind.**



**POWER OF PERSONALITY.**

Part It Plays in the Achievement of Success.

Written for the Tradesman.

It goes without saying that successful men have been, are, and always will be interviewed. The meek, patient man with knock-kneed trousers, shiny coat and last year's hat, who hunts for a job for six months and, when he finds it, does not hold it long, and mildly hunts again; in short, the man who does not fit anywhere or stick anywhere wants an infallible recipe for getting on in the world, for he, too, poor soul, knows that nothing succeeds like success. And what is the answer every time to the question put by the reporter, "To what do you attribute your success?" The man upon whom thousands of eyes are directed with envy is sure to say, "The power to work unceasingly with might and main." And then he defines genius as hard work and extols the careers of Lincoln and Garfield, who worked their way to the White House and to the highest office which the United States can confer upon a citizen.

There is much truth in his statement, but he has ignored a factor which is just as essential as the color to the lily, the perfume to the rose. It is nothing more nor less than personality. It is part of his personal equation and he is unconscious of its existence. What is this personality?

Webster defines personality as "that which constitutes distinction of person; individuality." We know no two persons even in the same family are any more alike than two leaves on the same tree. But more than this each person is endowed with a certain kind of magnetism which is bound to attract or repel. The smallest child shows this power. Some babies we want with us all the time, and we caress them to their detriment; others we wish to be relegated to the farthest corner of the earth out of sight and sound, where they take up no time nor attention, yet, poor innocent creatures, they are not to blame. And boys and girls even of tender age soon show whether they are to have a host of friends and be popular, or be left to their own sweet selves to work out their salvation.

Look at boys at play. There are leaders among them who dominate without the others making a murmur. Tom Sawyer was not especially brilliant, but he knew how to make the other fellows envious of his job, and he could take a narrow seat on the board fence, and munch apples while his mates tugged and sweated in the sun to do the white-washing to suit that particular grandmother. Other boys who lead have nothing more, if so much, to recommend them. They may not seem particularly bright, and not only be as full of mischief as a beer bottle of fizz, but also as full of disagreeable habits and mannerisms as a nut of meat, and yet they know how to manage their mates and get them into line.

Every teacher knows how hard it is not to have favorites among her pupils. And it is not the good conscientious children who are always in their places and in order, and have their lessons from beginning to the end who pull on her heart strings, either. Like as not it is the incorrigible, but it is sure to be a boy with rebounding animal spirits, who is aching to get into mischief who goes as far as the law allows and a little farther if he has a chance, and rebels against authority and does

not want to study and learns under stress of circumstances, who really wins her heart.

When the youth seek work, who get the places, the stoop-shouldered, serious-minded, conscientious plodding pupils who have left brilliant records in the school room, or the boys and girls full of life and spirits, who in spite of going through the hopper of the public school, manage to retain their individuality intact, and although ready for work are a little more ready for play, are keen or quick enough to crack a joke, and see through other people's jokes even when there is not a point, and spring a trick when nobody is expecting it, and thus knock off some of the sharp corners of this humdrum life?

What makes the difference in the same family? One boy will say pleasantly to the dog, "Lie down," and it drops in an instant; or the same boy takes the lines in his hands and away springs the horse over the ground. His brother says the same thing to the dog and it sneaks off and does as it pleases; he takes the best horse from the barn and when he drives it stumbles along as though it had spavin. One brother can lie and people think he is telling the truth; his brother tells the truth and people think he lies.

Look at the various clerks in the different stores. There are some whom we would walk ten miles to keep out of their way; there are others from whom we buy even when we do not want the goods. We do not know the reason but we are conscious of such a state of mind, although when we come to reason the matter out one deserves just as much respect as the other.

The traveling man is measured by the same standard. One man is all right with the boys and can sell anything without any effort, even stuff which ought not to be in the market; the other man may drum a town to death, talk until kingdom come, and wear his soles to paper, simply to get a moderate amount of trade.

The same may be said about teachers. One young woman can enter the school room and all is order without a word being said; another woman with just as strong a character enters the school room and all is chaos in spite of her desire and effort toward order. And scholarship is often not a requisite of a good teacher. Some of the poorest pupils have made some of the best teachers, and some of the best pupils have made some of the poorest teachers. The time is coming when a teacher's efficiency is not measured solely by her marks in examinations.

It is proverbial that no lawyer tells the truth, but the lawyer who succeeds is the one who has the power of persuading, of convincing even when facts and evidence would point to a different decision by the jury.

And the minister, poor man, if anyone needs this hidden power it is he. He may know his Bible from Genesis to Revelations and be able to recite it Chinese fashion, he may be a veritable walking encyclopaedia of knowledge, be master of seven languages, and understand philosophy in all its phases, and yet not be able to hold a congregation and be compelled to seek other work to make a living. Another man with smaller attainments may win all hearts to him and build up a strong church. No one can accomplish much alone; it is concerted action which counts, and the man who attracts people to him and gets them interested in helping is the

one who is going to make a success of an undertaking.

It is easy to dilate on this subject, even going so far as analyzing the reason for President Roosevelt's success; but the whole matter can be summed up in the word personality. Steady hard work may be the bark of success, but personality certainly is the sail.

**The Irrepressible Child.**

"Ma, is there any difference between level and flat?"

His Mother—No, dear.

The I. C.—Then why did pa get angry when Mr. Jones said he was a flat-head, and then feel good when he heard that Mr. Smith said he was level-headed?

Kind words are the brightest flowers of earth's existence; they make a very paradise of the humblest home that the world can show.

**TRADESMAN  
ITEMIZED LEDGERS**

SIZE—8 1-2 x 14.  
THREE COLUMNS.

2 Quires, 160 pages.....	\$2 00
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5 Quires, 400 pages.....	3 50
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**INVOICE RECORD OR BILL BOOK**

So double pages, registers 2,880 invoices..... \$2 00

**Tradesman Company**  
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**DON'T SHIP US**

If you have a doubt about our ability to render you good service. MICHIGAN TRADESMAN knows we are all right or we would not be here.

**POULTRY, BUTTER, EGGS, VEAL, POTATOES**  
COYNE BROS., CHICAGO, ILL.

**WHOLESALE  
OYSTERS**

We are the largest wholesale dealers in Western Michigan. Order early.

**DETTENTHALER MARKET, Grand Rapids, Mich.**

HOW IS YOUR STOCK OF

**Patent Steel Wire Bale Ties**



We have the finest line on the market and guarantee our prices to be right. Write for our price list. We are also extensive jobbers in Hay and Straw. We want all you have. Let us quote you prices F. O. B. your city.

**SMITH YOUNG & CO.**  
1019 Michigan Ave. LANSING, MICH.  
References, Dun & Bradstreet, City National Bank

**BAKERS'  
OVENS**

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

**Hubbard Portable  
Oven Co.**

182 BELDEN AVENUE, CHICAGO



## Clerks' Corner.

### The Kind of Clerk Who Achieves Success.

Have you ever noticed the degree of success that attends the work of the men you know? Have you ever thought why it is that some men do a thing in a right way and their neighbors do the same thing in a wrong way and the success of each shows exactly how well they were in sympathy with the work they did?

Have you ever thought that old Doctor Bon, whom you have known all the days you can remember, has traveled the streets of your town and ridden over the country roads for maybe better than half a century and has been a most successful practitioner because he thoroughly loved his work and did it with a will and with all his might? Do you reflect that Lawyer Johnson is sought for from end to end of the town whenever a farmer has a case of law on his hands, because the community has learned to place all sorts of faith in the work of Johnson and because he goes at a thing with the full purpose of winning every time?

Have you ever stopped to reflect that the business men in your town who have owned stores for years have the same sort of love for their business that they must have had the day they began it, and they are always absorbed in it?

Do you understand from these homely comparisons that there is little use trying to make a success of a thing unless you try for its own sake and because you can enter whole-souled into whatever it demands of you? No man ever made a success of a thing he was forced by himself or others into doing. Unless the will is voluntary in its action there is little spirit for a foundation and the action that comes in spiritless work bears little good fruit.

If you do not like the work you are engaged in and can see no pleasure in learning the ways of a store, it will be better for you to drop out and find your way into congenial employment at once—better for both employer and yourself.

If you like the work and yet are fearful about entering into its details, because you would rather some one else would do the disagreeable parts, you are almost as bad off as you would be with a bitter dislike of the whole thing.

The young man who enters store life with his eyes open, knowing that he does not think well of the business and would like to do something else, is unfaithful to himself and no real good to the man who employs him. The sooner he gets out the better off all sides will be. The young man who thought he would like it and finds it is not what he wants, but still clings to it, and the young fellow who is in it because it offers a place to earn some money for a little while belong to the same class and the sooner outside the line the better.

Now we get down to the line where we can talk with the young man who is in to stay because he likes the business and wants to follow it. In the average general store, the course of instruction in merchandising is through intuition and example and it is difficult for a young fellow to get far beyond a certain point which seems to be a graduating spot for the general store clerk. If he gets beyond it he must do the initiative work himself, for here has been the stopping place of improvement for years.

The young men of the present who

are attracting the most attention and getting the most out of the world are those fellows who have not stopped at the place marked by the men who went before them, but have seen and used opportunities for getting farther along and to keep going. Every storekeeper in this country is now on the lookout for the bright young fellows who are able to do something more or something better than any one else ever employed in his store. The proprietor of any store on earth would be only too glad to get men who know more about the business than he. A sharp lookout is kept all the time for men who can come near to that possibility.

The average country general stores and a right smart lot of the so-called department stores of the smaller cities tell by their every-day appearance that some man with a zeal for his calling is needed to straighten things out and make order out of chaos and trimness out of confusion. The ways of old are too often the ways of to-day and nobody thinks that improvement could be made that would be to the lasting benefit of the establishment.

You have your private opinion of the people who go about habitually in shabby dress and with a mussed-up appearance, when their only excuse is simply neglect. The public has the right to the same sort of an opinion about a store, and the public of the country is as observant of those things as the public of a city. A neat appearance is an attractiveness in itself that every time will command the attention of people and draw from them more or less trade.

In spite of all the efforts of the store to make a big spring trade, there are going to be many days in the next two months when the force will need something real and earnest to keep it busy. Then will be the times for you clerks to show the stuff you are made of and what you can prove by being in earnest to make everything count for the good of the business. There are dirty stock boxes with broken corners, shoe cartons that are split in front, corset boxes and hosiery boxes that have had the worst of it in transportation or in the days of heavy trade. All those can be fixed up, or new ones substituted. The firm will buy new stock boxes with pleasure, if their attention is called to bad appearances, the shoe cartons can be reversed or whole ones found to substitute, the lame corset and hosiery boxes will gladly submit to being repaired.

You are in the store for the primary purpose of selling goods and making some money for the concern, but simply selling the goods and then getting stock out of the way in any old shape is not all there is to understanding a business and making the most out of it. If you are a little at sea as to what you ought to do to make the store appear more up-to-date, a trip to a city where the stores are kept trim and sleek will be worth more than its cost, and if the firm understands such things as it should it will gladly pay your expenses on such a trip for the sake of having something more attractive about their establishment.

Get your heads together and figure out a new way of arranging stock. Call the boss into the conference and tell him what you want to do. The goods have rested in the same positions in the store for years. See if you can not make a shifting of stocks that will allow you to do the work much easier and at the

same time make the store look better to the people who come there to trade.

People in the country have too few subjects of conversation. As soon as you begin to make changes in the store they will begin to talk about them and the advertising never will cease until everybody around the section has had an opportunity to come in and see, pass an opinion and buy something.—Drygoodsman.

### Cranberries Allay Thirst.

The pure, fresh juice of raw cranberries, given freely, either undiluted, or with an equal part of water, is an excellent means of relieving the thirst in fever, and, moreover, is markedly antipyretic. In the thirst and vomiting peculiar to cholera it is even more effective. In fifty cases in which ice and narcotics failed to make the slightest impression, cranberry juice, in small but repeated doses, rapidly checked both vomiting and nausea.—Goriensky.

### The Popular Method.

Jinks—I must ask you to wait a moment while I brush my patent leathers. It won't do to wear dust-covered shoes to the party.

Blinks—Don't go to all that trouble. Simply sit with your legs crossed while we are in the street car, and the passengers pushing in and out will give you a first-class polish.

### No Difference.

She—Do you think it is foolish to marry on Friday?

He—Yes.

She—But why is it more foolish to marry on Friday than on any other day of the week?

He—It isn't.

## Little Gem Peanut Roaster



A late invention, and the most durable, convenient and attractive spring power Roaster made. Price within reach of all. Made of iron, steel, German silver, glass, copper and brass. Ingenious method of dumping and keeping roasted Nuts hot. Full description sent on application.

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/4 lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers; Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, Ice Shavers, Milk Shakers, etc., etc.

**Kingery Manufacturing Co.,**  
131 E. Pearl Street,  
Cincinnati, Ohio

## Lands for Sale

Mahogany, Rosewood, Cedar, Logwood,  
4,000,000 Producing Wild Rubber Trees.

"You don't have to wait until they grow." How much?

500,000 Acres  
750 Square Miles

Write for particulars and mention this paper.

**Mexican Mutual Mahogany  
& Rubber Co.**

762 to 766 Spitzer Bldg. Toledo, Ohio



**Commercial Travelers**

**Michigan Knights of the Grip**  
 President, B. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

**United Commercial Travelers of Michigan**  
 Grand Counselor, F. C. SCUTT, Bay City; Grand Secretary, AMOS. KENDALL, Toledo;

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

**Gripsack Brigade.**

Leslie Local: Fred Sayres is on the road for the Pontiac Buggy Co.

Owosso Times: M. N. Osborn, formerly of this city, is now a traveling salesman for the Austin-Burrington branch of the National Grocer Co.

Hillsdale Standard: W. P. Webber, traveling salesman for the Scowden & Blanchard Co., has rented L. A. Jones' house on Norwood avenue and will move his household goods here soon from Menominee.

Hillsdale Standard: The traveling men and their wives of this city, about thirty couples, had one of the very best of times Saturday night at their rooms in Pythian hall, when they were banqueted by the representative of a food factory.

Owosso Press: George W. Haskell has resigned his position as traveling salesman for Hall Bros., Nichols & Dutcher to accept a similar position with the Austin & Burrington Co., wholesale grocers, of Lansing. His territory remains the same.

John J. Dooley is happy over the successful outcome of an operation which Mrs. Dooley recently underwent at the U. B. A. hospital. For several days she hovered between life and death, but her recovery has been so rapid of late that she will probably be removed from the hospital by the end of the present week.

South Bend Tribune: Joseph Annisfield, of Cleveland, was in South Bend recently on a goods selling mission. Annisfield is one of the best known commercial men on the road and is known to buyers as "Crying Joe." It is stated that he was given this name because of his habit of crying when he fails to sell a bill of goods. For fourteen years he traveled for a New York cloak house at a salary of \$1,200 and expenses and during that time he saved \$16,000.

**The Grain Market.**

Wheat has been rather tame during the week and prices barely held even. There was considerable trading in futures, but the demand for cash has not been up to the usual activity. It is the same old story—lack of cars for transportation, for what was the use of buying when there were no cars for shipping? The railroads make good promises, but they do not seem to be able to fulfill them. However, we are getting toward spring, when we all hope for a change. France and Germany are reported to be good buyers of wheat, and the United Kingdom is looking to America for her supplies. Russia has furnished some, but at present her ports are closed, so the supply from there is limited. The Pacific coast is shipping large quantities to China. Report has it that wheat is going from this side of the Rocky Mountains to San Francisco, as prices are higher there, which is an inducement to shippers—something unusual. Kansas, which one year ago was a large shipper by Galveston, is out of the market, as she has none to ship.

The other winter wheat states will have to supply the demand, as foreigners want No. 2 red wheat in preference to other kinds, and especially as their wheat was damaged by incessant rains during harvest, so we see no reason for lower prices at present.

Corn has about held its own, but trade is slack, as dealers are looking for a large movement. The visible made another increase of about 1,000,000 bushels and, as predicted, corn is coming in in better shape than before. Prices, we think, will have a downward tendency.

Oats are not as strong as last week. The supply appears to have caught up with the demand, so we will probably see lower prices in the near future unless some unforeseen demand sets in.

Rye is stationary in price. Sellers are loath to shade prices and consumers as well as shippers will not bid up. They think they will be able to get all the rye they want at a considerable discount from present quotations.

Beans are up 5c per bushel, but they may change in a day or two for lower prices, especially as there are foreign beans coming on the market throughout the East.

Flour is unchanged. The demand keeps up to the supply and the mills are all running full time.

Mill feed is as strong as ever. The demand exceeds the supply at present, on account of the cold weather, as the cattle have to be kept up and fed, on account of there being no chance for them to pick up anything outside.

Receipts of grain have been very small again, being as follows: wheat, 53 cars; rye, 2 cars; oats, 2 cars; flour, 3 cars; potatoes, 14 cars.

Mills are paying 73c for No. 2 red and 68c for No. 2 white and No. 3 red wheat. C. G. A. Voigt.

**The Boys Behind the Counter.**

Kalamazoo—John Van Broke has resigned a clerkship in O. N. Benson's dry goods store to accept a similar place with Flexner Bros.

Quincy—E. K. Pearce has a new clerk in the person of Charles Allen, who has resigned his position with Woodward & Son, of Coldwater.

Detroit—Frank A. Brogan, who has been employed by Prentice & Brace for some time past, has resigned that position to take a clerkship with Weil & Co., the Woodward avenue furniture dealers.

Ann Arbor—L. C. Stewart will hereafter have charge of King's shoe store in place of F. G. Clark, who has resigned to engage in business on his own account in Detroit. Mr. Stewart will be assisted by Frank Minnis, of Ypsilanti.

St. Johns—John Frost has taken charge of the shoe store of Abner Furtney.

Harbor Springs—Marion Burnett has returned to Harbor Springs to enter the employ of W. J. Clarke & Son, in the grocery department.

South Haven—S. H. Nevins has been employed as pharmacist in the drug store of C. E. Abell.

Manistee—E. B. Bidelman has engaged Leslie E. Griffin, of Muskegon, to take charge of the furnishing goods department.

Sturgis—Will H. Anderson has taken the position of head clerk for F. L. Burdick & Co. He has been Manager of the J. C. Stein store, at Allegan, for the past year.

Battle Creek—Chas. A. Young has added two clerks during the past week—T. J. Kelly, formerly with D. E. Prall, of Saginaw, as pharmacist, and Miss Bessie R. Chapell as book-keeper and cashier.

Holland—H. J. Wickerink has taken a position with the clothing and shoe store of the Lokker-Rutgers Co.

Lowell—Clint Hodges has retired from his position in the City Bank to resume his former position in the grocery store of A. E. McMahon.

Houghton—H. R. Miller, of Calumet, has taken the position of clerk and book-keeper for Dee, Redick & Co., wholesale cigar dealers.

Bellaire—John Tickner will take a clerkship in the hardware store of Chas. Weiffenbach March 1.

Lansing—F. W. Benton, formerly of Oklahoma, has been engaged to manage the sewing machine department of E. Bement's Sons.

Rapid City—Freeman Park, who has for a long time held the position of head salesman for Lewis Way, has resigned to engage in business for himself. Just where he will locate has not been fully decided upon.

Alma—Morris Messenger has resigned his position with Messenger & Co. and expects to engage in business for himself. He has not decided whether he will locate in Alma or not as yet, but the prospects are that he will.

Hastings—Chas. F. Daley has been engaged to take charge of the grocery department of Wright Bros.

Kalamazoo—F. N. Maus has a new clerk in his drug store in the person of Lawrence P. McQuillan, formerly with Geo. H. McGillivray, at Lyons.

**The Fancy Dress Ball Largely Attended.**

Grand Rapids, Feb. 16—The fancy dress ball given by Grand Rapids Council, No. 131, U. C. T., at St. Cecilia Saturday was without any exception one of the finest parties given this season. Nearly 100 couples were in attendance and the costumes worn embraced both the elegant and ridiculous. There were knights and ladies of the sixteenth century, colonial costumes of Washington's time, Japanese and Chinese costumes, paper doll costumes, yachting and base ball costumes, Dutchmen, Mexicans, Indians, cow boys, gypsies and fortune tellers; in fact, it was a great big brilliant success in every particular. The next party will be held in the council room, 66 Pearl street, Saturday evening, March 21, and will be pedro playing and dancing and we hope every member will be there with their friends. Ja Dee.

**After Trading Stamps and Dead-Beats.**

Mt. Clemens, Feb. 13—The grocers and meat dealers organized last evening at a meeting in the Common Council room by the election of M. R. Little, President; Frank Touscany, Secretary; Chas. Bollensen, Treasurer. One object of this organization was to get an agreement to throw out trading stamps, cash discounts and premiums. They "go" March 15. Another object is to keep the members of the organization posted as to dead-beats. If this latter object can be accomplished it will be a grand thing for every business man in the city.

**An Authority on Collections.**

"Yes, sir, it's mighty hard to collect money just now; I know it."  
 "Indeed? Have you tried to collect and failed?"  
 "Oh, no."  
 "How, then, do you know that it is hard to collect?"  
 "Because several people have tried to collect of me."

If you do not hear reason, she will rap your knuckles.

The Jennings lemon extract case, which was appealed to the Supreme Court from the Muskegon Circuit Court, will be argued before that tribunal tomorrow. Every effort will be made to obtain a speedy decision at the hands of the Court, and in all human probability the decision of the Muskegon court will be reversed on some technicality, which will necessitate a new trial, but will not involve the construction of the Court on the so-called Bennett ruling. Such being the case, the Tradesman has held and will continue to hold the opinion that action on the Bennett ruling should be suspended pending the final settlement of the case in the court of last resort. Food Commissioner Snow was either too ignorant or too careless to give the matter proper consideration, and the present Commissioner has certainly placed himself in a very unfavorable light in the eyes of every right-thinking and fair-minded man in Michigan by allowing the ruling to stand and permitting his subordinates to go out over the State threatening, bluffing and browbeating the retail trade in a manner which is not only reprehensible, but in some cases bordering on the criminal.

"You would hardly believe it," said a shoe clerk, "but the swellest of our women customers are now invariably asking for boys' shoes. The masculine styles of women's shoes no longer satisfy them. They must have a shoe made exactly like a man's, and so we sell twice as many boys' shoes as formerly and proportionately less of women's. What is the reason? Well, really, I can not say, excepting it is a fad. As a matter of fact, I know that the boys' shoes are not really as comfortable, for they can not be gotten to fit as perfectly as those designed for women's feet, and more than one of my fair customers complain of blisters and calloused feet, but still they want the boys' shoes and insist upon the strap being left in the back."

J. A. Richardson, dealer in general merchandise, Vicksburg: Enclosed find \$1 for subscription to the Michigan Tradesman—the best trade paper a merchant can take.

He must be truly honest who is willing to be always open to the inspection of honest men.

**We Don't Want**

you to think that this is the only hotel in Grand Rapids; it is not. But we do want you to think that it is

**The Best**

first, last and all the time. And you will think so, too, after you have been a guest for a short time.

**Livingston Hotel**

**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  
 WIRT P. DOTY, Detroit - Dec. 31, 1904  
 CLARENCE B. STODDARD, Monroe - Dec. 31, 1904  
 JOHN D. MUIB, Grand Rapids - Dec. 31, 1904  
 ARTHUR H. WEBBER, Cadillac - Dec. 31, 1906  
 HENRY H. HIRM, Saginaw - Dec. 31, 1907

President, HENRY H. HIRM, Saginaw.  
 Secretary, JOHN D. MUIB, Grand Rapids.  
 Treasurer, W. P. DOTY, Detroit.

### Examination Sessions.

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.

### Origin and Disappearance of the Hostetter Fortune.

The dissipation of the Hostetter millions through the waywardness of Theodore Hostetter, and their liberal distribution among the many gamblers of New York, is a familiar, but very interesting story. How those millions were accumulated and the genesis of a famous patent medicine are a more interesting tale. It is revived by old-timers at Lancaster, Pa., where the Hostetter family first came into public notice. There the foundation of that great fortune was laid, and there, after the deaths of David Hostetter and his partner, George W. Smith, allegations were made in a suit by the heirs-at-law of old Dr. Jacob Hostetter that the millions were by right the property of such heirs because of fraud on the part of David Hostetter in getting control of the business and medical secret of Jacob Hostetter, his father, after the latter had become an imbecile.

Jacob Hostetter was a resident of East Hempfield township, Lancaster county. He had some knowledge of medicine, and among the Pennsylvania Dutch farmers of his neighborhood he was known as Dr. Hostetter. He was very poor. He had a son, David, who went to Lancaster about sixty years ago and became a clerk in a dry goods store. In 1846 he had saved enough to start, in company with a partner, in the dry goods business himself. The firm failed in the course of a few years, owing a great deal of money.

The California gold excitement was then at its height. David Hostetter started for the Pacific coast to seek his fortune. His money gave out at Panama. To obtain money enough to continue his journey he made and peddled a ginger beer peculiar to the Pennsylvania Dutch. Arriving in California he went into the meat business but failed, and returned to Lancaster.

Old Dr. Jacob Hostetter was still practicing among his farm neighbors, and was as poor as ever. Soon after the return of his son David, however, he made up a formula for a patent medicine, and, in partnership with a Lancaster druggist named Green, who put his money against the Hostetter formula, began the manufacture of the medicine. He gave David Hostetter also an interest in the business. The medicine soon had a large sale, and after two or three years David Hostetter drew his profits out of the business, retired from the firm, and went to Pittsburgh, where he engaged in whisky speculations. He prospered so well that in a short time he paid, with interest, all the debts both of himself and his partner that were owing from the unsuccessful Lancaster dry goods venture in 1846.

While David Hostetter was a clerk in the dry goods store, George W. Smith and Charles Bougher were fellow clerks. When David returned from California, Bougher was President and manager of the Lancaster Savings Bank, and Smith was its cashier. After David Hostetter had retired from the medicine firm and gone to Pittsburgh, old Dr. Hostetter interested Charles Bougher in the business, and Bougher capitalized a company for the extensive manufacture and sale of the Hostetter medicine. David Hostetter came into it as confidential agent.

The secret of the formula was still known only to old Dr. Hostetter, who guarded it sacredly. In 1857 he became a helpless imbecile, and in 1858 he died without a will. David Hostetter then formed a partnership with George W. Smith to carry on the business, and removed it to Pittsburgh.

### Petroleum Emulsions.

1.  
 Petroleum..... 2 1/2 ozs.  
 Powdered acacia..... 10 drs.  
 Mix thoroughly, and add at once:  
 Distilled water..... 2 ozs.  
 When thoroughly emulsified, add:  
 Solution saccharin, N. F..... 1 oz.  
 Essence bitter almonds..... 160 m.  
 Distilled water to make..... 20 ozs.

For an emulsion of petroleum with hypophosphites the following formulas were suggested a few years ago at a meeting of the California Pharmaceutical Society, and appear to have given satisfaction:

1.  
 Liquid petrolatum..... 1 pt.  
 Powdered acacia..... 8 ozs.  
 Glycerin..... 4 ozs.  
 Sodium hypophosphite..... 288 grs.  
 Calcium hypophosphite..... 288 grs.  
 Water to make..... 3 pts.

Add the acacia to the petrolatum, and mix well in a large mortar. Then add a pint of water all at once, and triturate energetically, until an emulsion is formed. Dissolve the hypophosphites in half a pint of water and add the glycerin; then add this mixture to the emulsion and triturate well, adding enough water to make three pints.

2.  
 Liquid petrolatum..... 4 ozs.  
 Expressed oil almonds..... 2 ozs.  
 Powdered acacia..... 1 1/2 ozs.  
 Glycerin..... 1 1/2 ozs.  
 Sodium hypophosphite..... 128 grs.  
 Calcium hypophosphite..... 128 grs.  
 Lime water to make..... 1 pt.  
 Proceed as above. Flavoring may be added, if desired.

### Toilet Cream.

Blanched almonds, sweet..... 2 ozs.  
 Borax..... 1/2 dr.  
 Almond oil..... 1/2 oz.  
 Quince seed..... 1 oz.  
 Rectified spirit..... 4 ozs.  
 Water, to make..... 32 ozs.

Rub the almonds to a smooth paste with a portion of the water, then add the balance of the water gradually (making an emulsion of almonds); then strain, and add the quince seed. Let stand, with frequent agitation, for twelve hours, and strain; then dissolve the borax in 1 ounce water, add the oil, and shake and mix with the mucilage of quince seed; add the spirit and shake; then flavor with otto of rosez or oil of ylangylang.

This yields an elegant milk-white toilet cream that is an excellent emollient and dries quickly; or, if it is desired, 1 oz. of glycerine can be added in place of the oil and borax. If it is too thick it can be thinned by adding more emulsion of almonds.

### Unification of the Pharmacopœias.

A conference was held at Brussels in October, 1902, between delegates representing the United States and the principal countries of Europe, to provide for the uniform composition of medicaments, which are generally used in all countries.

It was in Paris in 1867, at the Second International Congress of Pharmacy, that the principle of the unification of the formulas of medicaments in the different pharmacopœias was laid down. Later on, in 1889, at the initiative of the Royal Academy of Medicine of Belgium, the government of the latter country held conferences with the different authorities interested, and laid down the basis of an agreement on this subject. The governments of the United States of America and the following European countries were represented at the Brussels conference: England, Austria-Hungary, Germany, France, Russia, Bulgaria, Denmark, Spain, Italy, Greece, Holland, Portugal, Switzerland, Servia, Norway-Sweden, Turkey, Grand Duchy of Luxemburg. The different questions to be discussed had been carefully considered in advance by committees. The delegates, therefore, found but little difficulty in agreeing on the formulas and dosage of the preparation which it was necessary to unify. Seventy-two preparations were discussed.

The variations in the percentage of digitalis leaves to rectified spirit in the preparation of Tincture of Digitalis, according to different pharmacopœias, is quite remarkable. Thus, according to the Russian pharmacopœia, the proportion of digitalis leaves to spirit is 8 per cent.; in the British pharmacopœias it is 12 1/2 per cent. In that of the United States it is 15 per cent. In the pharmacopœias of France, Spain, Portugal and Belgium it is 16 per cent.

Similar variations are observed in preparations of aconite, belladonna, colchicum, ipecac, hyoscyamus, nuxvomica, opium, etc. The tincture of nuxvomica of the French pharmacopœia is twice as active as preparations made according to other formulas. The syrup of ipecac of the French pharmacopœia is five times stronger than the preparation of the same name made according to the German and Italian formulas. One can easily understand that danger may often arise from the administration of preparations in the formulas in which such marked differences are allowed to exist. In order to prevent confusion in the use of tincture of opium it was resolved by the International Conference of Brussels, that in the future tincture of opium would contain exactly 1 per cent. of morphine, so that this preparation would exercise exactly the same action when administered medicinally in every country.

It was also decided to unify the droppers of the different countries, the graduated pipette used in the French pharmacopœia being adopted by all the delegates. This is an important reform, for, owing to variations in the measures employed, errors of dosage result which render a prescription twice or three times more active than that which has been ordered by the physician.—Gazette de Paris.

### Patent Medicines Will Be Barred.

J. A. Ockerson, Chief of the Liberal Arts Department of the St. Louis Exposition, says: "Articles that are in any way dangerous or offensive; also patent medicines, nostrums and em-

pirical preparations whose ingredients are concealed, will not be admitted to the Exposition. The Director of Exhibits, with the approval of the President, has the authority to order the removal of any article he may consider dangerous, detrimental to or incompatible with the object or decorum of the Exposition or the comfort and safety of the public."

### The Drug Market.

Opium—Is higher, on account of report of damage to growing crop. The autumn sowings are reported totally destroyed.

Morphine—Is as yet unchanged. Sulphate Quinine—Is steady. All minor quinine salts have been advanced 3c per oz.

Cod Liver Oil—Has advanced \$5 per barrel and is tending higher. Very discouraging reports are received from Norway.

Oil Bergamot—Has advanced 10c per lb.

Oil Lemon—Is 5c higher. Gum Gamboge—Has again advanced and is tending higher.

Linseed Oil—Is lower.

### Freckle Lotion.

Borax..... 2 ozs.  
 Potassium chlorate..... 1 oz.  
 Glycerin..... 4 ozs.  
 Alcohol..... 2 ozs.  
 Rose water..... 10 ozs.

Mix the borax and chlorate of potassium with the glycerin and rose water; when as much as possible is dissolved of the salts, add the alcohol and filter. Apply with a soft sponge several times a day.

Illusions ruin all those whom they blind.

### FRED BRUNDAGE

wholesale

### Drugs and Stationery

32 & 34 Western Ave.,

MUSKEGON, MICH.

### Hammocks Fishing Tackle Marbles Base Balls Rubber Balls

Wait to see our line  
before placing orders.

Grand Rapids Stationery Co.

79 N. Ionia St., Grand Rapids, Michigan

### Do you sell Wall Papers?

If you have not ordered  
your Spring stock or if  
your stock needs sort-  
ing up,

Let us send our Samples,  
Prepaid express, for your inspection

We have a very fine as-  
sortment at the right  
prices. Drop us a card.

Heystek & Canfield Co.

Grand Rapids, Michigan

The Michigan Wall Paper Jobbers



WHOLESALE DRUG PRICE CURRENT

Advanced—Gum Gamboge, Oil Bergamot, Oplum. Declined—Linseed Oil.

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Balsamum, Cortex, Extractum, Flora, Gummi, Herba, Magnesia, Oleum, and Syrupus.

Table listing various drugs and their prices, including sections for Menthol, Morphia, Myristica, Nux Vomica, Pepsin, Pilocarpus, Potassa, Quina, Sassafras, Sapo, and Vanilla.

Advertisement for Hazeltine & Perkins Drug Co. featuring the word 'Drugs' in large stylized letters and text describing their services as importers and dealers in various pharmaceuticals.

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.

Table with columns: ADVANCED (Seeded Raisins, Peanuts, Hams, Bacon) and DECLINED (Whitefish, Bloaters, Japan Rice).

Index to Markets

By Columns

Index to Markets table listing various goods and their prices, categorized by columns A through Y.

1 AXLE GREASE

Table listing axle grease products like Aurora, Castor Oil, Diamond, etc.



Table listing baking powder products like Mica, Paragon, etc.

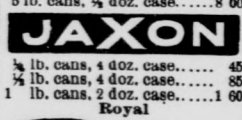


Table listing bath brick products like American, English, etc.



Table listing bluing products like Arctic, etc.



Table listing breakfast food products like Cera Nut Flakes, etc.



Table listing tryabita products like Peptonized Celery Food, etc.

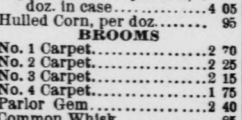


Table listing brushes and brooms products like Solid Back, etc.

2 Shoe

Table listing shoe products like No. 8, No. 7, etc.

Table listing Wiens' Dustless Sweeper products like No. 6, No. 8, etc.

Table listing butter color products like W. R. & Co.'s, etc.

Table listing candles products like Electric Light, etc.

Table listing canned goods products like 3 lb. Standards, etc.

Table listing blueberries products like Standard, etc.

Table listing corn products like Fair, Good, etc.

Table listing french peas products like Sur Extra Fine, etc.

Table listing gooseberries products like Standard, etc.

Table listing hominy products like Standard, etc.

Table listing lobster products like Star, etc.

Table listing mackerel products like Mustard, etc.

Table listing mushrooms products like Hotels, Buttons, etc.

Table listing oysters products like Cove, etc.

3 Shrimps

Table listing shrimps products like Standard, Fair, etc.

Table listing strawberries products like Standard, Fair, etc.

Table listing tomatoes products like Fair, Good, etc.

Table listing carbon oils products like Ecocene, etc.

Table listing catsup products like Columbia, etc.

Table listing cereal coffee products like Aome, Amboy, etc.

Table listing chewing gum products like American Flag, etc.

Table listing chicory products like Bulk, etc.

Table listing chocolate products like German Sweet, etc.

Table listing clothes lines products like 60 ft, 72 ft, etc.

Table listing cotton victor products like 50 ft, 70 ft, etc.

Table listing cotton braided products like 40 ft, 50 ft, etc.

Table listing galvanized wire products like No. 20, No. 19, etc.

Table listing cocoa products like Baker's, etc.

Table listing cleaner and polisher products like Brunswicks Easybright, etc.

Table listing crackers products like National Biscuit Co., etc.

Table listing butter products like Seymour, etc.

4 COCOANUT

Table listing cocoa nut products like Dunham's, etc.

Table listing cocoa shells products like 20 lb. bags, etc.

Table listing coffee products like Dwinell-Wright Co.'s Brands, etc.



Table listing coffee products like White House, etc.

Table listing coffee products like Belle Isle, etc.

Table listing coffee products like Common, etc.

Table listing coffee products like Fair, etc.

Table listing coffee products like Fancy, etc.

Table listing coffee products like Arabian, etc.

Table listing coffee products like Arbuttle, etc.

Table listing coffee products like Holland, etc.

Table listing condensed milk products like Gall Borden Eagle, etc.



Table listing condensed milk products like Crown, etc.

Table listing crackers products like National Biscuit Co., etc.

Table listing butter products like Seymour, etc.

5 Soda

Table listing soda products like Soda XXX, etc.

Table listing oyster products like Faust, etc.

Table listing sweet goods products like Animals, etc.

Table listing sweet goods products like Assorted Cake, etc.

Table listing sweet goods products like Belle Rose, etc.

Table listing sweet goods products like Bent's Water, etc.

Table listing sweet goods products like Cinnamon Bar, etc.

Table listing sweet goods products like Coffee Cake, etc.

Table listing sweet goods products like Cocoa Macaroons, etc.

Table listing sweet goods products like Cracknels, etc.

Table listing sweet goods products like Creams, etc.

Table listing sweet goods products like Cream Crisp, etc.

Table listing sweet goods products like Cubans, etc.

Table listing sweet goods products like Currant Fruit, etc.

Table listing sweet goods products like Frosted Honey, etc.

Table listing sweet goods products like Ginger Snaps, etc.

Table listing sweet goods products like Grandma Cakes, etc.

Flordora Cookies

Put up in cases containing fifty packages. Per case \$2.00. Write for sample and price of Perfection Wafers to Wayne Biscuit Co., Fort Wayne, Ind. For sale by jobbers.

Table listing dried fruits products like Sundried, etc.

Table listing dried fruits products like Evaporated, etc.

Table listing dried fruits products like California Prunes, etc.

Table listing dried fruits products like 100-120 25 lb. boxes, etc.

Table listing dried fruits products like 80-90 25 lb. boxes, etc.

Table listing dried fruits products like 70-80 25 lb. boxes, etc.

Table listing dried fruits products like 60-70 25 lb. boxes, etc.



6

Table with 2 columns: Item Name and Price. Includes Peas, Rolled Oats, Steel Cut, Monarch, Quaker, and Walsh-DeRoo Co.'s Brand.



Table with 2 columns: Item Name and Price. Includes Cases, East India, German, Flake, Pearl, Cracked, and Fishing Tackle.

Table with 2 columns: Item Name and Price. Includes Cotton Lines, Linen Lines, and Poles.

Table with 2 columns: Item Name and Price. Includes Flavouring Extracts, Foote & Jenks' Jaxon, and Coleman's High Foot & Jenks'.

Table with 2 columns: Item Name and Price. Includes Jaxxon Highest Grade Extracts, Vanilla, Lemon, and other extracts.

Table with 2 columns: Item Name and Price. Includes Coleman's High Foot & Jenks' extracts.

Table with 2 columns: Item Name and Price. Includes Jennings' Flavouring Extracts.

Table with 2 columns: Item Name and Price. Includes Folding Boxes, Taper Bottles, and Full Measure.

Table with 2 columns: Item Name and Price. Includes Regular Lemon, Regular Vanilla, and Venus Van. & Tonka.

Table with 2 columns: Item Name and Price. Includes Fresh Meats, Beef, Forequarters, Hindquarters, etc.

Table with 2 columns: Item Name and Price. Includes Fresh Meats, Beef, Forequarters, Hindquarters, etc.

7

Table with 2 columns: Item Name and Price. Includes Mutton, Carcass, Lamb, Veal, and GELATINE.

Table with 2 columns: Item Name and Price. Includes Grain Bags, Amoskeag, and Grains and Flour.

Table with 2 columns: Item Name and Price. Includes Winter Wheat Flour, Patents, Second Patent, etc.

Table with 2 columns: Item Name and Price. Includes Spring Wheat Flour, Clark-Jewell-Wells Co.'s Brand, etc.

Table with 2 columns: Item Name and Price. Includes Meal, Feed and Millstuffs, St. Corn Feed, etc.

Table with 2 columns: Item Name and Price. Includes Oats, Car lots, Corn, Hay, and HERBS.

Table with 2 columns: Item Name and Price. Includes Indigo, Madras, and JELLY.

Table with 2 columns: Item Name and Price. Includes Licorice, Pure, Calabria, Sicily, and Root.

Table with 2 columns: Item Name and Price. Includes LYE, Eagle Brand, and High test powdered lye.

Table with 2 columns: Item Name and Price. Includes Malted Food, Malt-Ola, and Cases.

Table with 2 columns: Item Name and Price. Includes Meat Extracts, Armour's, Liebig's, and Molasses.

8

METAL POLISH



Sold by all jobbers or write manufacturer. Packed 1 dozen in case. Paste, 3 oz. box, per doz. 1.25

Table with 2 columns: Item Name and Price. Includes Olives, Bulk, 1 gal. dgs., Paste, 3 gal. kegs, etc.

Table with 2 columns: Item Name and Price. Includes Pickles, Barrels, 1,200 count, Half bbls, 1,200 count, etc.

Table with 2 columns: Item Name and Price. Includes PLYING CARDS, No. 90, STAINING CARDS, No. 15, etc.

Table with 2 columns: Item Name and Price. Includes PROVISIONS, Barreled Pork, Mess., Back, etc.

Table with 2 columns: Item Name and Price. Includes Dry Salt Meats, Bellies, S P Bellies, Extra shorts, etc.

Table with 2 columns: Item Name and Price. Includes Smoked Meats, Hams, 12 lb. average, Hams, 16 lb. average, etc.

Table with 2 columns: Item Name and Price. Includes Compound, Pure, 80 lb. Tubs, advance, etc.

Table with 2 columns: Item Name and Price. Includes Sausages, Bologna, Liver, Frankfurt, Blood, Tongue, Headcheese, etc.

Table with 2 columns: Item Name and Price. Includes Beef, Extra Mess., Boneless, Rump, New, Figs' Feet, etc.

Table with 2 columns: Item Name and Price. Includes Pork, Beef rounds, Beef middles, Sheep, Uncolored Butterine, etc.

Table with 2 columns: Item Name and Price. Includes Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., etc.

9

RICE

Table with 2 columns: Item Name and Price. Includes Carolina head, Carolina No. 1, Carolina No. 2, Broken.



Sutton's Table Rice, 40 to the bale, 2 1/2 pound pockets... Imported.

Table with 2 columns: Item Name and Price. Includes Japan, No. 1, Japan, No. 2, Java, fancy head, Java, No. 1, Table.



Best grade Imported Japan, 3 pound pockets, 33 to the bale. Cost of packing in cotton pockets only 1/4 more than bulk.

Table with 2 columns: Item Name and Price. Includes SALAD DRESSING, Durkee's, large, 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., etc.

Table with 2 columns: Item Name and Price. Includes SALERATUS, Church's Arm and Hammer, Deland's, Dwight's Cow, Emblem, Wyandotte, 100 lb. boxes, etc.

Table with 2 columns: Item Name and Price. Includes SAL SODA, Granulated, 100 lb. cases, Lump, bbls, Lump, 145 lb. kegs, etc.

Table with 2 columns: Item Name and Price. Includes DIAMOND CRYSTAL, Table, cases, 24 3 lb. boxes, Table, barrels, 100 3 lb. bags, etc.

Table with 2 columns: Item Name and Price. Includes SALT FISH, Large whole, Smal whole, Strips or bricks, Pollock, Halibut, etc.

Table with 2 columns: Item Name and Price. Includes Herring, Holland white hoops, Holland white hoop, Holland white hoop mechs, Norwegian, Round 100 lbs., Round 50 lbs., Scaled, Boilers, etc.

10

Trout

Table with 2 columns: Item Name and Price. Includes No. 1 100 lbs., No. 1 40 lbs., No. 1 10 lbs., No. 1 8 lbs., Mackerel, etc.

Table with 2 columns: Item Name and Price. Includes Mess 100 lbs., Mess 50 lbs., Mess 10 lbs., Mess 8 lbs., No. 1 100 lbs., No. 1 50 lbs., No. 1 10 lbs., No. 1 8 lbs., Whitefish, etc.

Table with 2 columns: Item Name and Price. Includes ANISE, Canary, Smyrna, Caraway, Cardamon, Malabar, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, Cattle Rona, etc.

Table with 2 columns: Item Name and Price. Includes SHOE BLACKING, Handy Box, large, Handy Box, small, Birby's Royal Polish, Miller's Crown Polish, etc.

Table with 2 columns: Item Name and Price. Includes SOAP, Beaver Soap Co. brands, Grand Pas, Wonder Soap, etc.

Table with 2 columns: Item Name and Price. Includes Single box, 5 box lots, delivered, 10 box lots, delivered, Johnson Soap Co. brands, Silver King, Calumet Family, Scotch Family, Cuba, etc.

Table with 2 columns: Item Name and Price. Includes American Family, Dusky Diamond 50-8 oz., Dusky Diamond 100 6 oz., Jap Rose, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, White Cloud, etc.

Table with 2 columns: Item Name and Price. Includes Lutz Bros. & Co.'s brands, Big Acme, Big Master, Snow Boy P'wdr, 100-pkgs, Marselles, Acme, 100-3 lb bars, (5 box lots, 1 free with 5), Acme, 100-3 lb bars single box lots, etc.

Table with 2 columns: Item Name and Price. Includes Procter & Gamble brands, Lenox, Ivory, 6 oz., Ivory, 10 oz., Schultz & Co. brand, A. B. Wrisley brands, Good Cheer, Old Country, etc.

Table with 2 columns: Item Name and Price. Includes Securing, Enoch Morgan's Sons, Sapollo, gross ots, Sapollo, half gross lots, Sapollo, single boxes, Sapollo, hand, etc.

Table with 2 columns: Item Name and Price. Includes Boxes, Kegs, English, Scotch, in bladders, Macosaby, in jars, French Happes, in jars, etc.

Table with 2 columns: Item Name and Price. Includes SPICES, Allspice, Cassia, China in mats, Cassia, Batavia, in bund, Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Ambona, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, etc.

Table with 2 columns: Item Name and Price. Includes Pepper, Singapore, black, Pepper, Singapore, white, Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, Cloves, Zanzibar, Ginger, African, Ginger, Cochon, Ginger, Jamaica, Mace, Mustard, Pepper, Singapore, black, Pepper, Singapore, white, Pepper, Cayenne, Sage, etc.

Table with 2 columns: Item Name and Price. Includes Less than 500, 500 or more, 1000 or more.

11

STARCH

Table with 2 columns: Item Name and Price. Includes Common Gloss, 1-lb. packages, 3-lb. packages, 6-lb. packages, 40 and 50-lb. boxes, etc.

Table with 2 columns: Item Name and Price. Includes Common Corn, 20 1-lb. packages, 40 1-lb. packages, SYRUPS, Corn, Barrels, Half bbls, 10 lb. cans, 1/2 doz. in case, 5 lb. cans, 1 doz. in case, 2 1/2 lb. cans, 2 doz. in case, Pure Cane, Fair, Good, Choice, etc.

Table with 2 columns: Item Name and Price. Includes STOVE POLISH, J. L. Prescott & Co. Manufacturers, New York, N. Y., Enameline, No. 4, 8 doz. in case, gross, No. 6, 8 doz. in case, gross, etc.

Table with 2 columns: Item Name and Price. Includes Domino, Cut Leaf, Crushed, Cubes, Powdered, XXXX Powdered, Coarse Powdered, Fine Granulated, 2 lb. bags Fine Gran., 5 lb. bags Fine Gran., Mould A, Diamond A, Confectioner's A, No. 1, Columbia A, No. 2, Windsor A, No. 3, Ridgewood A, No. 4, Phoenix A, No. 5, Empire A, No. 6, No. 7, No. 8, No. 9, No. 10, No. 11, No. 12, No. 13, No. 14, No. 15, No. 16, etc.

Table with 2 columns: Item Name and Price. Includes TABLE SAUCES, LEA & PERRIN'S SAUCE, The Original and Genuine Worcestershire, Lea & Perrin's, pints, Lea & Perrin's, 1/2 pints, Halford, large, Halford, small, etc.

Table with 2 columns: Item Name and Price. Includes Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pinguay, medium, Pinguay, choice, Pinguay, fancy, Young Hyson, Choice, Fancy, etc.

Table with 2 columns: Item Name and Price. Includes Ololong, Formosa, fancy, Amoy, meduz, Amoy, choice, English Breakfast, Medium, Choleo, Fancy, India, Ceylon, choice, Fancy, etc.

Table with 2 columns: Item Name and Price. Includes TOBACCO, H. & P. Drug Co.'s brands, Fortune Teller, Our Manager, Quinette, G. J. Johnson Cigar Co.'s brand, etc.

Table with 2 columns: Item Name and Price. Includes S.W. brand, Less than 500, 500 or more, 1000 or more.

Table with 2 columns: Item Name and Price. Includes S.W. brand, Less than 500, 500 or more, 1000 or more.

Table with 2 columns: Item Name and Price. Includes S.W. brand, Less than 500, 500 or more, 1000 or more.

Table with 2 columns: Item Name and Price. Includes S.W. brand, Less than 500, 500 or more, 1000 or more.

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Table with 2 columns: Item Name and Price. Includes S.W. brand, Less than 500, 500 or more, 1000 or more.



<b>12</b>	
Lubetsky Bros. brands	
B. L. Dally Mail, 50 edition	35 00
<b>Fine Cut</b>	
Cadillac	54
Sweet Loma	38
Hawatha, 5 lb. palls	66
Hawatha, 10 lb. palls	54
Telegram	52
Pay Car	51
Prarie Rose	49
Protection	37
Sweet Burley	42
Tiger	38
<b>Plug</b>	
Red Cross	32
Palo	31
Kylo	34
Hawatha	41
Battle Axe	33
American Eagle	32
Standard Navy	38
Spear Head, 16 oz.	41
Spear Head, 8 oz.	43
Nobby Twist	48
Jolly Tar	36
Old Honesty	32
Toddy	43
J. T.	36
Piper Hellsick	61
Boot Jack	78
Honey Dip Twist	39
Black Standard	38
Cadillac	38
Forge	30
Nickel Twist	50
<b>Smoking</b>	
Sweet Core	34
Flat Car	37
Great Navy	34
Warpath	25
Bamboo, 16 oz.	24
I X L, 5 lb.	26
I X L, 16 oz. palls	30
Honey Dew	35
Gold Block	35
Flagman	38
Chips	32
Kill Dried	21
Duke's Mixture	38
Duke's Cameo	41
Myrtle Navy	39
Yum Yum, 1 1/2 oz.	39
Yum Yum, 1 lb. palls	37
Cream	36
Corn Cake, 2 1/2 oz.	24
Corn Cake, 1 lb.	22
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	32
Peerless, 1 1/2 oz.	34
Air Brake	36
Can Hook	30
Country Club	32 3/4
Forex-XXX	23
Good Indian	23
Self Binder	20 2/2
Silver Foam	34
<b>TWINE</b>	
Cotton, 3 ply	16
Cotton, 4 ply	16
Jute, 2 ply	12
Hemp, 6 ply	12
Flax, medium	20
Wool, 1 lb. balls	7 1/4
<b>VINEGAR</b>	
Malt White Wine, 40 grain	8
Malt White Wine, 80 grain	11
Pure Cider, B. & B. brand	11
Pure Cider, Red Star	11
Pure Cider, Robinson	11
Pure Cider, Silver	11
<b>WASHING POWDER</b>	
Diamond Flake	2 7/8
Gold Brick	3 2/8
Gold Dust, regular	4 5/8
Gold Dust, 5c.	4 0/8
Kirkoline, 2 1/2 lb.	3 4/8
Pearline	2 7/8
Soapine	4 1/8
Babbitt's 1776	3 7/8
Roseline	3 5/8
Armour's	3 7/8
Nine O'clock	3 5/8
Wisdom	3 5/8
Scourline	3 5/8
Rub-No-More	3 7/8
<b>WICKING</b>	
No. 0, per gross	25
No. 1, per gross	30
No. 2, per gross	30
No. 3, per gross	55
<b>WOODENWARE</b>	
<b>Baskets</b>	
Bushels, wide band	1 25
Market	30
Spint, large	6 00
Spint, medium	5 00
Spint, small	4 00
Willow Clothes, large	8 00
Willow Clothes, medium	5 50
Willow Clothes, small	5 00
<b>Bradley Butter Boxes</b>	
2 lb. size, 24 in case	72
3 lb. size, 16 in case	68
5 lb. size, 12 in case	63
10 lb. size, 6 in case	60
<b>Butter Plates</b>	
No. 1 Oval, 250 in crate	40
No. 2 Oval, 250 in crate	45
No. 3 Oval, 250 in crate	50
No. 5 Oval, 250 in crate	60
<b>Churns</b>	
Barrel, 5 gals., each	2 40
Barrel, 10 gals., each	2 55
Barrel, 15 gals., each	2 70
<b>Clothes Pins</b>	
Round head, 5 gross box	50
Round head, cartons	75
<b>Egg Crates</b>	
Humpty Dumpty	2 25
No. 1, complete	29
<b>Faucets</b>	
Cork lined, 9 in.	65
Cork lined, 9 in.	75
Cork lined, 10 in.	85
Cedar, 8 in.	65

<b>13</b>	
<b>Mop Sticks</b>	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	75
No. 2 patent brush holder	85
12 lb. cotton mop heads	1 25
Ideal No. 7	90
<b>Palls</b>	
2-hoop Standard	1 50
3-hoop Standard	1 65
2-wire, Cable	1 60
3-wire, Cable	1 80
Cedar, all red, brass bound	1 25
Paper, Eureka	2 25
Fibre	2 40
<b>Toothpicks</b>	
Hardwood	2 50
Softwood	2 75
Banquet	1 50
Ideal	1 50
<b>Traps</b>	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
<b>Tubs</b>	
20-inch, Standard, No. 1	7 00
18-inch, Standard, No. 2	6 00
16-inch, Standard, No. 3	5 00
20-inch, Cable, No. 1	7 50
18-inch, Cable, No. 2	6 50
16-inch, Cable, No. 3	5 50
No. 1 Fibre	9 45
No. 2 Fibre	7 95
No. 3 Fibre	7 20
<b>Wash Boards</b>	
Bronze Globe	2 50
Dewey	1 75
Double Acme	2 75
Singls Acms.	2 25
Double Peerless	3 25
Single Peerless	2 50
Northern Queen	2 50
Double Duplex	3 00
Good Luck	2 75
Universal	2 25
<b>Window Cleaners</b>	
12 in.	1 65
14 in.	1 85
16 in.	2 30
<b>Wood Bowls</b>	
11 in. Butter	75
13 in. Butter	1 10
15 in. Butter	1 75
17 in. Butter	2 25
19 in. Butter	4 25
Assorted 15-19	1 75
Assorted 15-17-19	3 00
<b>WRAPPING PAPER</b>	
Common Straw	1 1/4
Fiber Manila, white	3 1/4
Fiber Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butcher's Manila	2 1/2
Wax Butter, short count	13
Wax Butter, full count	20
Wax Butter, rolls	15
<b>YEAST CAKE</b>	
Magic, 3 doz.	1 00
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Cream, 3 doz.	1 00
Yeast Foam, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	50
<b>FRESH FISH</b>	
White fish	10 @ 11
Trou	8 @ 8
Black Bass	11 @ 12
Halibut	12 @ 14
Ciscoes or Herring	14 @ 15
Bluefish	11 @ 12
Live Lobster	20 @ 20
Boiled Lobster	22 @ 22
Cod	10 @ 10
Haddock	8 @ 8
No. 1 Pickrel	8 1/4 @ 8 1/4
Pike	7 @ 7
Perch	5 @ 5
Smoked White	11 @ 11
Red Snapper	10 @ 10
Col River Salmon	13 @ 14
Mackerel	18 @ 18
<b>OYSTERS</b>	
<b>Bulk</b>	
F. H. Counts	per gal.
Extra Selects	1 75
Selects	1 40
Baltimore Standards	1 10
Standards	1 00
<b>Cans</b>	
<b>per can</b>	
F. H. Counts	35
Extra Selects	25
Selects	22
Perfection Standards	22
Anchors	20
Standards	18
<b>HIDES AND PELTS</b>	
<b>Hides</b>	
Green No. 1	7 @ 7
Green No. 2	6 @ 6
Cured No. 1	8 1/4 @ 8 1/4
Cured No. 2	7 3/4 @ 7 3/4
Calfskins, green No. 1	8 @ 8
Calfskins, green No. 2	8 @ 8
Calfskins, cured No. 1	10 1/4 @ 10 1/4
Calfskins, cured No. 2	9 @ 9
Steer hides 60 lbs. or over	10
Calves hides 60 lbs. or over	8 1/4
<b>Pelts</b>	
Old Wool	57 @ 1 00
Lamb	40 @ 75
Shearlings	40 @ 75
<b>Tallow</b>	
No. 1	5 1/2 @ 5 1/2
No. 2	4 1/2 @ 4 1/2
<b>Wool</b>	
Washed, fine	2 @ 20
Washed, medium	2 @ 23
Unwashed, fine	15 @ 17
Unwashed, medium	15 @ 19

<b>14</b>	
<b>CANDIES</b>	
<b>Stick Candy</b>	
bbls. palls	
Standard	@ 7
Standard H. H.	@ 8
Standard W. H.	@ 8
Cut Leaf	@ 9
<b>cases</b>	
Jumbo, 32 lb.	@ 7 1/2
Extra H. H.	@ 10 1/4
Bon Ton Cream	@ 10
Best	@ 9
<b>Mixed Candy</b>	
Grocers	@ 6
Competition	@ 7
Spocier	@ 7 1/4
Conserv	@ 7 1/4
Royal	@ 7 1/4
Ribbon	@ 8
Broken	@ 8
Cut Leaf	@ 8 1/4
English Rock	@ 9
Kindergarten	@ 9
Bon Ton Cream	@ 8 1/4
French Cream	@ 9
Dandy Pan	@ 10
Hand Made Cream mixed	11 1/4 @ 11 1/4
Crystal Cream mix	13
<b>Fancy-In Pails</b>	
Champ. Crys. Gums	8 1/2
Pony Hearts	15
Fairy Cream Squares	12
Fudge Squares	12
Peanut Squares	9
Sugared Peanuts	11
Salted Peanuts	10
Starlight Kisses	10
San Bias Goodies	12 1/2
Lozenges, plain	2 @ 9
Lozenges, printed	2 @ 10
Champion Chocolate	2 @ 11
Eclipse Chocolates	2 @ 13 1/4
Quintette Choc.	2 @ 12
Gum Drops	2 @ 5 1/4
Moss Drops	2 @ 9
Leamon Sours	2 @ 9
Imperials	2 @ 9
Ital. Cream Opera	2 @ 12
Ital. Cream Bonbons	2 @ 11
20 lb. palls	2 @ 11
Molasses Chews, 15 lb. palls	2 @ 13
Golden Waffles	2 @ 12
<b>Fancy-In 5 lb. Boxes</b>	
Lemon Sours	2 @ 50
Peppermint Drops	2 @ 60
Chocolate Drops	2 @ 60
H. M. Choc. Drops	2 @ 85
H. M. Choc. Lt. and Dk. No. 12	2 @ 1 00
Gum Drops	2 @ 35
Licorice Drops	2 @ 55
Lozenges, plain	2 @ 60
Lozenges, printed	2 @ 60
Imperials	2 @ 60
Mottoes	2 @ 60
Cream Bar	2 @ 55
Molasses Bar	2 @ 55
Hand Made Creams	80 @ 80
Cream Butters, Pep. and Wint.	2 @ 85
String Rock	2 @ 85
Wintergreen Berries	2 @ 80
<b>FRUITS</b>	
<b>Oranges</b>	
Florida Russett	2 @ 2
Florida Bright	2 @ 2
Fancy Navels	3 @ 23 50
Extra Choice	2 @ 2
Late Valencia	2 @ 2
Medt. Sweets	2 @ 2
Jamalca	2 @ 2
Rodi	2 @ 2
<b>Lemons</b>	
Verdell, ex fcy 300	2 @ 2
Verdell, ex choe 300	2 @ 2
Verdell, fcy 300	2 @ 2
Call Lemons, 300	3 50 @ 3 75
Messinas 300s	3 50 @ 4 00
Messinas 300s	3 50 @ 4 00
<b>Bananas</b>	
Medium bunches	1 50 @ 2 00
Large bunches	2 @ 14
<b>Foreign Dried Fruits</b>	
California, Fancy	@
Cal. pkg, 10 lb. boxes	@ 1 00
Extra Choice, Turk.	@
10 lb. boxes	@
Fancy, Turk., 12 lb. boxes	13 1/4 @ 15
Pulled, 6 lb. boxes	@
Naturals, in bags	@
<b>Dates</b>	
Fards in 10 lb. boxes	@ 6 1/4
Fards in 60 lb. cases	@
Hallow	5 @
lb. cases, new	@
Sairs, 60 lb. cases	@ 4 1/4
<b>NUTS</b>	
Almonds, Taragona	@ 16
Almonds, Ivica	@
Almonds, California, soft shelled	15 @ 16
Brazils	@ 11 1/4
Pilberts	@ 12
Walnuts, Grenobles	@ 15
Walnuts, soft shelled	@
Cal. Med. new	@ 13 1/4
Table Lemons, fancy	@ 11 1/4
Pecans, new	@ 11
Pecans, Ex. Large	@ 12
Pecans, Jumbos	@ 13
Hickory Nuts per bu.	@
Ohio, new	@
Cocoanuts, full sacks	@ 3 50
Chestnuts, per bu.	@
<b>Peanuts—new</b>	
Fancy, H. P., Suns	4 1/2 @ 5 1/2
Fancy, H. P., Suns Roasted	6 @ 6 1/4
Choice, H. P., Jumbo	7 @ 7 1/4
Choice, H. P., Jumbo Roasted	8 @ 8 1/4
Scan. Shell No. 1 n'w	5 1/4 @ 6 1/4

<b>15</b>	
<b>STONEWARE</b>	
<b>Butters</b>	
1/2 gal., per doz.	48
1 to 6 gal., per gal.	5
8 gal. each	52
10 gal. each	66
12 gal. each	78
15 gal. meat-tubs, each	1 20
20 gal. meat-tubs, each	1 60
25 gal. meat-tubs, each	2 25
30 gal. meat-tubs, each	2 70
<b>Churns</b>	
2 to 6 gal., per gal.	6 1/4
Turn Dashers, per doz.	84
<b>Milkpans</b>	
1/2 gal. flat or rd. bot., per doz.	48
1 gal. nat or rd. bot., each	6
<b>Fine Glazed Milkpans</b>	
1/2 gal. flat or rd. bot., per doz.	60
1 gal. flat or rd. bot., each	6
<b>Stewpans</b>	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball, per doz.	1 10
<b>Jugs</b>	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
<b>Sealing Wax</b>	
5 lbs. in package, per lb.	2
<b>LAMP BURNERS</b>	
No. 0 Sun	35
No. 1 Sun	36
No. 2 Sun	45
No. 3 Sun	55
Tubular	50
Nutmeg	50
<b>MASON FRUIT JARS</b>	
<b>With Porcelain Lined Caps</b>	
Pints	4 50 per gross
Quarts	4 50 per gross
1/2 Gallon	6 50 per gross
Fruit Jars packed 1 dozen in box	
<b>LAMP CHIMNEYS—Seconds</b>	
<b>Per box of 6 doz.</b>	
No. 0 Sun	1 74
No. 1 Sun	1 95
No. 2 Sun	2 92
<b>Anchor Carton Chimneys</b>	
<b>Each chimney in corrugated carton.</b>	
No. 0 Crimp	1 86
No. 1 Crimp	2 08
No. 2 Crimp	3 02
<b>First Quality</b>	
No. 0 Sun, crimp top, wrapped & lab.	1 91
No. 1 Sun, crimp top, wrapped & lab.	2 18
No. 2 Sun, crimp top, wrapped & lab.	3 08
<b>XXX Flint</b>	
No. 1 Sun, crimp top, wrapped & lab.	2 75
No. 2 Sun, crimp top, wrapped & lab.	3 75
No. 2 Sun, hinge, wrapped & lab.	4 00
<b>Pearl Top</b>	
No. 1 Sun, wrapped and labeled	4 60
No. 2 Sun, wrapped and labeled	5 30
No. 2 hinge, wrapped and labeled	5 10
No. 2 Sun, "Small Bulb," for Globe Lamps	80
<b>La Bastie</b>	
No. 1 Sun, plain bulb, per doz.	1 00
No. 2 Sun, plain bulb, per doz.	1 25
No. 1 Crimp, per doz.	1 35
No. 2 Crimp, per doz.	1 60
<b>Rochester</b>	
No. 1 Lime (65c doz)	3 50
No. 2 Lime (75c doz)	4 00
No. 2 Flint (80c doz)	4 60
<b>Electric</b>	
No. 2 Lime (70c doz)	4 00
No. 2 Flint (80c doz)	4 60
<b>OIL CANS</b>	
1 gal. tin cans with spout, per doz.	1 30
1 gal. galv. iron with spout, per doz.	1 50
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	5 00
5 gal. Tilling cans, each	7 00
5 gal. galv. iron Necessaries	9 00
<b>LANTERNS</b>	
No. 0 Tubular, side lift	4 75
No. 1 B Tubular	7 25
No. 15 Tubular, dash	7 25
No. 1 Tubular, glass fountain	7 50
No. 12 Tubular, side lamp	13 50
No. 3 Street lamp, each	3 60
<b>LANTERN GLOBES</b>	
No. 0 Tub., cases 1 doz. each, box, 10c	45
No. 0 Tub., cases 2 doz. each, box, 15c	45
No. 0 Tub., bbls 5 doz. each, per bbl.	1 50
No. 0 Tub., Bull's eye, cases 1 doz. each	1 25
<b>BEST WHITE COTTON WICKS</b>	
<b>Roll contains 32 yards in one piece.</b>	
No. 0, 3/4-inch wide, per gross or roll	18
No. 1, 1/2-inch wide, per gross or roll	24
No. 2, 1 inch wide, per gross or roll	34
No. 3, 1 1/4 inch wide, per gross or roll	53
<b>COUPON BOOKS</b>	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1,000 books, any denomination	20 00
<b>Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.</b>	
<b>Coupon Pass Books</b>	
<b>Can be made to represent any denomination from \$10 down.</b>	
50 books	1 50
100 books	2 50



Hardware

Some Trade Troubles Which May Be Avoided.

As a general proposition we are all in business for gain and why trouble ourselves so much about the methods of our competitor? That he doubtless is as honest as we should not be lost sight of, and that he is just as anxious to make money. Very likely his methods are not ours and we often feel that his plans are very unbusinesslike, but from his view point you will at once realize that he has just about the same opinion of your methods, unless happily he has learned to forge ahead and spend his time in looking up new business where he may earn an honest dollar while you are finding fault with the way he does it. Above all things, be on friendly terms with him; if he happens to need something that you have, sell it to him so that he can make a small margin. Do not loan, do not borrow; you will be better friends to neither borrow or lend.

We hear a great deal about it these times and yet were it not for this very thing we call competition we would be at home to-day; without it we grow selfish, narrow and sour, and instead of worrying about it, would not the time be better spent in trying to make our stores more attractive, writing a few extra advertisements for the paper and showing customers and the public trade journals? Study the trend of trade conditions, and competition will not seem hard.

I believe the main reason why many dealers do not get better prices is that they rely too much on the price rather than the quality as their selling card. I will admit that price has been largely the ruling factor in selling, but I believe we are getting away from that idea and with proper effort we may get better prices for our goods. Sell the best to be obtained; our troubles come more from cheap goods at cheap prices than the reverse. Do not be afraid to ask a profit; you may not sell so many goods, but perhaps you will have more money at the end of the year.

Some dealers think it a wise drawing card to sell—nails, for instance—at cost and advertise such prices. In our opinion, this is questionable and we never practice advertising staple goods at cost. The practice of giving a customer three months to try a furnace or sewing machine before demanding settlement, I leave for your consideration.

We have now approached a subject that I apprehend is the cause of more annoyance to the average hardware dealers than any other. What do we really mean when we say that this article is warranted? Unfortunately too many dealers do not define the word when using it. Allow me to say here that the voice of every dealer and every association should be raised against the indiscriminate use of this word by manufacturers of tools. We find it on much of the poorest made goods and it is not necessary for me to recount the trouble it has caused to dealers. Gentlemen, I appeal to you upon this matter in earnest. I believe we can work a reform along this line. Define the word "warrant." What does it mean, as applied to standard goods to-day, on edge tools? To be free from flaws, that is about all it carries with it. However, some manufacturers and jobbers have enlarged and will allow an article returned that proves too soft. Again there are a few that will warrant against breaking. We

buy two classes only, the one with the strongest warrant we can obtain and the other some standard make, as all axes returned to us are taken back regardless of their condition. For the other line we say emphatically there is no recourse. With these statements we have no axe troubles.

Here we must confess that we confront a proposition that taxes the dealer to his utmost. At this time when so many people are changing from wood to coal we find even greater difficulty in satisfying. About the first question the average customer from the country, and not a few town people, ask is, "Do you guarantee your stoves to give satisfaction?" I say no quicker than scat, and as one would expect from such an answer the rejoinder come, "Well, I do not want a stove that you are afraid to guarantee to give satisfaction." Then I must explain why I take this position. A stove has no draft—strange how many people have not learned this—and that the customer must have a flue sufficiently tall and large and not surrounded by trees, for a coal stove requires a larger flue than one for wood. With conditions favorable we say our stoves will do just what they were made to do. In the event they do not come up to customers' expectations we impress upon them that in no case will we recognize the return of the stove before we have a chance to examine the conditions under which the stove is placed. Do not get so anxious to sell that you will make some foolish guaranty simply because some dealer new to the business has done so. If a customer is afraid to take part of the responsibility then let the trade pass. We frequently save money in not selling to some people.

We to-day are finding much fault with our jobbers for going outside of the regular trade and seeking business. We were confronted with this very sort of business and we felt compelled to use rather drastic measures. We enlisted the co-operation of our competitor and simply refused to buy goods of them. For two months did their salesman call and as many times did we send him away empty handed, informing him of the cause of our refusal to buy. After some correspondence and a personal interview with a member of the firm we were enabled to arrive at a more satisfactory understanding, and to-day our business relations are fairly satisfactory. Perhaps some one is wondering what we would have done had we been unable to adjust this matter. My answer is we would have called upon the Trade Abuse Committee of our Association. While we are able to adjust matters largely along our own way of thinking, yet this question is no exception to the rule that there are two sides to most all issues. Consider how many dealers to-day buy direct from the manufacturers and from firms whose chief business is to supply racket houses. When a jobber feels his business slipping away from him he naturally looks about for new customers. I would recommend that we remain loyal to the jobbers, but see to it that they are loyal to us. When they are not, go tell of their faults and I am of the opinion that you will find them in most cases, if not all, ready to meet you halfway.

The Obliging Floorwalker.

Customer (emerging from bargain counter crush)—Help! My leg is broken!

Floorwalker—You will find the crutch department, sir, on the fourth floor in the rear.

Hardware Price Current

Ammunition		Levels			
Caps		Stanley Rule and Level Co.'s.....dis 70			
G. D., full count, per m..... 40		Adze Eye.....\$17 00..dis 65			
Hicks' Waterproof, per m..... 50		Metals—Zinc			
Musket, per m..... 75		600 pound casks..... 7½			
Ely's Waterproof, per m..... 60		Per pound..... 8			
Cartridges		Miscellaneous			
No. 22 short, per m..... 2 50		Bird Cages..... 40			
No. 22 long, per m..... 3 00		Pumps, Clsterm..... 75&10			
No. 32 short, per m..... 5 00		Screws, New List..... 85&2C			
No. 32 long, per m..... 5 75		Castors, Bed and Plate..... 50&10&10			
Primers		Dampers, American..... 50			
No. 2 U. M. C., boxes 250, per m..... 1 40		Molasses Gates			
No. 2 Winchester, boxes 250, per m..... 1 40		Stebbins' Pattern..... 60&10			
Gun Wads		Enterprise, self-measuring..... 30			
Black edge, Nos. 11 and 12 U. M. C..... 60		Pans			
Black edge, Nos. 9 and 10, per m..... 70		Fry, Acme..... 60&10&10			
Black edge, No. 7, per m..... 80		Common, polished..... 70&5			
Loaded Shells		Patent Planished Iron			
New Rival—For Shotguns		"A" Wood's patent planished, Nos. 24 to 27 10 80			
No.	Drs. of Powder	oz. of Shot	Size Shot	Gauge	Per 100
120	4	1½	10	10	\$2 90
129	4	1½	9	10	2 80
128	4	1½	8	10	2 90
126	4	1½	6	10	2 90
135	4½	1½	5	10	2 95
154	4½	1½	4	10	3 00
200	3	1	10	12	2 50
208	3	1	8	12	2 50
236	3½	1½	6	12	2 65
265	3½	1½	5	12	2 70
264	3½	1½	4	12	2 70
Discount 40 per cent.					
Paper Shells—Not Loaded					
No. 10, pasteboard boxes 100, per 100.. 72					
No. 12, pasteboard boxes 100, per 100.. 64					
Gunpowder					
Kegs, 25 lbs., per keg..... 4 50					
½ kegs, 12½ lbs., per ½ keg..... 2 50					
¼ kegs, 6¼ lbs., per ¼ keg..... 1 40					
Shot					
In sacks containing 25 lbs.					
Drop, all sizes smaller than B..... 1 50					
Augurs and Bits					
Snell's..... 60					
Jennings genuine..... 25					
Jennings' imitation..... 25					
Axes					
First Quality, S. B. Bronze..... 5 50					
First Quality, D. B. Bronze..... 9 00					
First Quality, S. B. Steel..... 7 00					
First Quality, D. B. Steel..... 10 50					
Barrows					
Railroad..... 13 00					
Garden..... 29 00					
Bolts					
Stove..... 70					
Carriage, new list..... 60					
Plow..... 50					
Buckets					
Well, plain..... \$4 00					
Butts, Cast					
Cast Loose Pln, figured..... 70					
Wrought Narrow..... 60					
Chain					
¼ in. 5-16 in. ¾ in. 1 in.					
Com..... 7 c. 8 c. 9 c. 10 c. 11 c. 12 c.					
BB..... 8¼ 7¾ 7¾ 6¾ 6					
BBB..... 8¾ 7¾ 7¾ 6¾ 6					
Crowbars					
Cast Steel, per lb..... 5					
Chisels					
Socket Firmer..... 65					
Socket Framing..... 65					
Socket Corner..... 65					
Socket Sinks..... 65					
Elbows					
Com. 4 piece, 6 in., per doz.....net 75					
Corrugated, per doz..... 1 25					
Adjustable.....dis 40&10					
Expansive Bits					
Clark's small, \$18; large, \$26..... 40					
Ives' 1, \$18; 2, \$24; 3, \$30..... 25					
Files—New List					
New American..... 70&10					
Nicholson's..... 70					
Heller's Horse Rasps..... 70					
Galvanized Iron					
Nos. 16 to 20; 22 and 24; 25 and 26; 27, List 12 13 14 15 16 18.					
Discount, 70..... 17					
Gauges					
Stanley Rule and Level Co.'s..... 60&10					
Glass					
Single Strength, by box.....dis 90					
Double Strength, by box.....dis 90					
By the Light.....dis 90					
Hammers					
Maydole & Co.'s, new list.....dis 33¼					
Yorke & Plumb's.....dis 40&10					
Mason's Solid Cast Steel.....30c list 70					
Hinges					
Gate, Clark's 1, 2, 3.....dis 60&10					
Hollow Ware					
Pots..... 50&10					
Kettles..... 50&10					
Spiders..... 50&10					
Horse Nails					
Au Sable.....dis 40&10					
House Furnishing Goods					
Stamped Tinware, new list..... 70					
Japanned Tinware..... 20&10					
Iron					
Bar Iron.....2 25 c rates					
Light Band..... 3 c rates					
Knobs—New List					
Door, mineral, jap. trimmings..... 75					
Door, porcelain, jap. trimmings..... 85					
Lanterns					
Regular 6 Tubular, Doz..... 5 00					
Warren, Galvanized Found..... 00					
Miscellaneous		Patent Planished Iron			
"A" Wood's patent planished, Nos. 24 to 27 10 80		"B" Wood's patent planished, Nos. 25 to 27 9 80			
Broken packages ¼c per pound extra.		Planes			
Ohio Tool Co.'s, fancy..... 40		Scotia Bench..... 50			
Sandusky Tool Co.'s, fancy..... 40		Bench, first quality..... 45			
Nails		Advance over base, on both Steel and Wire.			
Steel nails, base..... 2 75		Wire nails, base..... 2 75			
20 to 60 advance..... Base 5		10 to 16 advance..... 5			
8 advance..... 10		6 advance..... 20			
4 advance..... 30		3 advance..... 45			
2 advance..... 70		Fine 3 advance..... 50			
Casing 10 advance..... 15		Casing 8 advance..... 25			
Casing 6 advance..... 35		Finish 10 advance..... 35			
Finish 8 advance..... 35		Finish 6 advance..... 45			
Finish 4 advance..... 85		Barrel ¾ advance..... 85			
Rivets		Iron and Tinned..... 50			
Copper Rivets and Burs..... 45		Roofing Plates			
14x20 IC, Charcoal, Dean..... 7 50		14x20 IX, Charcoal, Dean..... 9 00			
20x28 IC, Charcoal, Dean..... 15 00		14x20 IC, Charcoal, Alloway Grade..... 7 50			
14x20 IX, Charcoal, Alloway Grade..... 9 00		20x28 IX, Charcoal, Alloway Grade..... 15 00			
20x28 IX, Charcoal, Alloway Grade..... 15 00		Ropes			
Sisal, ¼ inch and larger..... 9		Manilla..... 12½			
Sand Paper		List acct. 19, '86.....dis 50			
Sash Weights		Solid Eyes, per ton..... 33 00			
Sheet Iron		Nos. 10 to 14..... com. smooth. com. 33 60			
Nos. 15 to 17..... 3 7C		Nos. 18 to 21..... 3 90			
Nos. 22 to 24..... 4 10		Nos. 25 to 26..... 4 30			
No. 27..... 4 20		No. 28..... 4 10			
All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.		Shovels and Spades			
First Grade, Doz..... 6 00		Second Grade, Doz..... 5 50			
Solder		½@½..... 19			
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.		Squares			
Steel and Iron..... 60—10—5		Tin—Melyn Grade			
10x14 IC, Charcoal..... \$10 50		14x20 IC, Charcoal..... 10 50			
20x14 IX, Charcoal..... 12 00		Each additional X on this grade, \$1.25.			
Tin—Alloway Grade		10x14 IC, Charcoal..... 9 00			
14x20 IC, Charcoal..... 9 00		10x14 IX, Charcoal..... 10 50			
14x20 IX, Charcoal..... 10 50		Each additional X on this grade, \$1.50			
Boiler Size Tin Plate		14x56 IX, for No. 8 Boilers, } per pound.. 18			
14x56 IX, for No. 9 Boilers, }		Traps			
Steel, Game..... 75		Onelda Community, Newhouse's..... 40&10			
Onelda Community, Hawley & Norton's..... 65		Mouse, choker per doz..... 15			
Mouse, delusion, per doz..... 1 25		Wire			
Bright Market..... 60		Annealed Market..... 60			
Coppered Market..... 50&10		Tinned Market..... 50&10			
Coppered Spring Steel..... 40		Barbed Fence, Galvanized..... 2 90			
Barbed Fence, Painted..... 2 80		Wire Goods			
Bright..... 80		Screw Eyes..... 80			
Hooks..... 80		Gate Hooks and Eyes..... 80			
Wrenches		Baxter's Adjustable, Nickeled..... 30			
Coe's Genuine..... 30		Coe's Patent Agricultural, Wrought, 7 & 10..... 30			



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

**RARE CHANCE FOR AN ACTIVE MAN** to invest \$5,000 or more in manufacturing; dividends of not less than 6 per cent. guaranteed, and salary. Address Box 3.9, Lansing, Mich. 108

**HAVING CLOSED OUT MARKET.** Will sell cheap, very fancy meat cooler, 6 x 10; used one season and now; No. 1 silent chopper. Lane & Son, Jonesville, Mich. 109

**DRUG STOCK FOR SALE WITH A GOOD** discount. In Northern Indiana, twenty miles from Michigan State line; stock invoices about \$800. Address No. 1010, care Michigan Tradesman. 1010

**FOR SALE AT A BARGAIN—ONE SIXTY** horse power engine and boiler, with shingle mill complete, Perkins machine, double Knox saw, dust conveyor, jointer, belt, elevator pump, shafting, belting, etc.; also connected with same, one saw mill complete and one edger complete. Can be seen at Boyne City, Mich. Make us an offer. C. C. Follmer & Co., Grand Rapids, Mich. 102

**I WANT SEVERAL RESPONSIBLE BUYERS** to purchase poultry, eggs and butter. Must be experienced and give bond; references required; salary or commission. T. W. Brown, Fort Huron, Mich. 101

**FOR SALE—STOCK OF GENERAL MER-**chandise, including, with meat market, all new goods and fine trade; near to five large factories and on main street to the country; building is 28x60; general store 40 feet, and meat department 28x28; eight fine large rooms upstairs; water and sewer connection—all accommodations need; barn is 30x32, with place for six horses; building can be bought or rented reasonably. No broker need apply and stock only for cash. Address Store, care Michigan Tradesman. 100

**FOR SALE—GOOD STOCK OF DRUGS,** with fixtures, in good location, \$1,500. Corner College Avenue and Carrier St. Owner must sell to take executorship of large estate in California. A. C. Manley, Grand Rapids. 95

**WHO WANTS A GENERAL MERCHAN-**dise stock and property for 70 cents on the dollar? Business 1902, \$38,000. Good prospects for future. Stock about \$9,000. Property, \$3,000. For business act quick, cash deal. Goods o. k., stock complete. Address No. 98, care Michigan Tradesman. 98

**FOR SALE—GROCERY STOCK AND FIX-**tures. Stock all new. Absolutely the best location in Flint, Michigan. Terms easy. Amount required about \$3,000. This advertisement means what it says—a bargain and a good business to step into. Address M. A. U., care Michigan Tradesman. 97

**FOR SALE—FIRST-CLASS STOCK OF DRY** goods, groceries, boots and shoes, in one of the most progressive towns in the State; near Grand Rapids; cash business; stock inventories about \$5,000. Address No. 103, care Michigan Tradesman. 103

**FOR SALE—SHOE STOCK IN AS NICE A** town of 700 or 800 as there is in Southern Michigan; good location and rent cheap; clean stock; good reason for selling. Address No. 105, care Michigan Tradesman. 105

**FOR SALE—REDUCED STOCK GENERAL** merchandise and millinery if desired; store modern; rent reasonable; good reason for selling; village prospering; 500 inhabitants; two elevators; grist mill being constructed; omit writing; opportunity suitable. Box 101, Montrose, Mich. 104

**FOR RENT—FIRST AND SECOND FLOORS** of brick store in bustling town; city water, electric lights; good storage below; now occupied by department store doing big business. Fine chance to secure an established business location if taken at once. Address Mrs. C. W. Moon, Howell, Mich. 972

**WE CAN SELL YOUR REAL ESTATE OR** business, wherever located; we incorporate and float stock companies; write us. Horatio Gilbert & Co., 325 Elliott St., Buffalo. 106

**FOR SALE—OLDEST ESTABLISHED MIL-**linery business in Ionia, Michigan; also line of fancy goods, ladies' furnishings and infants' wear. Ill health obliges us to sell at once. Address 228 W. Main St., Ionia. 107

**WANTED—TO INVEST \$3,000 TO \$5,000 FOR** a clothing or men's furnishing goods stock in a desirable location. What have you? Address M., Box 56, Alma, Mich. 93

**FOR SALE—AN UP-TO-DATE AND WELL-**assorted hardware stock, located in a town of 1,500 inhabitants which has system of water works and electric lights. Reason for selling, owner has other business and must dispose of stock at once. Anyone looking for a bargain, call or address Jesse S. Harris, 43 Choje Place, Detroit, Mich. 92

**GREAT OPENINGS FOR BUSINESS OF** all kinds; new towns are being opened on the Chicago Great Western Ry., Omaha extension. For particulars address E. B. Magill, Mgr. Townsite Dept., Fort Dodge, Ia. 90

**FOR SALE—OWING TO DEATH OF PRO-**priator, we offer for sale a well-established furniture and undertaking business in our city. E. E. Stiteley Co., Dixon, Ill. 89

**FOR SALE—MILLINERY STOCK IN A** thriving village, invoicing \$700; price, \$500. Box 273, Shelby, Mich. 88

**FOR RENT OR SALE—A BRICK STORE** building 22x60 feet, with wood addition on back; a good basement; living rooms above. Address J. L. Farnham, Mancelona, Mich. 85

**FOR SALE OR RENT OR EXCHANGE FOR** Farm or Stock of Merchandise—New roller mill at South Boardman, Kalaska Co., Mich. 83

**FOR SALE—HARDWARE STOCK. A** good up-to-date stock, only one in town of 800; doing a good business; satisfactory reasons for selling. Address No. 87, care Michigan Tradesman. 87

**FOR SALE—LIGHT, COVERED DELIVERY** wagon, made by Belknap Wagon Co. In use five months. L. E. Phillips, Newaygo, Mich. 82

**WANTED—MONEY FOR IOWA FARM** loans in amounts from \$1,200 upwards at 5.5% and 6 per cent. Gilt edge security. Bank references furnished. Address No. 81, care Michigan Tradesman. 81

**FOR SALE—STOCK OF GENERAL MER-**chandise, about \$1,600, in good town. Good reasons for selling. Address No. 79, care Michigan Tradesman. 79

**RESTAURANT FOR SALE, DOING GOOD** business; centrally located in Northern town. Address No. 78, care Michigan Tradesman. 78

**FOR SALE—A NICE CLEAN STOCK OF** dry goods, clothing, boots and shoes and men's furnishing goods, three years old, in a thriving Northern Michigan town. Inventorying about \$4,000. Must be sold quick. Splendid chance for right person. Address No. 76, care Michigan Tradesman. 76

**WANTED—LOCATION FOR MILLINERY** and bazaar stock in town of 500 or over. Address No. 75, care Michigan Tradesman. 75

**BEST OPENING IN IOWA—A LEADING** dry goods room for forty years. Town, 5,000; only two competitors. Write E. Penn, Mt Pleasant, Iowa. 60

**FOR SALE—DRUG FIXTURES, SECOND-**hand and cheap, for cash. For description address C. J. Rouser, Lansing, Mich. 68

**FOR SALE—\$4,000 GENERAL STOCK,** largely shoes, in best small railway town in Michigan; cash business; will sell right; ill health; shall retire. Address No. 67, care Michigan Tradesman. 67

**WHOLESALE CLOTHING HOUSE DES-**ires to employ an experienced salesman to travel in Eastern and Central Michigan. A salary guaranteed and commission paid on sales; good references required. Apply under letter to K, care Michigan Tradesman. 64

**CROCKERY AND BAZAAR STOCK FOR** sale. Inventories—say \$6,000; can be reduced to \$3,000 or \$4,500; this stock is new and complete, and a paying business; good reasons for selling; population of city, 25,000; a fine chance for a hustler; will make terms satisfactory to purchaser who will talk business. Address No. 61, care Michigan Tradesman. 61

**THE HOOSIER HUSTLER, the noted mer-**chandise auctioneer now selling stock for Geo. S. Smith, Albia, Iowa. Address Box 355. 70

**FINE BAZAAR STOCK, GOOD TOWN, FOR** sale, \$2,000. Clark's Business Exchange, Grand Rapids. 47

**CHOICE FARM FOR SALE OR TRADE** Lock Box 491, Shelby, Mich. 38

**SODA FOUNTAIN FOR SALE—TUFT'S** confectioner's, new, used only three seasons; complete with gas; drum for charging; eighteen syrups; cost \$475; will sell for \$350. Address J. W. Runner, Shelby, Mich. 32

**FOR SALE—COUNTRY STORE AND** dwelling combined; general merchandise stock, barn, custom saw mill and feed mill with good patronage; bargain for cash. Eli Runnels, Corning, Mich. 31

**FOR SALE—STOCK OF GROCERIES AND** crockery; will inventory about \$2,000; best location in summer resort town of 500 inhabitants; good farming country; fine opportunity for persons wishing to carry a general stock; rent, \$5 per month for two-story and basement building, 25x75 feet; located on corner. Address H. E. Hamilton, Crystal, Mich. 29

**FOR SALE CHEAP—TUFT'S 30 SYRUP** soda fountain, with all appurtenances. Will sell cheap. Address Bradford & Co., St. Joseph, Mich. 26

**CHANCE OF A LIFETIME—WELL ESTAB-**lished general store, carrying lines of dry goods, carpets, furs, cloaks, clothing, bazaar goods, shoes and groceries, located in thriving western Michigan town. Will sell good stock at cost and put in small amount of shelf worn goods at value. Stock can be reduced to \$15,000. Owner is going into manufacturing business. Address No. 44, care Michigan Tradesman. 44

**FOR SALE—THE LARGEST WALL PAPER,** paint and picture frame business in Sault Ste. Marie. Invoices about \$7,000 and does a business of \$25,000 yearly. Reason for selling, ill health of owner. Address A. M. Mathews Co., Sault Ste. Marie, Mich. 23

**SAFES—NEW AND SECOND-HAND FIRE** and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 321

**FOR SALE—THE LEADING GROCERY** stock in the best manufacturing town in Michigan; cash sales last year, \$22,000; books open to inspection; investigate this. Address No. 994, care Michigan Tradesman. 994

**FOR SALE—DRUG STORE GRAND** Rapids; good business; good reason. Address No. 993, care Michigan Tradesman. 993

**FOR SALE—CLEAN STOCK CROCKERY,** china and bazaar goods; about \$3,500; good location; well established. Address C. H. Mandeville, Ionia, Mich. 4

**FOR SALE—WHOLESALE GROCERY IN** a thriving city of 30,000 in the Northwest. Address R. care Michigan Tradesman. 954

**FOR SALE—DRUG STOCK IN ONE OF** the best business towns in Western Michigan; good chance for a physician. Enquire of No. 947, care Michigan Tradesman. 947

**CHICAGO PURCHASING CO., 221 6TH** Ave., largest cash buyers of stores and stocks of all descriptions. 913

**FOR SALE—DRUG STORE AND FIX-**tures, invoicing about \$4,800; located in one of the best resort towns in Western Michigan. Address No. 923, care Michigan Tradesman. 923

**FOR SALE—\$3,000 GENERAL STOCK AND** \$2,500 store building, located in village near Grand Rapids. Fairbanks scales. Good paying business, mostly cash. Reason for selling, owner has other business. Address No. 838, care Michigan Tradesman. 838

**FOR SALE—FIRST-CLASS, EXCLUSIVE** millinery business in Grand Rapids; object for selling, parties leaving the city. Address Milliner, care Michigan Tradesman. 507

**I HAVE SOME REAL ESTATE IN GRAND** Rapids. Will trade for a stock of general merchandise. Address No. 781, care Michigan Tradesman. 781

**FOR SALE—GOOD PRINTING, 500 NOTE** heads, 90 cents; 500 envelopes, 90 cents. Send for samples. Tradesman Printing Co., Winchester, Ind. 72

## MISCELLANEOUS

**WANTED—SALESMAN TO HANDLE OUR** full line on commission or salary. Address Angle Steel Sled Co., Kalamazoo, Mich. 99

**WANTED AT ONCE—SHOE SALESMAN** for retail store; an experienced single man who can trim windows. State experience, salary and give references in first letter. Address No. 96, care Michigan Tradesman. 96

**WANTED BY AN EXPERT NOTION** Man—Position, either wholesale or retail. Address H. S. Christopher, Springfield, Mass. 80

**WANTED—ASSISTANT PHARMACIST OR** young man with drug store experience, single man preferred. J. D. McKenna, Shepherd, Mich. 86

**WANTED—POSITION AS MANAGER OF** shoe department; thoroughly competent; years of experience; can give best of references. Address F. J. R., care Michigan Tradesman. 73

**WANTED—ONE OR TWO FIRST-CLASS** experienced traveling salesmen to call on the grocery and drug trade. Address, giving references, Dunkley Company, Kalamazoo, Mich. 14

**WANTED—EXPERIENCED SALESMAN** for our Lusterine Liquid Metal Polish, bought by all grocers, hardware, paint and gas fixture stores, plumbers, etc.; acknowledged the best in the market; cans one-third larger than those of our competitors; article the best. Address Oscar Schlegel Manufacturing Co., 182-188 Grand St., New York. 34

**WANTED—SALESMAN ACQUAINTED** with furniture trade to represent leading New York manufacturer of varnish, stains, lacquers, brushes, bronze powder and other specialties. Address No. 35, care Michigan Tradesman. 35

**WANTED—A YOUNG MAN WHO THOR-**oughly understands stenography and typewriting and who has a fair knowledge of office work. Must be well recommended, strictly temperate and not afraid of work. Address Stenographer, care Michigan Tradesman. 62



## MICHIGAN'S BEST RESULTS PROVE IT

Send for list of pupils placed last year. Send for catalogue.

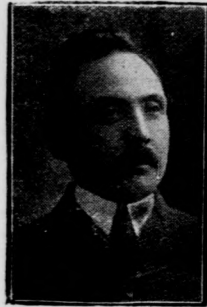
**D. McLACHLAN CO.**

19-25 S. Division St. GRAND RAPIDS.

## "THE O'NEILL SALES"

absolutely sell to per cent. of your stock in a day.

Retail Selling—New Idea System



C. C. O'Neill & Co.

**SPECIAL SALESMEN & AUCTIONEERS**

408 Star Bldg., 356 Dearborn St., Chicago

We also buy and sell Store Fixtures and take them on consignment.

**ELECTROTYPES**  
DUPLICATES OF  
ENGRAVINGS & TYPE FORMS  
SINGLY OR IN QUANTITY  
TRADESMAN CO., GRAND RAPIDS, MICH.

## \$3,000 Sale From \$1 Investment

BRENT CREEK, May 23—I invested \$1 in advertising in the wants column department of your most valuable paper and, through that investment alone, made an exchange of a \$3,000 property. Advertising pays when properly placed.

Yours with good wishes,

G. L. CLAPP.



Would a system of keeping your accounts that

## Lessens Bookkeeping By One-Half

That gives you the Total Amount your customer owes you with Every Bill of goods he buys;

That gives your customer a duplicate of his order together with the total amount of his account;

Thereby keeping your accounts up to date like a bank, be of interest to you?

Our descriptive booklet tells all about it and we will gladly send you one if you will drop us a card.

**The Simple Account File Co.**

500 Whittlesey Street,

Fremont, Ohio

# Cere Kofa

PECK BROS., DRUGGISTS.

Grand Rapids, Mich.,

Jan. 16, 1903.

Grand Rapids Cereal Co.

I have been using the "Cere Kofa" and find it much the best of any of the substitutes for coffee, having tried all the prominent ones. THOMAS M. PECK.

Handle something you can recommend. Try it and be convinced. Order from your jobber or from us direct.

**Grand Rapids Cereal Co.**

Grand Rapids, Mich.

Mills Foot of Lyon Street, Ranville Building

## 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

## COUPON BOOKS

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

Four kinds of coupon are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application. ♣ ♣ ♣ ♣ ♣

TRADESMAN  
COMPANY  
GRAND RAPIDS, MICH.

## Real Porcelain Refrigerators



Style No. 4 Leonard Cleanable, Showing Proper Arrangement of Food.

Do not confuse our goods with the so-called White Enamel, which is nothing but paint baked onto zinc or iron and liable to smell, scratch up, or peel off. And especially do not think ours are Tile Lined Refrigerators, full of joints for filth to hide in, the tiles liable to break, fall out of place and sure to craze. Ours is a real Porcelain fused onto large sheets of steel at a temperature of 2,500 degrees Fahrenheit. It is grease and acid proof. You cannot scratch or break it. It is better than tile, and 25 per cent cheaper. It costs a little more than paint, but it is much cheaper in the end. We would be pleased to send you a free sample of this material that you may judge for yourself its great superiority. Write us for sample and catalogue.

H. Leonard & Sons, Grand Rapids

## The Test That Tells

the superiority of Diamond Crystal Salt, is the test given the dairy products at the various butter and cheese-makers' convention. No better illustrations of the exceedingly high quality of "the Salt that's ALL Salt" could be offered than the records of these tests. At the last National Creamery Buttermakers' Convention, Milwaukee, in October; at the last Michigan Dairymen's Convention; at the recent Minnesota Buttermakers' Convention and the Minnesota Dairymen's Convention; at the Illinois Dairymen's Convention, and at the Wisconsin Cheesemakers' Convention, butter or cheese, salted with Diamond Crystal Salt, was awarded the highest prizes. There's a good reason for this; and the same good reason that wins prizes for the butter maker, will win trade for the grocer who sells Diamond Crystal Salt—it's the merit of the salt. For more reasons why you should sell "the Salt that's ALL Salt," write to

**DIAMOND CRYSTAL SALT COMPANY,**  
St. Clair, Mich.

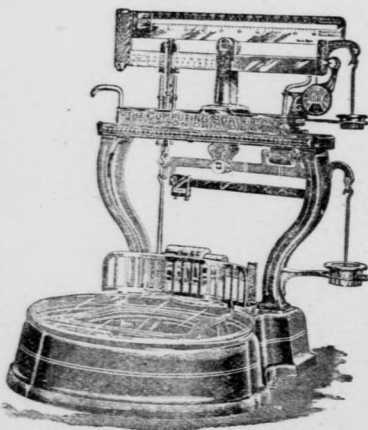
# One and the Same Thing

Unconsciously you give away a part of your profits every time you give a customer Down Weight.

It may be small, but repeated dozens of times a day, hundreds of times a week, thousands of times a year, this loss represents a mighty total.

If you gave away consciously in money what you unconsciously give away in goods, you would be astonished at the wastefulness incurred by using a Pound-and-Ounce Scale.

The primary benefit derived from our Money-Weight Computing Scales is in their profit-saving. They weigh in money. You know to a fraction the value of every article you sell by weight. No inaccurate weighing. No hit or miss calculations. The SCALE does the figuring and it is infallible, which grocers, grocers' clerks and the rest of humanity are not.



Sold on easy monthly payments.  
They earn their cost while you pay for them.

**The Computing Scale Co.,**

Dayton, Ohio, U. S. A.

**Money Weight Scale Co.,**

47 State Street, Chicago.

SOLE DISTRIBUTORS

