

## 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.

## UY and Sell Our Splendid “WHITE HOUSE” Coffee

THERE NEVER WAS A BETTER, NOR ONE SO LIKELY TO  
PLEASE SO MANY TASTES.

DWINELL-WRIGHT CO., PRINCIPAL  
COFFEE ROASTERS BOSTON & CHICAGO

## 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 Knappe Machine Co.  
87 Campau St. Grand Rapids, Mich.

We are headquarters  
for

## Tank Heaters and Feed Cutters

Write for list and prices.

**Brown & Sehler**

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

## 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.

## Walsh-DeRoo Buckwheat Flour

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

Put up in 5 lb., 10 lb. and  $\frac{1}{8}$  bbl. paper sacks, 125 lb. grain bags and bbls.

Write us, please, for prices.

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

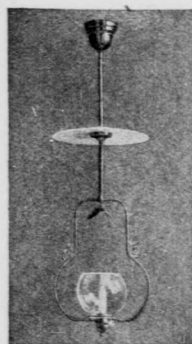
# Feb'y 28th Is the Date

## WHAT DATE?

### The Date Which Our

# \$30

## Introductory OFFER On a Three Light System Closes



Orders accepted up to that time at this price for future delivery. Don't DELAY; write to-day.

Ann Arbor Mantles are the best, both gravity and high pressure. Ask us about them.

**The Superior Manufacturing Co.**

20 South Main Street

Ann Arbor, Michigan



# MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 25, 1903.

Number 1014

## 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 \$366,000 per ton and in 30 minutes run with five stamps produced \$3,500 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.

Widdicomb Building, Grand Rapids  
Detroit Opera House Block, Detroit

Good but slow debtors pay  
upon receipt of our direct de-  
mand letters. Send all other  
accounts to our offices for collec-  
tion.

## William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

Sole agents for the State of Michigan  
for the

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

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

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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## 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 profit-  
able investment by

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

Makers of

### Choice Vegetable Meats

Vegetable Frankfurts,  
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 fore-  
handed and get in on the ground  
floor.

## The Grain Market.

Wheat during the fore part of last  
week did not show any strong features.  
The selling by tired longs was large.  
The short interest also sold freely, but  
as it was all absorbed, the market  
showed signs of being oversold, so that  
when the short sellers wanted to buy  
back they had to raise their bids and  
the market showed a stronger position  
than formerly. When May wheat got  
to 77c there were more buyers than sell-  
ers, consequently the market worked up  
to 78c. With light receipts and foreign-  
ers bidding up, the market closed  
stronger at the end of the week. We  
are still of the opinion that wheat  
around present prices is low enough. If  
transportation could be had to move the  
wheat toward the seaboard, prices would  
be elevated considerably. February  
is usually considered a dull month to  
trade in wheat, as many traders are  
watching the outcome of the winter on  
the wheat plant. At present, everything  
looks promising; in fact, the elements  
could not be better than at present.

Corn had a strong tendency and will  
not stay down, notwithstanding all the  
large houses sold out and claim they are  
out of the May corn deal. That may  
be, but other parties have taken up the  
load, believing that the Government  
crop report was largely overestimated,  
and that on account of so much being  
spoiled by the wet weather, prices will  
have to advance. As Michigan is not  
much of a corn State, the interest is  
lacking. However, corn looks cheap  
at present, as it is a long time before  
another crop will be raised.

Oats are not so strong as last week.  
The price eased off about 1c per bu.  
The demand has fallen off and more was  
offered than the market could consume.  
The market at present looks rather  
drooping.

Rye is unchanged. The demand is  
hardly up to the supply and it is rather  
wabbling. Lower prices may be looked  
for before long.

Beans are unchanged. The present  
high price is a barrier to much trading,  
except as the wants of the country are  
supplied. No one wants to hold the  
stock.

Flour is unchanged and very strong,  
indeed. The mills, as usual, are run-  
ning full time. Stocks are light and  
sales are made for future delivery.

Mill feed likewise is unchanged and  
there probably will be no change until  
spring comes, when pasturage will be  
in vogue for stock. C. G. A. Voigt.

## Manufacturing Matters.

Detroit—The Epicure Baking Co. has  
increased its capital stock from \$10,000  
to \$100,000.

Hillsdale—The Alamo Manufacturing  
Co., manufacturer of gas engines, has  
increased its capital stock from \$75,000  
to \$150,000.

Owosso—Wm. Alman, cigar manufac-  
turer, has removed from Corunna to  
this place. He will shortly place a  
new brand of cigars on the market.

Plainwell—The Eesley Milling Co.  
has purchased the White elevator on the

east side of the river and will shortly  
erect a 500 barrel mill on the ground  
near the railroad.

Hillsdale—The Campbell Lumber  
Co. is erecting a lumber shed over its  
yards east of its planing mill, 60x72  
feet, two stories high, and extending  
from Ferris street nearly through to  
Short street.

Jackson—The Jackson Novelty Shirt  
Co., which was burned out in the Bron-  
son block by a recent fire, has purchased  
the three-story brick building on North  
Mechanic street now occupied by the  
F. M. Goodrich Carriage factory.

Vriesland—The Vriesland Creamery  
Co. has been established, with a capital  
stock of \$4,000. The principal stock-  
holders are Arend J. Bolt, Henry Rock,  
G. W. Meengs, Arend Van Zoeren and  
Roelof Bredeweg, each of whom owns  
the same number of shares.

Banner—The Wheatland Creamery  
Association has been organized with a  
capital stock of \$1,600. The sharehold-  
ers, each of whom owns 40 shares, are  
Robert Treend, President; Wm. Wil-  
son, Vice-President; Peter Fair, Secre-  
tary and Treasurer, and Alfred Wilson.

Calumet—The National Flue Scraper  
Co. has been formed to manufacture the  
flue scraper invented by Frederick Ol-  
son, of this city. The new concern is  
officered as follows: H. A. Wenrick,  
President; Frederick Olson, Vice-Pres-  
ident and Manager; Olaf A. Olson,  
Secretary, and John R. Ryan, Treas-  
urer.

Medina—Edwin I. Colvin has pur-  
chased the interest of F. M. Farnsworth  
in the cheese factories at Medina and  
Clayton, which have been conducted for  
some time past under the firm name of  
Colvin & Farnsworth, and will take  
possession of his interests in the two  
enterprises April 1. The new firm will  
be known as C. C. Colvin & Son.

Port Huron—The Port Huron Engine  
& Thresher Co. has increased its capi-  
tal stock from \$750,000 to \$2,000,000,  
thus providing ample capital for taking  
over the Port Huron Manufacturing Co.  
and several of the large institutions at  
South Park. It will also afford an op-  
portunity to largely increase its output.  
The company now has branch houses at  
Peoria, Des Moines and Winnipeg. Ad-  
ditional branch houses will be opened at  
Fargo, Sarnia and probably one other  
place.

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

The hide market remains uncertain.  
Late recruits are poor and small in  
quantity. The country kill is light and  
not equal to the demand. Prices are  
still too high for the tanner and would  
not hold up if offerings were larger, but  
the tendency is downward.

Pelts have met with a ready sale on  
fair offerings.

Furs are in good demand for March  
sales in London. The home demand is  
light.

Tallow is quiet at former values,  
with a good demand for soapers' use.  
Wool is quiet and easier. Prices have  
declined somewhat East, leaving a  
weak market. A further decline is  
looked for, with holders firm at old  
prices.

Wm. T. Hess.

## Dry Goods

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—There has been an excellent business in the staple end of the cotton goods market this week and the greatest trouble is that buyers can not always secure the entire quantity of goods which they are willing to purchase, especially when it comes to a matter of quick or very nearby delivery. Bleached muslins, particularly in the better grade, still show evidence of further hardening and in the lower qualities all lines are very firm. Buyers are gradually placing contracts to cover a considerable period and even now the majority of well-known tickets are sold quite well ahead. As far as wide sheetings are concerned there has been no especially new feature to record. Sellers are firm at the recent advances. Made up sheets and pillow cases remain in the same firm position as last reported. Four-yard, brown sheetings are strongly situated and occasionally bids at regular prices are turned down on account of the inability to make deliveries at the time requested. There has been a fair request for standards up to 3.50 yards at ruling prices. Orders for coarse, colored cottons, especially for denims, plaids, chevots, tickings, etc., are generally in excess of the production at present and the market is quite generally against buyers.

**Prints and Gingham**—There has been a good, general demand for prints in both staples and fancy lines for quick delivery and buyers do not hesitate to pay full prices as recently advanced. Stocks on hand are well cleaned up so that it is hard for buyers to find any spot goods. They are ordering staple lines, such as indigo blues, mournings, chocolate, etc., ahead to a considerable extent. The tone of the market is excellent and the outlook for the spring opening of fancy calicoes, which is near at hand, is exceedingly favorable. Printed napped fabrics are well sold ahead in all desirable qualities. Printed sheer fabrics show no change and the business has been moderate only. Domit and woven patterned napped fabrics are well situated and the same may be said of staple and fine ginghams. Other woven patterned dress fabrics, as a rule, are in a good position.

**Hosiery**—There are buyers still in the market doing a fair amount of purchasing, and it is said that there are a good many yet to come. This market is just at present writing rather slow. Buyers seem to believe that if they hold off for a while they will stand a chance of getting more favorable prices. This may be or may not be. The agents can not understand what they based their calculations upon, but, on the contrary, say there is every reason to believe that prices will be higher rather than lower. A good many lines have already been sold up for next fall and the buyers who wait too long will find it somewhat difficult to fill their wants with desirable lines.

**Carpets**—The carpet manufacturing business continues active with conditions unchanged from a week ago. With the exception of a few duplicate orders taken here and there, the amount of new business taken during the period under review, has been very limited. Manufacturers as a rule are "filled up to their eyes" with the old business, enough, in fact, to keep them well occupied up to the time it becomes usual for them to make preparations for the turning out

of all samples. Anything of an unusual moment under these conditions can not be expected until the beginning of another season. This season's productions with small exceptions have been contracted for at prices current at the time the contracts were made. Prices quoted now can hardly be held as a criterion for market values as the weavers are not in a position to fill any new business. For new orders, prices would be asked probably on a basis of from 3@5c higher than the figures quoted during the time the last heavy contracts were made. On January 1 a large Eastern mill, making a specialty of tapestries, notified the trade of an advance of 5c on their productions beginning January 15. As the buying of tapestries is usually completed before the middle of January it can be seen what effect it would have on the market for tapestries during the present season. The object of the mill could not have been for the procuring of better prices for this season's goods as these were contracted for previous to the advance. What was in mind was, the prices for the coming fall season and the necessity of making a decided advance over prices quoted this season. Manufacturers have begun thus early in discussing the necessity of higher values and no doubt would insist on better prices to-day if they were in a position to accept the business. All along the different branches of the manufacturing end of the business as well as the selling end, there is great activity. In foreign wool centers the shippers are making every effort to supply the demands of the world. In China the mode of transportation is blocked on account of the harbors and rivers being frozen solid, but before another month comes to pass shipping will again be possible. Importers in this country are complaining of their inability to procure large enough shipments to satisfy the demands of their trade, especially in wools suitable for the worsted carpet yarn spinner. Shipments are eagerly taken up, quite usually before they are landed here. Since the first of the year the desirable grades of carpet wools have been advanced from 1c to 2c per pound. Notwithstanding this, spinners have paid the new prices. Carpet yarn spinners are taking business to some extent for the new carpet season, although they will be for some months fully occupied with what they have in hand at the present time. The present high prices continue to rule for nearby deliveries and it is expected that still better prices will be obtained on business for the fall goods.

**Rugs**—Manufacturers are exceedingly busy in their efforts to supply the demands from the jobbers and wholesalers. At this season of the year the retailers and department stores are getting in their spring shipments and the mills are running to their full capacity to make shipments as early as possible. All grades and sizes are in large request. The Wilton and Brussels carpet-sized rugs are among the leaders in the demand, but the several patented weave rugs are big sellers. Smyrna rugs in the small sizes sell well.

**Curtains**—Manufacturers are doing a very fair business in cheap and medium priced goods. Tapestry and chenille table covers are also in fair request. Novelty curtains and draperies are in demand to a fair extent.

A woman can never understand the imperturbability with which a man receives the announcement of baby's first tooth.

## Are You Interested In Ladies' Wrappers?

We manufacture them exclusively and we make them right. The patterns are selected especially for wrappers. We buy no "jobs." They fit. They are large enough in the skirt, through the hips and in the sleeves. They are carefully made. These are a few of our styles:



No. 57. Handsome stripes and figures in reds, blacks and blues. Good quality percales, nicely trimmed. Price \$10.50 per dozen.



No. 56. Red. Solid reds in stripes and figures, plain yoke. Good percales. A splendid seller. Price \$9.00 per dozen.



No. 56. Solid colors in blacks, grays, indigo or light blues. Stripes and figures in each color. In ordering specify color. \$9.00 dozen.



No. 44. Light and dark colored percales, assorted. Made full size, and trimmed. Splendid value. Price \$7.50 per dozen.



E. Same goods as No. 56. Made with square yoke and sold in assorted colors, reds, blues and blacks. Price \$9.00 per dozen.



No. 58. Extra quality percale. Well made, handsomely trimmed. Assorted colors in stripes and figures. Price \$12.00 per dozen.

Lowell Manufacturing Co., Grand Rapids, Mich.



**Latest Fads and Fancies in the Dry Goods Trade.**

Fancy belts show tab and pendant ends.

There is a big demand for cream in all wool stuffs.

Novelties like this retail with good profit for one dollar.

Novelties in the silk glove are shown in both black and white.

All classes of ribbons are advancing owing to the increase in price of raw silk.

Brocaded ribbons are extensively and effectively used in many of the newest soft belts.

Machine stitching continues to be a popular ornamentation for either smooth or rough fabrics.

With fashion papers all talking mohair dress goods, the demand will no doubt be something great as the season matures.

The popularity of the plaids for both separate waists and entire dresses has exceeded the predictions made earlier in the season.

The union of pretty colors and dead white cloth is one of the fancies of the moment much seen on costumes, as well as in millinery.

Violets are made of little crushed crinkled bits of satin tied on the end of a wire and then bunched together with the appearance of a corsage bouquet of Parma violets.

Veils are being used more now by the fashionable people than at any time for several years. This season's veil is not drawn tightly across the face, but is left loose to float on the breeze.

The strong shades of plain taffeta ribbons will be whites, pinks, a few reds, Nile green and turquoise. These shades are all in strong demand, and a good business in them is being looked forward to.

White mohair makes quite a nice combination when made up into a separate skirt and worn with a mercerized oxford waist. The lustrous finish of these two materials makes them look as rich as silk.

Silk bands are quite as much employed on cloth as ever and they may be of moire or taffeta and finished on the edges with a fine silk braid sewed on in some little pattern which gives a pretty effect.

There is not any doubt but what hose supporters form an important part in corset adjustment. The very best of shapes will often fail without the aid of hose supporters and a great deal depends upon the kind of supporter used.

Satin roses are liked because the satin takes on the soft surface of the natural rose leaf and has just about the same stiffness. The wide ribbon is simply drawn together in loops and crushed into the shape of rose leaves.

Soft belts will be the dominant feature of the spring trade, with a fairly good but widely scattered demand for leather belts. Every indication points to a large and continuous demand, which will run right through the entire year.

A new belt which conforms very cleverly to the prevailing fashion in dress trimmings has the front and back just alike. These are braid medallions with three short pendants, and two cords each a foot long terminating in full, rich-looking tassels.

The 1903 parasols are extremely pretty. Ruffles, tuckings and shirrings are seen on many of the new models. A novel feature of the new parasol is the fancy handle. Ecru lace is noted

on white chiffon and narrow ruffles, as many as four, are seen on coachings.

In white goods there is a great demand for satin damasses. These will be popular in the so-called table cloth patterns as well as in small conventional figures. Jacquard stripes of floral fern or vine patterns are particularly good in these.

For some time past Nottingham laces have been very much in vogue as a trimming on wash gowns, and now the demand for them is increasing every day and it looks as though there would be a big business done in them during the coming season.

Very wide Planen and St. Gaul lace insertions in fruit patterns are going to be very good for spring. Judging from the market Planen allover are also in strong demand. Cluny and linen shades are pretty well favored and wool cluny will be sold in large quantities.

The craze for pendants grows steadily, and it seems impossible to be fashionable without an abundance of dangling ornaments. The most noticeable feature of this craze is that all classes of garments from the plain street costumes to the most elaborate evening gown are more or less ornamented with pendants of some kind.

Never before have there been so many novelties in wood. Generally designs are burned or pasted, but sometimes they are pated on, at any rate wood figures in most of the popular novelties this year. The best articles in wood are copies of some of the ancient masters.

Shirt waist suits bid fair to be immensely popular once the spring season is fairly opened up. Many of the waist manufacturers have gone into the shirt-waist suit lines as well. It will soon be possible for the merchant to buy a skirt to accompany any style of waist that appears in his line.

Very pretty is a white silk stock with a pointed turnover tie brought from the back to the front in a smooth tapering band fastened on either side with a buttonhole to a round silk covered button, the two stole ends tapering out and pointed. The pointed turnover of the collar and the two ends are embroidered in white.

The China silk waist is often preferred to the sheer white cotton waist. It is made up in style very similar to those made of organdy, mull handkerchief linen or other soft materials. They are trimmed with medallions formed of Val. or other thin lace or are profusely lined with insertions, some in straight lines, while others are of rather complicated geometric design.

The demand for pearl buttons has reached enormous proportions. Manufacturers all over the country have had difficulty to keep pace. The supply of pearl shells is growing less, particularly in the fresh water variety; this would foreshadow a decided shortage in the near future.

Large, extremely heavy hairpins are being extensively worn, especially with the low coiffure. These pins have two prongs, which are more apt to be rounded than flat. The top of the pin is thickened to a greater or less degree, in some instances this top being as thick as a man's thumb. These pins are worn in pairs and are selling splendidly all over the country.

In umbrellas the 1903 tendency is toward natural woods and naturals with silver trimmings. This especially applies to the higher grades. But for popular trade, horns, pearls and the like will still be in good demand. For fine

trade there also seems to be a tendency in the direction of club styles, that is thick wooden sticks rather than steel rods.

**Where Is Liquid Air?**

A cold storage man, telling yarns to a New York Sun reporter lately, related how a crate of chickens, that had been frozen solid for two years in a cold storage warehouse where the temperature was kept constantly below the freezing point, falling from a considerable distance was broken in two, and the whole package, including the chickens, broke just as a cake of ice would have done under the same circumstances. This is nothing wonderful. With the condensed air which was so popular and about to become so general in use two years ago, meat, fowls, everything that had moisture to it, was frozen so hard that it would break up like glass and lose its

original constitution through the action of the cold. The story by the cold storage man is entirely credible. But what has become of the liquid air business that was so promising? Where was the flaw in the bright forecast of its promises as proclaimed by the promoters of the propositions started in its name? There was such a thing, and it had wonderful powers, but we opine that when it came to doing things, it did nothing useful that paid for the cost of its production, which was greater than had been expected.

It may not be quite ethical for a man to kick himself; it is certainly an extraordinary expedient, speaking literally; but if more men stood ready to chastise themselves thus there would be much less kicking in the other direction.

**Wrappers**

**Just**

**Arrived**



**Price \$9.00**

**per**

**Dozen**

A big assortment of Wrappers for spring business, and they are up to date in style and quality of material; in all colors.

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

**Even the Bricklayer**



Is hampered in his work by poor fitting overclothes. The mechanic that really desires to show results must have the good fitting kind—that's the EMPIRE. You will find room and good fit stitched into every seam. Try them.

**Grand Rapids Dry Goods Co.**

GRAND RAPIDS, MICHIGAN

**Exclusively Wholesale**

## Around the State

### Movements of Merchants.

Bay City—The Buck Grocery Co. has removed its stock to Merrill.

Detroit—Holz & Kovel continue the bakery business of Siegfried Holz.

Reading—Doud Bros. have purchased the grocery stock of S. H. Kellogg.

Yale—Mrs. Maria H. Taylor has sold her bazaar stock to Frank H. Mathews.

Grand Haven—P. Van Woerke, grocer, has sold his stock to O. W. Murray.

Alpena—Joseph Kieleszewski has purchased the grocery stock of Paul Dane.

Ann Arbor—Zachman & Petrie continue the meat business of Robert Zachman.

Niles—Hatch & Hamilton succeed Daniel Sheehan in the plumbing business.

Flint—Borton & Hutton have purchased the grocery stock of John Hopecraft.

Rochester—Geo. E. Nolan, grocer, has filed a voluntary petition in bankruptcy.

Chippewa Lake—Walter Reed has sold his hardware stock to R. B. Abbey & Son.

Saginaw—Frank W. Perry & Co. continue the grocery business of Robert H. Bailey.

York—Mrs. E. B. Ford, general merchandise dealer, will remove to Dryden about March 1.

Detroit—The Globe House Furnishing Co. has increased its capital stock from \$20,000 to \$31,000.

Union City—N. E. Tower has retired from the boot and shoe business of Tower Bros. & Co.

Jackson—Legg & Coder, grocers, have dissolved partnership, Legg & Buchanan succeeding.

Hastings—J. A. Mead & Co. have purchased the confectionery, fruit and cigar stock of C. Cisler.

Corunna—Davidson & Bignall have purchased the dry goods and grocery stock of J. E. Carland & Co.

Lawrence—Nellie G. (Mrs. E. S.) Rockafellow has sold her general merchandise stock to E. H. Luce.

Pittsford—Chas. Byers has purchased the interest of his partner in the hardware business of Byers & Convis.

Holly—Wm. Meachem and John S. Mills have formed a copartnership and engaged in the produce business.

Elk Rapids—G. A. Johnson, of Manistee, will shortly open up a men's furnishing goods department here.

St. Joseph—Samuel Huot and his son, Napoleon, of Ishpeming, have engaged in the grocery business at this place.

Manton—W. C. Long has purchased the stock of wall paper, paints, stationery and books of W. M. Sterling & Co.

Custer—Leonard and Edward Mitchell have engaged in the grist mill business under the style of Mitchell Bros.

Jackson—The tobacco and cigar business of Chas. C. Denio is continued under the style of the C. C. Denio Cigar Co.

Gladstone—The Misses Nylander & Petterson, of Ishpeming, will open millinery parlors in the Opera House block.

Traverse City—The J. H. Sleder Co. butcher and sausage maker has dissolved partnership, Jos. Sleder & Son succeeding.

Howell—Mr. Barron, of the drug firm of Barron & Weins, is enjoying a trip to Florida and Louisiana and will attend the New Orleans Mardi Gras. He is accompanied by his wife.

Kalkaska—Mrs. A. L. Goodrich will embark in the millinery business, locating in the building now occupied by S. H. Clark.

Holly—J. W. Phipps has purchased the musical instrument merchandise of the H. M. Church Drug Co. and moved it to his store.

Hesperia—Isaac Fisher has decided to transfer his mercantile interests to Shelby, where he has leased a suitable store building.

St. Johns—The capital stock of the F. C. Mason Co., dealer in agricultural implements, has been increased from \$20,000 to \$30,000.

Chippewa Lake—W. B. Reed has sold his hardware stock to R. G. Abbey & Son, who will continue the business at the same location.

Princeton—Thomas Connors and C. L. Sporley, of Negaunee, have purchased the general merchandise stock of George Gallagher.

Detroit—Nicholas Davies, dealer in tailors' and dressmakers' supplies, has taken a partner under the style of Davies & McDonald.

Mancelona—F. H. Vandercook, formerly engaged in the restaurant business at Manton, has opened a confectionery store and restaurant here.

Luther—S. Buckner, dealer in dry goods and clothing, will shortly open a bank at this place, placing same in charge of his son, Wm. Buckner.

Corinth—Willard Purchase, who sold his general stock to Frank W. Mochmar about a year ago, has re-purchased the stock and resumed business at the old stand.

Corunna—Wm. H. Duffy has sold his interest in the boot and shoe business of Duffy Bros. to his brother Perry who will continue the business in his own name.

Freeport—D. W. Ferguson & Son, who have been engaged in the hardware business here a little over a year, have sold out to David Hefflebower, of Bowne.

Humboldt—J. N. Olson, W. H. Kinsman and H. S. Thompson, of Ishpeming, have organized the Humboldt Mercantile Co. The authorized capital stock is \$10,000.

Eaton Rapids—Hunt & Fowler, dealers in agricultural implements, also dealers in produce, have dissolved partnership. The business is continued by Fowler & Smalley.

Bellaire—Henry Richardi has purchased the larger part of the machinery owned by C. E. Burch, and with the addition of new machinery will engage in the grist mill business.

Petoskey—The L. B. Cole & Co's men's furnishing goods stock has been purchased by Miller Stocking, formerly of Clairmont, No. Da., and a resident of this place about twenty-two years ago.

Sault Ste. Marie—A. M. Rogers, who has been manager of the Hammel Co.'s agricultural implement business on Ashmun street, has purchased the stock and will continue the business along the same lines.

Houghton—The department store stock of Lena (Mrs. I.) Miller was destroyed by fire last week. Business will be resumed as quick as new quarters can be secured and a new stock placed on the shelves.

East Jordan—Wm. E. Malpass has purchased the stock of the Bridge Hardware Co. Mr. Malpass will continue the foundry business, placing his son, Charles, and Wm. Healey in charge of the hardware business.

Traverse City—The partnership which has existed between Jos. Sleder and Jos. Klepac in the meat business has been dissolved, Mr. Klepac withdrawing to engage in other lines of trade. Jos. Sleder & Son will continue the business.

Mancelona—Chas. Hecox has leased a store in the Cosford block and embarked in the confectionery and restaurant business. Mr. Hecox will retain his position in the hardware store, his wife and daughter having charge of the business.

Maple Rapids—Rufus H. Hewitt, dealer in stationery and wall paper, has purchased the grocery stock of John G. Gardner and removed it to his store building. He has also added lines of crockery and glassware, which he purchased of H. Leonard & Sons.

Kalamazoo—The Kalamazoo Wall Paper Co. is succeeded by F. B. Kreps & Co., who will continue the business at the same location. Frank Bruce, who was manager of the former, announces his intention of engaging in the wall paper business here on his own account.

Mason—Palmer & Glass have purchased the drug stock of B. E. King. Mr. Palmer was for several years with B. S. Webb, at Alma, and Mr. Glass was formerly agent for the Pere Marquette Railway at Alma. He is also the junior member of the hardware firm of Smith & Glass, at Alma.

Harbor Springs—John E. Walrond, late of Bump & Walrond, and Frank E. Friend, who has been clerk in the store of Bump & Walrond, at Petoskey, for some years, have purchased the hardware and plumbing stock of Foster & Wilson and will continue the business under the style of Walrond & Friend.

Ithaca—Charles Frost and Roy Ingledue have purchased the Hibner & Otto stock of dry goods, shoes and groceries. Mr. Frost has been connected with F. W. Balch for some time past and was formerly engaged in the grocery business, selling his stock about three years ago to Mr. Bottoff. The new style is Frost & Ingledue.

Ludington—Frank J. Bradl has purchased the interest of his partner in the hardware business of Bradl & Madsen. Mr. Bradl has been engaged in the hardware business on Dowland street for the past twelve years. Three years ago Mr. Madsen was taken as a partner. Mr. Bradl will continue the business in his own name.

Detroit—Mathauer & Koester is the name of a new firm of wholesalers and manufacturers' agents and jewelry specialists at 106 Woodward avenue. Henry Koester formerly conducted a wholesale jewelry establishment at the same number, but failed several years ago. Frank P. Mathauer at that time was his traveling representative, the firm being H. Koester & Co.

Jackson—A. W. Stitt, of this city, and E. M. Moore, of Youngstown, Ohio, have purchased the T. M. Smith stock, and will engage in the dry goods and millinery business under the style of Stitt & Moore. Mr. Moore has been for ten years the general buyer for the G. M. McKelvy Co. and for five years for George Fordyce & Co., of Youngstown. Mr. Stitt is a capable business man.

Traverse City—E. F. Ferris, who has been engaged in the implement business here for the past four years, has organized the E. F. Ferris Implement Co. and purchased the stock of the Traverse City Implement Co. The other members of the new concern are Herbert

Boughey, of the latter firm, and Charles Rennie, who was formerly book-keeper for Victor Petert and who will occupy the same position and that of Secretary with the new concern. Barton Colvin, who has been with Mr. Ferris since he engaged in the implement business, will be traveling representative.

Pontiac—The Pontiac Phaeton Co. has been re-organized with additional capital and increased facilities for handling their output.

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

**Commercial Credit & Co. LIMITED**  
CREDIT ADVICES  
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Prunes, Peaches, Apricots, Dates  
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Grand Rapids Supply Co.

20 Pearl St.

Grand Rapids, Mich.



## Grand Rapids Gossip

## The Grocery Market.

**Sugars**—The raw sugar market is very firm, with prices showing an advance of 1-16c on 96 deg. test centrifugals. Demand is quite active and a good business during the past week is reported. There is some little improvement in the demand for refined, and prices show an advance of five points. This advance is generally attributed to large buying of raw sugars by refiners at the advanced prices. Notwithstanding this advance the market is rather unsettled, and while it is generally believed that the country is running on light stocks, the present unsettled condition of the market will not be conducive to any great improvement in the demand.

**Canned Goods**—The spot canned goods situation has remained practically unchanged during the past week and the dullness in all descriptions continues. The scarcity of seed corn is believed to be quite a serious matter and considerable anxiety is felt on the part of some packers, for fear they will not be able to fill their contracts, through the inability of the farmers to get the seed. The corn market has been firm anyway, and this new feature has caused a still stronger feeling. The market for peas of the medium grades is upset and the feeling is weak for all varieties. Stocks are rather large and prices are being shaded all along the line. For tomatoes the prolonged inactivity has also affected spot values, and a trifle easier feeling is reported. Demand also continues very light. There is some demand for syrup peaches, but these goods are almost impossible to get hold of, as stocks are so closely cleaned up. There has been a very good demand for these goods this season and stocks are practically exhausted. Prices, however, remain unchanged. There is some small demand for gallon apples at previous prices. Stocks of these goods are fair. Salmon continues in good demand, but with no change in price. Sales of future goods this year have been quite large, and it is expected present orders will be considerably increased before the goods are shipped. Sardines are very firm, prices on oils showing some advance. Mustards show no change in price, but are moving out well under quite an active demand.

**Dried Fruits**—For all descriptions of the dried fruit market there is a dull and featureless condition. For most all offerings the tendency is to shade a trifle in the hope of moving stocks. Prunes are about steady, but very little active interest is shown. Stocks of these goods are moderate. Raisins show no change in price, but there is only a small enquiry for either loose muscatels or seeded goods. No material change in price is looked for on these goods, and while stocks are not considered excessive, they are believed to be ample for all requirements during the balance of the season. There is a fair demand for apricots, with an upward tendency to prices, but showing no change as yet. There is a fair enquiry for peaches, but with no change in price. Currants continue in good demand at unchanged prices. There is only a moderate demand for figs and stocks of these goods are rather heavy, which tends to keep prices down, and no better prices are anticipated very soon. Dates are hardly steady, and with the present large stocks on hand lower prices are looked for very

soon. The evaporated apple market is practically at a standstill. Usually at this season of the year there is a good demand for these goods, but this year things are apparently different and but very little demand is experienced at the present time. Prices are unchanged, but while they show no decline have a somewhat weaker tendency.

**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 are small and offerings consequently rather limited. Demand is quite good, especially for the better grades, which are particularly scarce. Dealers are indifferent sellers and the market holds very firm.

**Fish**—There is a noticeable improvement in the enquiry for all varieties 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**—There is very little activity displayed in any variety of nuts. 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 moved on the basis of \$2@2.50 per bbl. for best varieties. The market is not strong and buyers hesitate about taking large quantities.

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

**Beans**—The market is slow and the speculators appear to be on the wrong side of the market.

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

**Beets**—50c per bu.

**Butter**—Receipts of dairy grades are decreasing and the demand is increasing. The quality of the receipts averages poor. Local handlers pay 11@12c for packing stock, 13@15c for choice and 16@19c for fancy. Factory creamery is higher and strong at 26c for choice and 27c for fancy.

**Cabbage**—40c per doz.

**Carrots**—35c per bu.

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

**Cocoanuts**—\$2.75 per sack.

**Cranberries**—Cape Cod and Jerseys are strong at \$4 per bu. box and \$12 per bbl. Supplies are meager.

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

**Eggs**—Local dealers pay 13@14c for case count and 15@16c for candled. Cold storage is in limited supply and is not taken readily by the trade.

**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 command \$3 for 300s and \$2.75 for 360s 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**—Dull and slow sale at 60c per bu.

**Oranges**—California Seedlings have declined to \$2. Navels have declined to \$2.50 for choice and \$2.75 for fancy.

**Parsnips**—\$1.25 per bbl.

**Potatoes**—The market is in anything but a healthy condition, due to the indifference of Eastern markets and the disposition of Michigan buyers to do business even at a loss. Lovely is paying 42c at Sand Lake, while other buyers enjoying the same rate of freight can not see anything in the condition of the market, either present or prospective, to justify them in paying over 35c.

**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 bothouse.

**Spanish Onions**—\$1.50 per crate.

**Spinach**—90c per bu.

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

**Turnips**—40c per bu.

## Detroit Grocers Touch Elbows.

The fourth annual banquet of the Detroit Retail Grocers' Protective Association was held at the Griswold House Monday evening. At the conclusion of the gastronomic portion of the programme, President Marks introduced John L. Dexter as toastmaster, after which the following features were introduced:

The trust tobacco problem—C. J. Holton.

Song—James F. Driscoll.

Corporations and their relation to the retail grocer—Edward Jeffries.

Ventriloquist—Lon. Burt.

Monologist—John Hendricks.

The annual banquet of the Grand Rapids Retail Meat Dealers' Association will be held at Hibernian hall on the evening of March 16. It will take on the form of a smoker, with the dance feature omitted. E. Clinton Adams has been engaged to supply the entertainment feature, which he is amply capable of doing. Sol. Hufford, who is chairman of the committee having the affair in charge, promises several other features of an interesting character, including a letter of Phil Hilber, describing his experiences as a globe trotter since he left Grand Rapids a couple of months ago.

Benjamin Thal, dealer in clothing and shoes at Maple Rapids, has added a line of groceries. The Judson Grocer Company furnished the stock.

Geo. Steketee has purchased the drug stock of A. D. Sturgis at 758 South Division street.

The annual banquet of the Grand Rapids Hardware Dealers' Association will be held at the Warwick Hotel next Thursday evening. Addresses will be given by T. Frank Ireland, of Belding, President of the Michigan Retail Hardware Dealers' Association, Mayor Palmer, F. C. Canfield and others.

## Use Wiens' Dustless Hygienic Sweeper

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### STORE CLEAN



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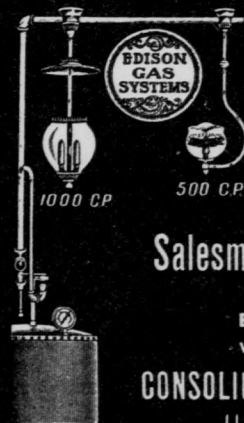
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## Piles Cured

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

Dr. Willard M. Burleson  
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300 GAS SYSTEMS IN CHICAGO

GUARANTEED BY 10 DAYS TRIAL

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Write for Catalogue and Sample Outfit

CONSOLIDATED GAS AND ELECTRIC COMPANY

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## BILL HELLER'S CLERK.

How He Acquired the Store at Slab Sid-ing.

Written for the Tradesman.

[Story in Seven Chapters—Chapter I.]

"Say, Bill," said Heller's clerk to his employer, "hain't it about time to be orderin' in some stoppers for them big mouthed jugs?"

"Id'no," replied Heller absently. "Why?"

"Well, Miss Abe Johnson was astin' for some last week, and the chances is she'll be in again to-mor'. She'll want to know about 'em sure when she comes, and I'd kinder like to be able to tell her that they're somers on the road."

"Uh, hu," observed the merchant, and then dropped into a vein of meditation, during which he tied several hard knots in a piece of white string. "What she goin' to do with 'em?" he enquired at length.

"Oh, she's callatin' on quite a crop o' tomatoes this fall. Wants 'em fer sealin' big mouthed jugs, I reckon."

"Gallin' jugs?" queried Heller after a suitable pause.

"Gosh if I know!" replied the clerk, startled to think that he had overlooked a matter of so much consequence. "I wouldn't burt to have some both kinds, though. Git half a dozen of each size. They'll sell in time."

"Sell in time!" exclaimed the grocer. "Yes, they'll sell in time. So'll lots an' lots sell in time, an' lots more won't. Don't want the hull store jammed full o' jug stoppers, though, an' not knowin' what sizes is goin' to be as fer. That's what keeps us down all the time now—carryin' so much dead stock. Makes a feller hump hisself double to pay his bills. You want to be careful how you order in stuff."

"Don't seem like we got such an awful raft o' dead stock," expostulated the clerk. "The' hain't much here but what sells, an' there's heaps and heaps called for we hain't got. I c'd name over five or six things we c'd jest as well sell as to have folks driving over to the Lake after 'em every day."

Heller winced at the mention of his competing point, but was not to be driven from the original argument.

"No dead stock!" he repeated. "How about them hoopskirts under the counter? An' what ye got to say for the codfish I bought on your recommend, an' that lays there eatin' up the profits like a cankerin' worm? What about them?"

"Wall, the hoopskirts was here when I come, so I hain't noways accountable fer that deal, an' I ast ye to order in the codfish last January an' it never come till May. I could o' had it all sold out, only the fishin' season had opened up when it got here. Folks hain't goin' to come an' pay a shillin' a pound fer fish when they kin go righ' down to the lake an' ketch 'em fer nothin'. That codfish'll sell after a while, but when ye buy winter goods in the spring it's crowdin' the season and ye have to abide by the consequences."

"Yes, an' lay outen the use of the money tell intrust an' taxes an' wear an' tear gits all the surplus."

Harm Johnson had been mixed up in so many arguments of a like nature with his employer that he knew pretty well when to keep still, so he began dusting the row of bluing bottles, which was his favorite way of relieving his feelings whenever he thought the use of vocal profanity indiscreet. Heller went behind the counter and helped himself to fine cut. Conversation lagged. The

same ground had been canvassed a great many times and always with the same result.

"I believe," remarked the merchant after a time, "that I'll jest step up to the ridge an' see if bark hain't stopped peelin'." Hain't had no rain fer a long spell, an' I wouldn't wonder a mite if it had tightened up fer good. Higgins had a gang peelin' there day before yis' day an' they reckoned then that they was about through."

"All right," replied the clerk. "Will ye back afore noon, or will I lock up to go to dinner?"

"Oh, might's well lock up if I hain't back. The' haint nothin' goin' on anyhow."

Johnson watched his employer for a few moments as he walked down the sandy road toward the hemlock ridge, and then suddenly recalling the cause of the recent discussion, he called out:

"Hay, Bill! What about them jug stoppers?"

Heller turned half around to reply: "Oh, better order in some."

"The's a few other things we need pretty bad."

"Well, what is it?" he asked impatiently. He was anxious to get away from the cares of business.

"I've got it all wrote down on a slip of paper," answered Johnson. "Wait a minute, an' I'll read it off to ye."

"Well, you orter know what we need," replied the merchant. "Order in what you think we gotter have," and turning his face once more toward the forest he hurried on.

"Gee whiz!" exclaimed the clerk. "Bill's getting liberal all to once in his old age. Never told me nothing like that afore. Wonder what he'd say if I would get in a good order o' stuff fer once. Bet he'd go cracked."

Then Johnson gazed long and earnestly into space and the wheels of the intellect buzzed and buzzed, and he dreamed dreams in which he saw a great mercantile center, and a huge store with piles and piles of goods heaped from basement to rafters and thought that he owned it all. But at last he came to himself and remembered that he was only a clerk in a little one horse country grocery, hoping that when the first of the year came around he might be so fortunate as to have his wages raised from six to seven dollars a week.

In the desk there lay the price current of Jones, Weber & Smith. This had been sent to Heller together with a nicely typewritten missive urging him to favor the house with a larger share of his business, and suggesting that there might be many worse things than to buy largely of this truly great and good concern, that always sold at the lowest price regardless of the markets, and managed to make competition wince at any and all times.

Johnson turned over the pages of the list and looked for jug corks. These were found after a long chase, during which he discovered a great many other things of which the store stood in equal need. Of some of these items he took mental notes and against others he made pencil marks so that they could be the more easily located at some future time, and he determined to call the attention of his employer to them, even at the risk of his serious displeasure.

Taking a sheet of paper he began a letter with the customary, "Please ship us at once the following goods:"

He then jotted down two items of jug corks and one of baking soda. After

mature consideration five pounds of ball cotton and a box of soap were included. It seemed as though he was taking a good deal upon himself to buy so much, but he couldn't bear to have people ask for things that his judgment told him should be in every grocer's stock, and he was obliged to say that they were all out, or that they never handled the goods. Finally he asked as a special favor that he be supplied with an assorted dozen of flavoring extracts, half lemon and half vanilla.

"I bet Bill 'll holler right out loud when that comes in," was his mental comment, "but I don't care, I'm jest a goin' to order it in anyhow!"

So Harm signed the missive and addressed an envelope to the firm to whose tender mercies were to be entrusted the filling of the order.

Then Johnson turned back to the price current and resumed his search for goods that he was sure could be profitably added to Heller's stock. There were so many items that he determined to make a list of them just to see how it would look, and he had hardly begun when it occurred to him that it would be good practice and rather more interesting, too, were he to make it in the form of a regular order for goods. He had nothing else to do, and it would be a certain assistance to him should the time ever come when he had to make out good big orders for himself.

So he wandered about through the list, choosing an item here and another there, and adding this and that, putting down fair quantities, and using his experience in waiting on trade to guide him in his selections. It would have been a nice sorting up order for a good grocery stock, and when he had finished, Harm drew a long breath as he sized it up, and wondered what Heller would say should he happen to get a look at it. He thought once that he would destroy it, but finally decided not to do so. It might come handy sometime, he thought.

He was really quite proud of it and even after he had put it in his pocket he took it out several times, unfolded it and looked at one item or another that he thought might be profitably altered. Finally, when he thought it was as good as he could get it, he made a nice, clean copy, put it in his inside pocket, threw the original in the waste basket, and then, for the time being, forgot all about it.

And just at this juncture the clock struck twelve, so Harm locked the store and went home to dinner.

Geo. L. Thurston.

[To be continued.]

Undergoing Torture.

Dr. Molar (kindly)—Now, does that hurt?

Phiz—I don't mind your working on the tooth so much if you will only keep your sleeve button out of my eye.

## Use of Cheese Cloth in Windows.

Use of cheese cloth in window trimming is considered out of style by the best window trimmers. A window display without this material was considered impossible at one time, but to-day the familiar cloth of a few years ago is almost a novelty. Window backgrounds to-day are of plate glass, wood, or plush draped artistically. The tendency, in fact, is to abandon the cloth backgrounds entirely and to use the glass or wood.

While I have been asked to describe the methods of puffing cheese cloth for window trimming, my advice would be to abandon the cheese cloth for the more modern trimmings.

The puffing itself is very simple. The preliminaries, perhaps, are more of a puzzle. One of the best ways to use the cloth as a background is to build the figures on a movable framework. This may be used several times without tearing down each time.

This framework may be shaped of lath or any light wood to fit the back of the window. Strips of wood should be nailed across the framework at intervals to form the foundation for the puffing process. These strips should be say, a foot apart. Upon this skeleton the cloth should be laid. I use pins to tack the cloth to the framework, driving them in far enough to hold the cloth and then bending them over. The puffs are easily made. Each puff is simply an extra fullness of the cloth, not too full or it will hang, not puff. Any trimmer, if he does not understand the details of puffing, should have no trouble in learning it from a dressmaker. If he be married the recourse is to his wife. The framework may be varied to suit the pleasure of the window dresser. A circular background in which different colors are shown makes a very pretty effect. The combinations that can be used are many.

Now as to colors. The merchant must rely on his judgment in a matter of that sort, but care must be used in selecting the colors. They should be either harmonizing or contrasting tints that will not offend the eye. Green and gold make good backgrounds for fall. There should be more green than gold in such a display.

Green and fawn are seldom used together but make a very pretty effect. The fawn should be most in evidence, the green used to lighten the effect. In the circular background just mentioned a wide circle of fawn alternating with a narrow circle of green makes a very tasteful arrangement. I. H. Peres.

## Will Succeed Now.

"Jane has found such a cheap tailor, and he has the loveliest taste!"

"I suppose Jane will do her best to monopolize him?"

"Of course she will."

"She's tried that before and failed."

"She'll succeed this time. She's going to marry him."

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Grand Rapids, Michigan

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Roof Paints, Pitch and Tarred Felt.



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E. A. STOWE, EDITOR.

WEDNESDAY - FEBRUARY 24, 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 18, 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 twenty-first day of February, 1903.

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

#### ON GETTING MARRIED.

There is just now an epidemic of advice on the subject of marriage. From many sources come statements to the effect that the increase of celibacy is a menace to the advancement of the American people. Were it not for the large families of foreign element in our population it is declared that the birth rate in the United States would be alarmingly low. As far as the natives are concerned it is alleged that the conditions are as bad as they are represented to be in France. Not only is there a decline in the number of marriages in this class, but when they do occur the parties are at such an age that the number of children is small. President Eliot, of Harvard, urges that the university course should be shortened so that young men may enter professional life earlier and be enabled thus to marry earlier. He points to the relatively small number of children among Harvard graduates as an argument against conditions which cause marriage to be deferred. President Roosevelt has also had something to say on the subject. He says the existing tendency, if not checked, will result in race suicide.

In opposition to these statements it is declared that they are no more true of this country than of many other countries, and that there is no real reason to fear that the American people will become extinct. A Chicago physician directs attention to statistics showing that one baby is born every ten minutes in the United States, which to him is sufficient proof that the people do not shrink from the duties of parentage to an extent that need cause concern. It continues to be true that children are the poor man's blessing rather than the rich man's in this generation as in generations gone before. In this particular vicinity the crop of weddings is continuous. In June and September the accounts of wedding ceremonies re-

quired more space in the newspapers than the proceedings of Congress. There are many men and many women who have no good excuse for not marrying, but they will not be persuaded that they must hasten to the altar to save the race from disappearing from the earth, as long as the census returns grow larger every decade.

#### GENERAL TRADE REVIEW.

The course of speculative trade the past few days has demonstrated the proposition that it is the unexpected that happens. With every condition apparently favoring activity and advancing values the dullness and decline are decidedly marked. The long closing of the exchanges on account of the holiday may have been an actual factor, but it seems strange that so slight an influence should be so far reaching. To be sure the decline was not great, but that there should be any, with so marked dullness, is not warranted in the universally favorable reports as to all supporting conditions. Among the more favorable properties during this decline are to be noted the copper shares, a marked contrast with the situation a year ago.

Railway earnings are still maintaining their ratio of increase, the limit of business seeming to be the facilities available. The interruption of storms has been considerable, of course, but the permanent effects are slight. As the principal difficulty has been in the handling of terminal facilities the delays on the lines have not hindered greatly.

A notable feature in the financial situation is the expansion of loans and consequent declines in surplus bank reserves. It is a coincidence that this should occur at the same time as last year, indicating that it is a regular feature of the season's trade. Last year broke all records in this regard, but this carries the mark still higher. Money rates continue easy and the Treasury holdings of the yellow metal are daily making new records, having passed \$630,344,667.

There is yet no diminution in the vigorous activity of both domestic and foreign trade. Scarcity of labor is a serious factor in cases of hindrance by storms showing that employment is at the maximum. Manufacturing plants are still maintaining a heavy production in every important line. In textiles the most notable feature is the advance of cotton, showing the pressure of the tremendous demand. Shipments of footwear exceed those of last year. In the iron and steel industry the only retarding factor is the supply of coke.

A novel plea has been made to the Massachusetts Legislature by Daniel Leonard, an Agawam farmer, who has asked the State to reimburse him for \$4,000 lost in a gold brick swindle. One of the swindlers forfeited bail amounting to \$5,000 and it was out of this fund that Leonard asks that he be paid. Needless to say, the request was not granted.

Senator Moriarty announces his intention of introducing a bill in the Senate prohibiting any sleeping car company from charging more than \$1 for a berth. Which means that Senator Moriarty will probably receive an annual pass for himself and family from the Pullman Co. at an early date.

Those who lament their misfortune are generally they who do not recognize their opportunities.

#### DEGENERATION OF MEN.

Much is being said nowadays on the subject of marriage, and many reasons are given why so many men and women refuse or neglect to marry. Of course, there has been no change in human nature. The sentiment of love is just as powerful as ever it was, and the sexes are just as necessary each for the companionship of the other.

Nevertheless, many young men fear to marry because they are not able to maintain a wife in the style in which they suppose she will demand to live. Some of the happiest and most prosperous couples have married poor. Any girl with the right sort of bringing-up is willing to share her husband's lot if he be an honorable, industrious and worthy man, and any such man can support a wife if she be a true woman and not a butterfly of fashion.

In a household where the man works and earns, and where the wife keeps the gear together, there is no such thing as poverty. The small beginnings are gilded with love and are magnified by brave endeavor and worthy hopes, and there happiness abides. But if people marry for show and realize too late that they are not able to make or maintain it according to their ideas, then theirs is the abode of disappointment and misery. An old gentleman who in his time had held high public trusts and honors told the writer of these lines that when he married his wife, the daughter of a distinguished family, he took her to a cabin in a mountain region, where he owned land, and they commenced life in the most primitive fashion, the earthen floor of the cabin being covered with the skins of beasts killed in hunting. They were not afraid to begin life under such conditions, because their humble home was illuminated by love. Years afterwards, when they lived in grand mansions, amid all the surroundings of luxury, they were perhaps no less, but certainly no more happy than when they were in the mountain cabin.

The young people of the working classes are not afraid to marry because they are not afraid to work, and they make up, after all, the great body of the people. One reason that sets not a few women against the nuptial knot is that they have had too much experience with idle and worthless male relatives. They have had in too many instances to support such drunken or loafing fathers or brothers, and they are afraid to take the chances with a husband who might be no better.

Without doubt, men are steadily, if not rapidly, degenerating under the intemperate use of liquors, tobacco and other drugs. It should be remembered that while wine and beer have been in use from early times, alcoholic liquors, like whisky, brandy, rum and gin, have been known but a few centuries, while tobacco came into use after the discovery of America. Modern commerce and chemistry have put opium, cocaine and other narcotic drugs in the reach of the multitudes, and thus it is that under their destructive influences there has been a perceptible degeneration, which is vastly more prevalent among men than women.

#### THE BURTHENS OF THE CONTINENT.

Europe to-day faces a danger which neither the people nor her statesmen can see a way to overcome. Every nation on the continent is badly in debt, and there seems no possibility of there being any way to reduce expenditure, or, in other words, to economize. The cause of deficits facing the budgetmak-

ers is the necessity of maintaining a great army. Each year sees an increase in armament, and, although no war clouds threaten, there is no disposition on the part of any nation to lessen its forces. When a country is rich and developing new resources the burthen can be sustained with equanimity, but when there is no new income being developed, and expenditures increase, grumbling and discontent inevitably follow.

Take France, for instance. The deficit this year amounts to \$79,000,000. And this debt is solely attributed to the cost of maintaining her army. France is not menaced by war. She has probably reached a condition where peace for many years is assured her, and, although some speech-making member may talk upon danger of complications with England, his utterances are not taken seriously by anybody—perhaps not even by himself.

In Germany the deficit for 1902 is \$14,750,000. This, indeed, is remarkable, considering the wonderful development in recent years of her foreign trade and the fact that to-day Germany is regarded as one of the strongest competitors of England and the United States. More singular is this deficit when we come to consider that something like £40,000,000 is locked up in the fortress of Spandau for the use of the nation in case of war.

There seems not the slightest possibility of a halt being called in the increase of armament. Each nation seems bent on increasing its forces.

If we compare the conduct of England and America, there is still greater ground for surprise. These two countries have engaged in war which has been expensive to both nations. The United States has commenced the task of reducing her army, and the work has been accomplished with remarkable rapidity. Regiment after regiment has been skeletonized, and the task has been accomplished in a thorough and businesslike way.

In England the same work has been accomplished, and a nation which is never at peace has reduced her army with reckless nonchalance. If the United States and Great Britain can reduce their forces with such absolute disregard for consequences, surprise must be felt that the European nations who do nothing else but snarl at each other can not also reduce their forces and lessen the burthens of their people.

Of the 1,700,000 horse power generated by water in the whole United States, as reported in the census of 1900, over 160,000, or nearly 10 per cent. of the total amount is produced in Maine. This power is utilized by nearly 44,500 mills, of which lumber, paper and pulp and cotton mills are the most numerous. The volume and steadiness of flow of the streams are factors which make the Maine water powers especially valuable. These factors are no doubt largely due to the wide extent of forests and to the favorable climatic conditions.

A Dakota doctor who sent a dunning letter that chanced to reach the wrong man, received this reply: "Dear sir: This note was put in my box by mistake. I han't the man, hee's dead, and ain't any relative of mine anyway. How dose you consens let you dun the dead? Why don't you lead a beter criston life and try to meet that man in heaven which is worth more than forty dollars to any doctor."



BEYOND THE FIVE SENSES.

Those who know the most are well aware that their knowledge represents only a fragment of that which is attainable, that the things they know are as nothing compared with the things that are knowable. They are, therefore, modest, teachable, and patient. They know that further discovery may at any time give new meaning to that which they already know. They therefore work and wait and learn, ready to use what they have acquired, but more ready to accept new knowledge and put it to higher uses.

Some there are who have learned a few things but have not yet discovered the limitations of their knowledge. They are not yet aware of the universe of things that lies outside of that which they have discovered. They have some system which represents to them all knowledge. We are all wiser when we accept Hamlet's axiom of "things in heaven and earth not dreamt of in our philosophy"—an axiom which he had found written down by one of the first of preachers, who is one of the six or eight leaders among men. We know in part and we prophesy in part.

In the mere machinery of our senses there are very definite analogies which show how narrow and partial is their range. Take the sense of sound, for instance. When a string or the column of air in an organ pipe vibrates sixteen times in a second, my ear and your ear catch a low, throbbing groan, which is the lowest sound. Let it make a few vibrations more—twenty-seven in all—and musical sounds begin. Now, if it vibrate thirty-two times in a second, the note produced is an octave higher. The E of the contrabass is forty vibrations. And so the note rises nine oc-

taves to the D of the piccolo-flute. This is the highest note known to the orchestras, and represents 4,752 vibrations in a second. The practical range of music is from forty to 4,000 vibrations, embracing seven octaves. The human ear is able, however, to reach eleven octaves—that is to say, the sensation of sound is produced by vibrations varying from sixteen to 38,000 in a second. This is as far as the human ear can discern sound; and the sharpest chirp of the summer cricket and the song of the cicada harvest fly are close to this limit of the human ear. But suppose the vibrations doubled again. Shall we say nobody can hear it because we can not? Because the drum of the human ear can not vibrate any faster, shall we say that nothing can vibrate faster?

That is high vanity and presumption, indeed. For aught we know, birds and insects have senses which can hear it. For aught we know, it impresses itself on thousands of listeners of whose presence and sympathy we have no power of knowing. In hard fact, we do know that when the vibration of a column of air becomes faster and yet faster, when the rapidity is counted by millions instead of thousands of vibrations, we do begin to discern them again. After about 40,000 vibrations my ear discerns no sound. But when the vibrations of a wire, for instance, are so many tens of octaves more rapid as to begin to be counted in million of millions, another one of our five senses begin to be affected, and the optic nerve conveys to the brain the sensation which we have agreed to call red. Make them faster and faster and we see orange, yellow, green, blue, and so on until we see violet, nearly an octave above red—that is to say, with

vibrations twice as fast. Make them faster yet and we see nothing. We have no senses able to perceive them. But here the photographic plate, more sensitive than the human eye, is intensely affected. Make them still faster and they will pass through what we call solid substances and effect chemical changes in certain minerals.

How clearly all this shows the limitations of our knowledge! We see and hear only a little of what we might get knowledge of if we had more than five senses. There has only to be found some eye which is yet not our eye or some ear which is yet not our ear which shall note vibrations more rapid than those of sound and more slow than those of sight, and new worlds are open. None of us can tell what are those unheard symphonies of music and those unseen pictures of color. But what arrogance in us if we say that because we do not see this or hear it or know it, it is not to be known.

The idealists of all time, therefore—which is to say the men of religion of all time—have insisted that there are other worlds than those of which a sensitive tongue can taste something, a sensitive finger feel, a sensitive eye look upon, or a sensitive ear listen to. They insist that between and also above the worlds of knowledge which the five senses offer us there are other worlds, and those of larger knowledge in which men are permitted to live and move and have a conscious being. As the man knows more than the infant, as the men of to-day know more than Pliny and Aristotle, as we know more than the cave-dwellers and other savages, the idealists say that man without this hampering body shall know what he can not know here, shall see what he can not

see, and shall understand what he can not understand.

And if in our incredulity we ask him how he shall speak of that to which, of course, his language is insufficient, he tells you that he will make his language go as far as it can, and for what is beyond he wants us to try the infinite experiments. He begs us not to bind ourselves by these finite limitations of five senses and a human body but to try the experiment which shall show if there be not larger realities unlimited by space or by time. He shows us examples of the leaders of mankind. He tells us that the leaders of the world have insisted, as by an infinite insight and foresight, that there are such infinite realities. The leaders of mankind have declared as well as human language can declare that around us and giving life is a Great Spirit, who needs not our senses and knows by the resources of infinite knowledge. Such leaders say that our life extends outside of time and beyond the compass of these bones and this flesh. They say, again, that our life is not our own life, but that it is organically and necessarily interwoven with the common life of the men and women of the world.

These positions are not difficult to comprehend, and experiment is wholly possible. The leaders of mankind beg us to try the experiment. They ask us to live as if in the universal or common life of a world of good will, and to see if that life does not work better than a separate and special life of hate and strife. They ask us to live as immortal beings would live, and see if life is not infinitely better rounded and more successful on every side.

We are not bound to settle all open questions at the start; we are not bound to have clear and definite ideas about all points which perplex us; we are bound to live the best we can and be loyal to our highest hopes.

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**STANDARD OIL CO.**

## GREAT OCCASION.

## Excelsior Banquet Held in a New York Town.

I have had occasion during the past month to spend about a week in a good sized town up York State. It has a live Association, and the members all hang together. The Association of this place had its regular meeting in Grand Army hall a night or two after I got in town, and as I am an ornament to any public gathering, I was invited to be present.

The main business for the evening seemed to be to act on a proposition a certain big cereal manufacturer had made to give the Association a banquet at which everything served should be his cereal, cooked in different ways.

It is a common scheme—been done in a good many places.

The members of this Association discussed it a good while. Some of the members thought it would be bad policy to accept it, as it would place the organization under obligations.

"No, 'twon't," interrupted another member; "it'll place him under obligations to us, for 'tain't everybody'll eat his stuff!"

So they finally decided to let the manufacturer give it, and they accepted his offer to do it the next Thursday evening. The meeting was on Tuesday evening. I tried hard to beg off, on the ground that my doctor had told me it would be dangerous for me to eat very rich foods, like cereal biscuits, but it did not go. I was invited to be present and had to promise.

While I promised, I hugged to my bosom the chance that I might break my leg in the meantime.

Nothing happened, though, so that when Thursday night came I was on hand with a clean shave and my shoes freshly massaged. I am as pretty as a peach when I get me regimentals on and most of those present looked at me with admiration.

The cereal concern had sent three of its representatives down to take charge of the feed and they sat at the head of the table. I'll bet all of 'em had filled up on good sirloin before they came, for they did not eat much of the cereal stuff. I had plenty of time to watch them, for I did not eat much, either.

The first course was 'cereal lobster cutlet.' Wouldn't that pinch you? They brought us on something that looked like one of these rubber bath sponges. I heard the man next to me grumbling under his breath.

"Gee!" he said to himself, "that is a lobster lookin' cutlet, all right."

Well, we fell mournfully to work on the cereal lobster cutlet. Nobody said anything much—we were too much depressed.

The toastmaster, who was one of the three men the concern had sent down, called out:

"There's plenty of these, gentlemen. This isn't a one-helping banquet—you can have as many of everything as you like. Don't hesitate to order more of the cutlets, when these are gone."

Is it not funny nobody took another? The next thing was roast biscuit or something like that. I believe it was an imitation of roast chicken. They had it done up in some sort of a fancy way, with some filling on the side. The members set their teeth hard as they looked at it.

"Eat heartily, gentlemen," said the toastmaster, who had had a good dinner before he came; "this is simon-pure health."

"Gee!" said the fellow next to me,

under his breath, "if this is health, gimme sickness!"

We all tackled the cereal chicken; at least we all made a bluff at it. One real ill-bred fellow covertly slipped his off the plate into his lap, and thence on the floor. When it was down, I saw him aim a peach of a kick at it. I hope it landed!

Well, the banquet gloomily wound its way through. There was only one man that I could see who ate, and he tackled everything that came along and cleaned his plate.

I learned afterward that he was not considered just right in his head.

The rest of us picked and backed at the imitation foods. Once I saw the toastmaster's eye on me and, to be polite, I took an awful bite of the dish that was on then—cereal biscuit salad, I think it was. Gad! I could hardly get it down! We had real water, thank Heaven! and I washed the load down with that, but for hours after I felt the lump sloshing around in my stomach.

After a while we came to the end, and then we began to brighten up. We would soon escape, we thought, and then we could get some oysters outside.

The manufacturer had supplied cigars, which, I believe, were made out of the biscuit, too, by the way one smelled next to me. I did not take any. I never can smoke on an empty stomach.

Then the speaking began. There were only three speakers—the three representatives of the manufacturer.

The toastmaster spoke first, on "The Higher Food Life." We all listened with rapt attention. One or two stirred uneasily in their sleep, but not enough to be noticeable.

It was 9:15 when I lost myself, and when I came to at 9:55, with a pain in my neck, the toastmaster was just finishing. The man next to me, with little crumbs of cereal biscuit half hiding in his whiskers, was snoring to beat the band, while the fellow next to him was trying to bring him to.

Then the toastmaster introduced another of the three, who, he said, would speak on "The Chemistry of Food Phosphates."

All the fellows got white in the face at that. One man, half asleep began to whimper a little. Then the lecture began and we all settled back in our seats and began to dream of home.

I dreamed that I was in court, and a cereal manufacturer had just been sentenced to have the top of his head sawed off, as a penalty for selling such goods, when I woke up, much disappointed to find it was not true. It was then 10:30, and we were a forlorn gang, I'll tell you.

The man next to me was then wide awake.

"Gee!" he said, in a whisper, "I'm goin' to offer a resolution at the next meeting that henceforth and forevermore we never sell any cereals again. I never had such a night!"

Then the four members who sat next got into a wrangle as to who should have the pleasure of seconding it, and at this point the second man sat down and the toastmaster arose gracefully to introduce the third man.

That was the last straw, and the President of the Association, who ought to be elected President of the United States, arose hastily and interrupted:

"Mr. Jackson," he said, "it would give us great pleasure to hear the gentleman you were just going to introduce, but it is late and we all have to

get up early in the morning so we'll have to say good night."

"But Mr. Phillips is going to talk on a very interesting subject," said the toastmaster, rather buffly. "His subject is, 'The Influence of Bigafoola Biscuit on the Blood,' and he will only keep you a few minutes."

At that, some real rude fellow started, "Good night, ladies," and we all got up and commenced to hunt for our coats. I was so glad that I nearly sung the top of my head off. My voice has been compared to the sweet cry of the

locust and I let her out that night until somebody kicked me, and then I shut up.

We all shook hands with the toastmaster, and poured out. Nobody said a thing until we had gotten up the street a ways, and then, as if by common consent, we all stopped and laughed to beat the band. One fellow dropped his teeth in the snow, and by the time we had all walked on them, it was 12 o'clock.

It was a great and very healthful occasion.—Stroller in Grocery World.

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## ART AND COMMERCE.

Their Union as Exemplified in Modern Window Trimming.

Written for the Tradesman.

A great deal is said in these days of the increasingly close relations into which art and commerce are coming. This union of two of the greatest things that go to make up modern life, is conspicuous in more than one line of mercantile industry. In furniture we are more than ever striving toward the artistic; and with a degree of success that must be evident to anyone who has watched the growth of this splendid industry in this country. The same thing is true, in a relative degree, in other fields of manufacture, extending also to those things which go to make up merchandising in its best sense.

How closely art, for instance, has come into touch with advertising, and what strides our designers of advertising matter have made toward the truly artistic. This effort to combine art in advertising has not been for the love of art alone. It has been found that the advertising which comes the nearest to artistic precepts, is also the most successful in a commercial way.

Advertising is intended, primarily, to appeal to the eye—catching the eye first, and thereby attracting the more sordid impulses of the heart. It is thus that the artistic advertisement wins notice and delivers its message with more ease than the advertisement which does not please the artistic sense.

The growth of window trimming, which this article is intended particularly to discuss, is dependent upon art and artistic principles for success to even a greater degree than advertising; and, if advertising has made great strides in this direction, to what a greater extent has this new craft displayed progress—for window dressing may well be called a new art.

There were store windows centuries ago, but only in recent years has there been a really earnest effort to make the show window an attractive ally of the store in securing trade and making sales. The profession of the regular window dresser is apparently a new one. Many have rushed into it for that reason more than any other, and it therefore has its equal share of those who are poorly equipped to do it justice.

Window dressing is a talent of itself—natural in some, but not necessarily unattainable to those who are not born to it; but like everything else which is good, window dressing is apt sometimes to strike an angle and go off at a tangent, deserting its main principles, unknown to those who have it in hand, like a runaway engine taking a flying switch in the night.

It should be the effort of the window trimmer, while constantly aiming for the artistic, to work on certain basic principles which will form a policy for his effort and lend the continuity of progress to his creations. There are certain principles which apply to window dressing from which there can not be deviation without some loss of the commercial success which is the whole aim and purpose of this craft.

The first desideratum of all window dressing is the display of goods. This might seem a simple statement at first sight, but there is something of a tendency to get away from this principle at times. The allegorical window display is all right in itself, but it should combine with it always, I think, a display of goods for the purpose to attract to the

store some attention which will extend further than the window itself.

I call these windows allegorical because I know of no better name for them and I must confess I am inclined to doubt their value. If there was but one on the street it might attract attention, but where many merchants indulge in them it throws them into an expensive competition of display which is the most costly of any class of window dressing and brings to the merchant employing it the least value for his money. Therefore a window of this kind should combine goods with it. The goods need not be made obtrusive, but command rather the second attention of the passerby after the other arrangement has drawn his first attention.

Fewer people may be drawn to the window which is devoted to the display of goods merely, but a large proportion of the people who are drawn will be buyers. Women are particularly close students of windows. A woman may be too proud to carry a package to her home, but she is never too proud to stop and look into a show window. A window should have two purposes: First to attract attention to itself; second to attract attention to the store or to some particular thing therein. The window which exerts no influence than for itself is a failure, no matter how artistically it may be draped or how cleverly designed.

To the man who is his own window dresser, and there are many of them who are, let me say: Don't look on the dressing of your window as a duty, but as an opportunity. Do not look upon it as a place to be filled, but rather as a place to be used. It is this sentiment that the show window is simply a blank spot to be filled with something that gives us so many bad window displays. The writer would not be understood to say that nothing but goods should, in his opinion, be used in window displays. There are often things of great local interest which will serve as an attracting power to the goods thus there displayed.

Window dressing has been developed to a much higher degree by the dealer in dry goods than almost any other line of trade. There is no good reason for this. Other dealers have equal opportunities, but certain classes of merchants are slow in realizing the fact. I regret to say that the modern grocer is the worst offender in the matter of window dressing. Many grocers smile at the idea of spending much time on their windows. Some of them are content to simply keep them clean, but the man who knows how can make as attractive and helpful a display of vegetables as can the man with the line of dress goods. Even prosaic bars of soap can be made to do duty in an artistic way.

Having taken up the subject of window dressing, I will be very glad to discuss it with anyone who agrees or who disagrees with me or who has any idea to offer on the subject. The present article it must be confessed is theoretical, but at a future and early date I hope to make some practical suggestions for the value of which I will not vouch, but which must be judged when they are made known. If you have anything to offer on the window dressing question, any suggestions to offer or any actual windows to describe, I feel sure the Tradesman will forward your communications to me.

Charles Frederick.

Good humor may be said to be one of the very best articles of dress one can wear in society.—Thackeray.

The advantages or disadvantages of woman suffrage will have a thorough test in the new commonwealth of Australia. Every woman will have the same right to vote that every man has in the federal election there next year. In New Zealand and South Australia women have voted for several years, but under the confederation of all the provinces into the commonwealth the women will all vote. The men number 973,000 and the women 854,000, so the advantage will lie with the former, although there is not much expectation of opposing views on the part of the two sexes.

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## DRUNKARD BY INHERITANCE.

Humiliating Confession of a Hopeless Inebriate.

"I see that certain newspapers have been printing opinions of clergymen and reformers on the cure for the drink evil," said the author of this confession. "How can they treat of the effects of drink—they, who do not know what it is to struggle and struggle in vain with a demon gripping at their throats? What right has a clergyman, with calm passions, who never felt a desire in his life one-tenth as strong as the craving I feel every day, almost every hour—what right has he to treat of the drink evil and its cures? How can any good, temperate woman presume to dictate to me, a drunkard, the cure for drink? I am a hopeless, incurable drunkard. I want to tell them what drunkenness means, what the fever is that burns in me and in every drunkard. It is a humiliating confession, I know, but I am far from home, and some one must sacrifice himself to warn others."

So spoke Joseph Casey, the self-confessed drunkard—a man with only one fault, but that one the wreck of his life. And then he wrote his confessions, just as they appear here:

I am 34 years old and a miserable failure. God! What it is to feel one's self an outcast; to know that one can not help one's self! Only 34 years old, and what a future to look forward to! I can not remember when I did not have the craving for liquor. As a child it was with me long before I knew what it was that I wanted. I could not have been more than 5 or 6 years old. Perhaps it came before that. I do not know. But I had it as long ago as I can remember. I do not recall all the symptoms, but I have the recollection dimly, of wanting something. I was uneasy, not in pain, but uncomfortable. The inside of me demanded something. Water did not satisfy me. Nothing that I could get did.

At last I found what it was that I craved. It was whisky. I was 12 years old then. I stole the liquor from a saloon that my uncle owned. The fit had come on me and I wandered into the saloon. The odor of the liquor appealed to me. I do not remember that I ever had smelled it before, but it seemed to me that that was what I wanted. So I took it and went out. I climbed up a hill, for I knew I had done wrong to take it. Then I drank the stuff. It stopped the craving, but I nearly died. I went to sleep there on the hill and slept I do not know how long. How sick I was for days afterwards! It was not the sickness that so many men complain of; it was the poison in my system. To this day I do not know the kind of remorse that so many men say they have after drinking, but there is another remorse, and I know of it. The sickness and the thrashings that I got did not stop the cravings. They came back at intervals, sometimes three or four months apart, and because I had found what satisfied me, they came with greater force. The second time I ran away from school and stole more liquor from my uncle's saloon. We never had it at home. My father was a temperance man. He found out that I had been drinking and he punished me for it. Then he talked to me. So did my oldest sister. She was ten years older than I was and a mother to me. My mother died when I was born. Often I think it was the best thing that could have befallen her, for she would have been made so miserable and unhappy by the curse which forced itself on me.

I do not remember any of the sensa-

tions of my second—spree, I suppose you might call it. But after that, when I could not get whisky from my uncle's saloon, I used to go to others and say my father had sent me for it. They thought it was strange, for they knew he never used it, but sometimes I got it.

The thing grew on me, but so slowly that I did not notice the increase of its strength. I went to school, breaking loose every now and then. The spells did not last then as they do now. They would endure for a few hours or at most a day, and when the craving had gone I drank no more. It was not a liking for the whisky nor was it a desire for the feeling of intoxication. It is not now. I drank then and I drink now simply to deaden the sensations which have grown into torture.

My life at home was uneventful, except for the spells which would come upon me. I was born in Ireland and remained at home until I was 16 years old. Then I left. It was on account of the liquor. I was perhaps 13 or 14 before I recognized that I was in danger. Then I fought as I have fought ever since, and with the same result. I could not give it up. My sister—she is dead now, peace to her soul—used to talk to me; used to plead with me; used to cry with me; used to pray for me. I promised her so often that I never would drink again, and I meant it, for I loved her. But every promise I made was broken; every time I tried to walk in the path she pointed out I fell. Then I would curse myself. For days I was repentant. But it was all in vain; all of no effect that I promised her again and again. All the power I could bring to bear for myself and all that she could do to help me could not stop the fiery desire that I had for alcohol, and I would slip away from her in spite of her and in spite of myself.

Later those around me and outside of the family came to notice the habit into which I had fallen. They came to me and advised me to check it. God knows if I had been able to follow their advice I would have done it. They looked askance at me and I felt I was an outcast. They gave me sympathy, the sympathy one gives to him of an incurable mental malady. It cut me; it stung to the quick. I was sensitive. Then they shunned me, and the shadow from my life began to fall over my family. My sister grieved more and more and my own life became unbearable. Night after night I lay awake, weeping and praying. But I could not conquer the craving. Then I determined to leave home, to rid my sister of her sorrow and my family of the disgrace. I came to the United States and went to work in a cotton mill in Providence, R. I. But it was not long before the spell came over me again. I gave in to it, and then went back to work. This happened several times, and then I was discharged. I tried other work, only to lose any position I got. All this time

my life was a fight. Never have I given in without a struggle. I have locked myself in my room and thrown the key out of the window, believing that if I could not get out the attack would pass away. But I have climbed through the window for the liquor. I have lain down in my room and determined not to leave it if I died, but I have gotten up and gone out. I have lain there until I was numb from head to foot, so that when I took hold of one hand with the other I could not feel the grasp. I have fought until I believed I was going insane and I believe I would have become a maniac or have died if I had not got liquor. I would be willing to go through the remainder of my life deaf, dumb and blind if I knew I would be free from the terrible pangs. If hell fire were illimitable and I was at one end and whisky at the other and one of those spells came on, I believe I would plunge into the flames to get the liquor. I either would have it or I would die in the attempt to get it, for I believe I should die without it.

After I had been in this country for some years I determined to try a sea

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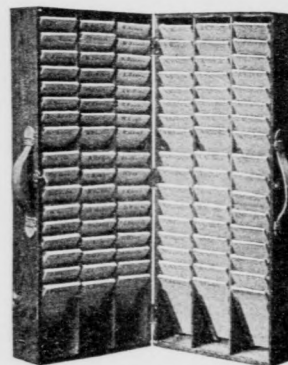
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trip, to get away from liquor, to place myself so far from it that I could not get it. I shipped on the Sagamore, one of the Warren line running to Liverpool. On the trip the spell came over me, and before it was gone I had broken into the captain's cabin and taken the whisky I wanted. I was put in irons for it. Then I came back to America without having gone to my home. I never have been back since, and know not if any of my people are left.

I got work again and kept at it for a while. I started to learn photography. But that ended as everything else had done. It would be three or four months between the spells and they would last three or four days. I would stay in a town until I became known and then after a spree the shame of it would drive me out. "I will go somewhere else and try it in a new part of the world," I would say. Then I would move. But it was always the old story over again.

I have been East, I have been North, I have been South, I have been West. And from one quarter of the world to the other I have been driven by this disease and the shame of it. For how can one look a man in the face when he knows he can not control himself; when he knows he is not his own master? It used to be that I had time between attacks to save some money and to take care of myself so that I did not show the ravages of drunkenness, but the periods have shortened steadily, until now they are only two or three weeks, sometimes less, and the spells last longer and are far more intense. I am not the man I was. I can not do the work I could. My hair is turning gray and my nerves are failing. It seems that I should be able to control myself, but I can not. I am another Dr. Jekyll and Mr. Hyde. When I am normal, when I am not under the spell, I would starve rather than ask a man for money; but when it comes upon me I must have the liquor. Until lately I never have had to ask anything from anyone, but now sometimes I have not the money—and I beg, yes, beg. The better part of me protests even in the act, but the lower prevails. Oh, the shame, the disgrace of being hounded to death by oneself, of being driven from pillar to post by an appetite, of being made a despicable thing!

It is not like hunger, this thing. A man may be starving and still retain his self-respect, but he can not be a drunkard—and that is what I am, a drunkard. Yes, I must be honest with myself, a drunkard—a man can not be a drunkard and esteem himself as anything. He is but the offscourings of society. And yet so soon as I am normal I am like other men. So soon as the fit passes and the craving is gone I am out looking for work, and as diligent as any. My ambition returns to me and while I can I strive to recover the ground I have lost, to clothe myself, to be a man in all that the word implies.

Can you imagine what it would be to have redhot irons drawn up and down and across inside of you—not the pain of an iron that sears and deadens, but of a heat that goes deep into the flesh? Ah, if you can, you can imagine the craving which impels me to seek alcohol. That is it, as near as I can describe it so that you will know what I mean. A burning that seems to eat its way into the body, into the heart, gnawing and tearing at the vitals of one. Do you wonder now that I say I believe one must go insane or die from the torture? I stood it once for fifteen

hours—only once. I was working on a farm ten miles from Springfield, Ill. It came on me in the afternoon of a winter day. I fought it as I have fought it so often. I said I will stay here, where there is no whisky. I fought until midnight. I could not sleep, I could not rest and the pain would not cease. It was bitter cold that night; the wind was howling across the fields and driving a storm of sleet that stung and froze where it fell. But I set out in the darkness. That ten miles I walked, fighting with myself every step of the way. I minded storm not in the least because of the pain and the struggle within, and I plodded into the city. It was 3 o'clock in the morning when I got there and not a saloon was open nor a hotel bar. So I walked the streets until daylight to stifle the pain, if I could, by the cold and by the action. The only relief was in the bar.

Another time I was in Mississippi, seventy miles from Mobile, Ala., and thirty miles from the nearest liquor store, at Bucatunna, Miss. I had gone there to keep away from liquor, and was porter and runner for the only hotel in the place. I had been there about three months and I was making friends. It was a temperance village at a way station. The only barber shop in the village was in the corner of the hotel. One night the craving for liquor came on me and I broke into the barber shop and stole bay rum and drank it. It made me crazy and I jumped a freight train and went to Bucatunna. That was the only time beside the one on board ship when I nearly got into trouble. I could not go back after that. So there I was, an outcast again.

Other men who drink tell me of the terrible feelings they have after they have been on a spree, but I can not think they are anything like what I suffer before I take to the drink. If they were, they would never touch it. I do not suffer afterward; all my pain is before. I have no dreadful headache; I feel only stupid. Now, however, I am nervous after a spell. I do not want to walk a plank on a building, but as long as I am on the ground I can work as soon as it is over. If I only could go to sleep after I have taken a few drinks, but I can not. Four or five glasses of whisky deaden the pain, but as soon as the effect of them wears off the pain returns. I can not rest; I must keep continually on the move. Often for days at a time I am without sleep. It used to be that I could recover from the effects of one drunk before the next came on, but it is not so now. And what is in store for me? The periods are getting shorter. Perhaps they will become continuous. Then I shall die of alcoholism, or perhaps from the agony if I can not get liquor, or perhaps I shall go insane.

Have I ever loved? What is there of love for me? What has a man like me, a drunkard, to do with love? What has he to do with a home or even with the idea of a home? Nothing. There is not even happiness for me. I can not rid myself of the knowledge that I am an outcast; that, without being able to help it, I am being hounded to hell by myself. I have been driven from home and from place to place, from brothers and sisters, from friends and even from strangers by the accursed disease. I have been driven even from my better self. Would to God that it would drive me from the earth without the lingering agony and disgrace which promise themselves to me. Joseph Casey.

Many of the best retail salesmen never volunteer information, but are free to give opinions when asked. They do not confuse a customer by showing him so many styles that a choice becomes difficult. Some clerks have an idea that they must keep up a constant stream of conversation while a sale is being made. It is well to remember that people do not come to the store to hear a lecture or a sermon, and besides the stranger who comes to buy may have ideas of his own that will not agree with yours. The barber who talks rot and nonsense to his helpless patrons has been the butt of the humorous paragrapher for years. Therefore do not try to be brilliant or funny. Say what is necessary and no more.

Quick sales are to the merchant what fast trains are to the traveling public. Well advertised articles are the ones which make quick profits.

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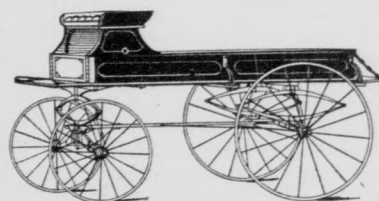
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## THE DISSATISFIED MAN.

How He Makes the Lives of Others Miserable.

There is not a more melancholy object than a man who has his head turned by dissatisfaction.

It is well for every man to think for himself, but it is also well for him not to be over-confident in his conclusions. There is many a slip between promise and conclusion for some of us. We may start right and wind up wrong as is illustrated by the dissatisfied for whom the visible world does not exist; he is perched upon a cloudy pinnacle of moral inferiority by his vague and groveling nature. Not he who in his ambition has overshot the mark, for the world owes its progress to this unsatisfied element of humanity, it is this class who find the better way of doing things; it is the unsatisfied mechanic, the manufacturer, the farmer who is the pioneer to better methods, needed reforms and greater achievements.

The truly aspiring man will not rest satisfied when his object has not been accomplished—not the dissatisfied, but the unsatisfied.

On reflection, the difference between this class and the dissatisfied is great and important. Persons in a dissatisfied frame of mind and the unsatisfied are wide apart. The dissatisfied is in a state of continual unrest ever wanting—like the unemployed young gentleman whose seedy coat is carefully brushed and collar immaculate stands, if you please, waiting listlessly as he leans against the lamp-post at your corner, waiting for the unobtainable something to turn up—a something that is only awarded to the race of patient plodders whose knowledge and handiwork is developed beyond the primitive ideas of the dissatisfied, men who by their industry, frugality and moral worth have shown them to be not of the nomadic, indolent race that by their dissatisfaction and indifference to hard work and self-denial, stand in a state of continual unrest.

What matter, therefore, whether this state be, common with the dissatisfied, and in a measure, we may say, with the unsatisfied? Yet the difference is great, one of kind and not of degree and more by contrast than comparison.

The dissatisfied is he who has not learned the difficult and needful lesson of contentment in whatever condition he may be in, but full of complainings and repinings at the hardness of his lot, ever ready to quarrel with Providence and his surroundings. Neither accepts with submission the things that no worriment can change nor lighten nor improve. Nor will he learn lessons of wisdom from mistakes and try to retrieve what is possible. No, he is morose, miserable indeed, and by his pessimistic views makes those sad and unhappy who have to bear his frettings and discontent with the thought of his present condition.

All men are controlled by varied emotions more or less. We are possessed of a mixed nature. In our efforts we are apt to be controlled solely by individual benefits when we exercise this privilege. We may grasp the reality, but it is not unmixed with some selfish aim. Complaining does not do away with persistent effort by any means; the only way to accomplish substantial results is by persistence and not in fault finding.

Nothing in the abstract will do, work in the concrete is required; that is the unanswerable argument for the dis-

satisfied "employer and employee" to earn. It is the man, his character and the results of his labor by which he is estimated.

Every man can, if he so elect, make his effort, and the reward of such efforts is in keeping with patience, indomitable will power and judgment. The road to success is not in being dissatisfied, but by labor, frugality, backed by intelligence and honesty of purpose, the reward in keeping with services rendered.

Let the dissatisfied strike to acquire the keen appreciation of the public—if he be a retailer or a salesman—by displaying in his business methods conscientiousness, discrimination and tact, and the results are assured.

In conclusion let me give a story related to the writer when first he launched his rudderless barque on the uncertain sea of commercial venture. Many years ago it was then and was for a long period a story that served as ballast to my frail barque. May it be to the dissatisfied who read this article of equal service. Above all things be patient and hopeful, and paddle your canoe with firmness and decision:

A traveler after a long and weary day's ride, late in the evening came to a lone, lost and forsaken farm house. Reining up his horse and accosting the farmer, who was sitting on what was taken to represent the porch, with "My friend, can you accommodate me with a night's lodging? I have come a long distance, my horse is tired and I am weary and worn by the fatiguing ride."

"Would like to accommodate, stranger," replied the farmer, "but the fact is we ain't got anything to eat, nor fodder for your horse. Mighty sorry!"

"I am not particular, I am easily satisfied. What I need most is rest. If I can get that I shall be grateful," was the answer the traveler made. "I am a stranger in this section and at loss where to stop over night, and hope you will be so obliging as to allow me to stop over for the night. It would be a very great favor indeed."

"But I ain't got a spec' of feed for your horse—no corn, no shucks, no nothing. Don't see how you can be accommodated," said the farmer.

The traveler was not to be dismissed in such a summary manner and replied that all these difficulties could be gotten rid of if he (the farmer) would but allow him to remain over night.

"Dismount stranger, lead your horse to yonder shed."

The traveler did as directed. To the well he afterwards went, but in the attempt to get water for his horse discovered the well to be minus a bucket, well rope and windlass. By the aid of the good wife he got a pan and bailed out water enough to supply his horse; then gathered the stubbles in the field to feed his horse on, and then went back to the porch and opened up a talk with the farmer.

"You seem to have pretty good land about here?"

"First rate," said the farmer, promptly adding, "the seasons have been so unfavorable that nothing has been done worth speaking of for several years past; my luck has been a pretty hard one. Oh, that I could but have the regulating of the seasons, just to show the fellows about here what I know about farming and what d—n fools they are. That's all I want."

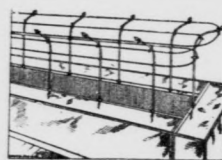
After a frugal supper the farmer and traveler again seated themselves on the porch for a smoke and further talk on



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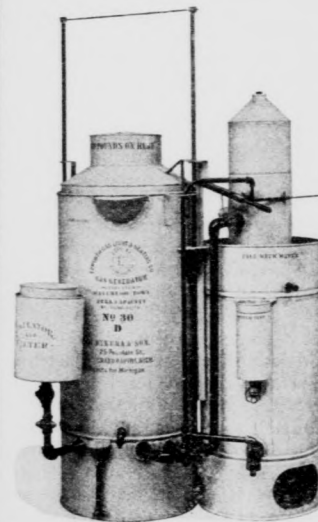
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the subject they had been discussing when they went to supper. By the time their pipes were smoked it was bed time, as the traveler was tired and wanted rest.

Early on the following morning everybody was up and about; soon the good wife had her well-cooked breakfast ready. Scanty although it was, it was neatly served and enjoyed by our traveler.

Immediately after breakfast the farmer went over to the stable to get the traveler's horse, in the meanwhile leaving the wife and their guest on the porch to survey the farm—the door off its hinges, the gate lying by the roadside, fence rails almost all gone, a sad sight of dilapidation, neglect and poverty in extreme, so much so that our guest asked his hostess what brought about this woeful scene of poverty and want, for the land was good and if properly attended to would yield a handsome return for services bestowed.

"My husband," said the good wife, "is one of the best men in the world. Nothing would be too good for me if it were possible for him to procure it. He is a good farmer and did well when we were first married, but of late years things have been going at sixes and sevens, daily growing from bad to worse. The trouble is he thinks he knows more than anybody else about farming and being wrapped up in his own ideas and his self-importance has made many enemies of his best friends, and they as well as he have become very much embittered against one another, and he is growing more stubborn and self-important as the strife goes on, and it is these facts that have caused him to do his work contrary to his early training and in opposition to established methods. All the farmers around about here are doing well. They are conservative, painstaking and industrious."

Turning to the farmer who had brought the horse he asked for the amount of his indebtedness.

"Nothing, don't owe me a red cent. Mighty glad to have met you and if you ever come back this way be glad to have you stop over with us. No, sir. Can't think of such a thing—for I am your debtor and only sorry that we could not serve you better than we have done."

This gratuity on the part of the farmer and his wife was a thing that annoyed our traveler. He could not accept such a favor from strangers and frankly so stated. No explanation could change matters—the farmer was stubborn and fixed in his determination of not accepting compensation for the hospitalities conferred, concluding by saying, "Stranger, if ever you should pass again, be sure you stop over. It has been a mighty comfort to us to have you with us. We feel as if you were an old friend and are gratified for all the information given us about what is going on in the world. Your presence to us has been a real treat."

"Well, if you will not allow me to recompense you for your kindly services, 'tis possible to serve you in some indirect way that will in part repay for your kindness," said our traveler.

"There is only one thing, stranger," our poor, crazy farmer replied, "in this world that I would like—for the Almighty to just let me regulate the seasons, so that I could teach the durned fools about here what I know about farming. I'd like to show them what farming means. Can you help me?"

"Well, perhaps I can," answered our

guest, "I will do what I can for you in this matter," bidding his host and hostess good-bye, mounted his horse and soon was out of sight. Hardly out of sight—the farmer, still standing in the road, looked up to the sun and a thought flashed through his mind, "Wished we had a shower?" Down came the rain, and rain it did—a perfect flood. "Umph!" grunted the farmer, "that's nice, but thought a little less would do." It stopped raining and out came the sun. When he thought rain would be beneficial down the rain-pour came. When he thought otherwise it ceased to rain and the sun shown. It was sun and rain in alternation. One evening about a year after the traveler had been with our farmer, the old farmer heard a voice shouting aloud, "Hello, hello!"

On going out to the roadside he found a man on horseback seeking shelter for the night.

"Dismount, come in, we'll do the best we can for you, but it will be pot-luck corn bread and bacon, stranger, to which you are welcome if it is satisfactory," said our old friend, the farmer. He was addressing his friend, the traveler, of the year past, but who did not reveal himself to his host and hostess.

In the morning, the old lady, in answer to his query said, "We have for a long time been having a sorry time, yet all this was nothing until last year about this time"—when she related what had happened and the favor granted them which had destroyed the little that had been left of previous troubles, for it had been rain, rain, sun, sun; hot, hot; cold, cold; just as the thought sprung up in her old man's mind until at last everything was ruined.

The old farmer came up and joined in their conversation. "Yes, stranger, didn't know when I was well off. If only that man would come this way and take back my wish he conferred, I'd promise him that God Almighty should hereafter do just as he pleases about season, weather and climate, and I would do as we did in the days when we were young, when we had plenty and to spare, work hard and faithful and attend to my own affairs, and leave other people's business alone. Yes, I'd work hard, be prudent and thankful, and thank God all my days."

The wish was cancelled. Our farmer did as he promised, and when the year rolled around again our traveler (the devil) came to find contentment, industry and plenty where before had been desolation and want, with a farmer possessed of a grateful heart for all the blessings he now enjoyed. His neighbors, finding our old farmer had become possessed of a new heart and mind made clear and consistent, came to the fore and did as they would be done by—had rolled up their sleeves and put their shoulders to the wheel that moves the human heart, and by their united effort had restored the farm to its former usefulness, with fences up, doors hung, well in shape and stable in thorough repair (the home likewise), the loft well filled with corn and fodder, and lastly and the best, our dear good wife happy in her surroundings, clad in clothes neatly made and of good material, and blessed with the "best husband in the world."

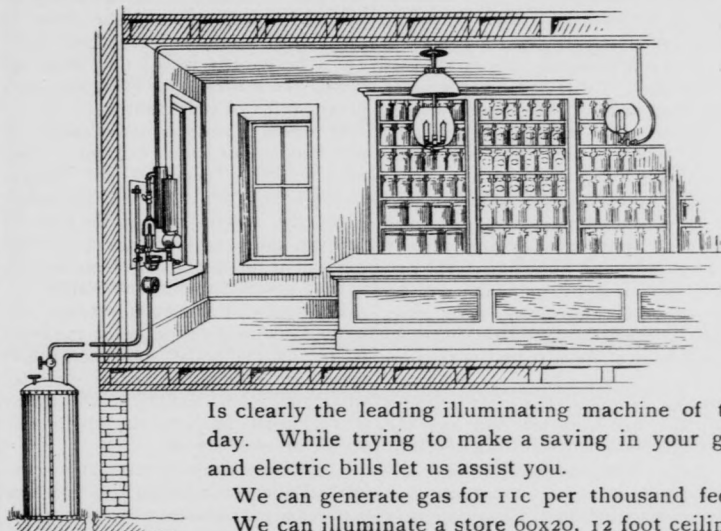
R. F. W. Bachman.

How She Vented Her Dislike.

Biggs—It is all off between Harry and Nellie. She has told him she will be a sister to him.

Griggs—Sho! Does she hate him as bad as that?

## THE IMPROVED Perfection Gas Generator



Is clearly the leading illuminating machine of today. 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.

The gasoline is always placed outside the building, thereby making your machine perfectly safe.

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 CO.**

17 S. Division Street

Grand Rapids, Michigan

## 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."

## Clothing

Fads and Fashions Peculiar to the Season.

I heard a lively discussion recently in regard to men's styles and the development from season to season. As we glance over the styles, say, for the past ten or even twenty years, we see very little change. Coats have been snug or loose, long or short, waistcoats cut high or low, trousers wide or narrow, peg-top or spring-bottom, but the styles have fluctuated within narrow limits and the general styles of men's suits and overcoats seem to have remained practically without alteration since a few years after the Rebellion. The costumes of the early 60's and the 50's were different and changes took place rapidly previous to that time, so when we look back at the first part of the century, the dress was absolutely different. From 1801 to 1850, far greater changes took place than since that date and the question arises: when will the next radical change take place and in what direction will it be? Connoisseurs of dress admit that to-day's costume is clumsy, and far from aesthetic, and agree that a change might be desirable, but they do not go as far as to submit an improved design. There is no doubt that the dress of to-day is purely the result of convenience. The average man has neither the time nor patience to adjust the ruffs and buckles of the early days, to say nothing of taking care of them. Another and undoubtedly a very potent factor in bringing about our present dress is the cost. At to-day's basis of wages a suit of clothes built on the style of the early eighteens would cost far more; the dandy of to-day, or the dude or swell as we might term him, would have an enormous investment in clothes. A greater variety would be necessary for each would be so distinctive it could not be worn as frequently. Take dress clothes, for instance. Two suits are practically all a man requires to-day—the full dress and Tuxedo—whereas, if the costumes were fancy in coloring and design, the number might be indefinitely multiplied. His wardrobe would be just as extensive as a woman's of to-day, and thousands of dollars would be spent, where hundreds are now. Undoubtedly the question of cost will be a most serious obstacle in the elaboration of our dress, and next will be that of time, and I do not believe our future apparel will be any more complicated than it is to-day, either in general design or in details. On the contrary, I maintain that further simplicity will mark our advancement. The only field for introducing colors and complications is in such apparel as is intended to be worn for periods of purely leisure recreation, and even here, few men have the patience or wish to bother with anything at all complicated.

Efforts have been made from time to time to bring about radical dress reform in our clothes; some have existed for a short time, others have never gone beyond the introductory stage. For the latter, witness the effort on the part of the tailors to force silk knee breeches on the public for evening dress in black, white, crimson and many colors; while the effect was pleasing to a considerable extent, especially if the wearer had symmetrical and well-developed legs, the public would have none of them. For those that have enjoyed a brief existence, remember the "blazer," the green and red plaid flannel outing shirts, etc. Dress reform has been at-

tempted abroad frequently, but the only advancement made has been in the direction of apparel similar to ours of to-day. The question, therefore, arises: has men's dress reached perfection from every point of view? Certainly it is far behind in picturesqueness the dress of many other countries, yet in our modern matter-of-factness this does not count, and utility is the great and only point worthy of consideration.

In regard to trousers, the present correct form avoids every extreme. They are neither "peg-top" nor baggy, spring-bottom nor tight, they are smaller at the bottom than at the knee by perhaps three or four inches, perhaps less, and at the thighs only large enough to hang gracefully and comfortably.

The sack coat and waistcoat are cut in the same moderation as the trousers; as far as the waist line and general shape are concerned, moderation rules all around. The opening at the throat is cut lower in both the single and double-breasted styles.

I do not expect to see many of the freakish effects mentioned in a previous letter—six tiny buttons on a very low cut coat. Some extremists may have them made but the best dressed men will have none of such things.

The swell tailors are beginning to make the sleeves of overcoats plain instead of turned back and they are fastened with three or four plain bone or horn buttons. This style applies to all overcoats, including the frock. The buttonholes should be practical, that is, so that they can be buttoned and unbuttoned.

There is one little feature of clothes that is seldom thought of except by men who have the time to give a great deal of attention to their apparel; that is, the vent at the back of the coat. We see it placed in various positions, one on each side or one in the middle alone, or in other cases there is none at all. It seems as though this were determined by the tailor in an arbitrary manner, and had no cause for existence outside of the individual idea of the tailor. On the vent or vents, however, depends the appearance of the lower part of the back of the coat. If the coat is long the vents must be deep, if short, they may be small, or if the coat be very short, none may be necessary. The idea is to prevent the coat's wrinkling when sitting down. If the coat is short and does not touch the chair seat when sitting down, no vent is necessary, but if it is longer, the vent or vents must be deep enough to obviate any wrinkling. Thus it will be seen that even a little matter like a vent is most important in the appearance of your coat.

I have been somewhat puzzled over the little matter of waistcoats recently; personally I favor the double-breasted style for many occasions, but they are being less worn than last season. In fact, with the sack coat we see hardly any double-breasted waistcoats among the well-dressed men. They are worn extensively with frock coats and full dress coats, made from the same materials as the coats and from white duck, pique and fancy waistcoatings. On a man of slender build I like a double-breasted waistcoat for a change, even if not worn all the time. It lends variety to one's apparel that is most desirable. Man's dress is not overbrilliant, nor should it be, but variety is desirable. The men of my acquaintance aim to have a variety of clothing that will enable them to dress differently each day; not a different suit each day,

but they have two or three suits and fancy waistcoats with which, together with a large variety of cravats, a couple of top coats, two or three different hats and pairs of gloves, etc., they can effect a good variety of dress. I do not include in this formal afternoon or evening clothes, but simply business or lounge suits. For the formal dress there can be the same variety, but on a more limited scale.

The above does not refer to men who have unlimited means and who can have a different suit for every day in the month, but to men in ordinary circumstances who realize that after a wardrobe of this kind is once established, it costs no more to keep up than the single sack suit wardrobe; in fact, less, for each suit will last longer if it gets a "rest" between times; that is, three sack suits worn alternately will last considerably more than three times as long as one suit worn steadily; and certainly a pressing between times will greatly assist matters, both in looks and wear.

I notice that there is a certain proportion of our young men who are wearing stock dress ties. These are made from fine French cambric and slightly broader at the ends than in the center. There is a buttonhole in the center to engage with the collar button. This tie is not an easy one to adjust neatly, and consequently I believe this fashion will be confined to a comparatively few people, although personally I favor it very much. A black satin stock tie of this same style is also worn with the dinner coat.

Because a woman takes milk baths it doesn't always follow that she belongs to the cream of society.

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**



**Correct Styles in Shirts, Collars and Cuffs.**

Most of the salesmen are now at home from their filling-in trips. Those who visit the trade with popular lines report that they did better this time than on their first run out for spring, getting more duplicate orders than first orders. In some sections they found soft shirts selling right through the winter season.

Notwithstanding the reports repeatedly made regarding heavy carried-over stocks, business has been good. Buyers acted conservatively in making known their wants, and on open orders limited their assortments to quantities just about sufficient to make a good appearance for spring openings.

January turned out satisfactorily with most of the retail furnishers in their efforts to clean up, and duplicate orders, as well as hurry requests for immediate delivery of goods which were not wanted before March, have resulted.

At first white grounds and neat effects were much preferred, and orders were mostly for white and blacks, and white grounds with color stripes and figures. Within the past fortnight, however, there has sprung up a demand for dark grounds in both stiff bosom, semi-negligee and negligee shirts, plain and plaited fronts. Some manufacturers were found without any solid color shirtings in their stocks, and others, who had not yet begun to make up their solid colors, received requests for swatches to be forwarded so that the retailers could take orders from them from early buyers.

It was thought by manufacturers that dark grounds would not reach the ready-made shirt trade so early in the season, since they are just being taken up by the fine custom-shirt trade for spring. Usually the style of shirtings introduced by the fine outfitting trade is not taken up by the ready-to-wear makers before the close of the season or first of the season following.

But retailers are happily situated just now regarding their shirts tocks, and are ready for anything new which promises to sell. They met with unusually good result from their "specials," and are confident that the presentation of new merchandise, made up out of new fabrics, will take readily with up-to-date consumers.

Of course, after so many large "specials" on shirts during January as were held in New York by Wanamaker, Macy, Siegel-Cooper, Simpson-Crawford, Lord & Taylor and other large stores, during which thousands of dozens of shirts were unloaded upon the consuming public, spring styles will have to possess tempting freshness to keep business from stagnating after such a flood.

It is not news to say that plain bosoms sell best.

It is interesting information to know that plaited fronts are in demand, especially small plaits.

High grade custom shirts are made with various styles of plaited fronts, inner plaits preferred, because the outer plait is used in the ready-to-wear.

All manner of plaiting is in style, inner and outer plaits, double box plaits, cord plaits and plaits that are not plaits at all.

The very latest and nobbiest stylings in shirtings are jacquards on color grounds, units and all-overs, sometimes combined with corded stripes; corded stripes on dark grounds, also on white, but the cords invariably in colors.

A number of first-class furnishers are pushing flannel shirts and wholesalers

have had calls for all the novelties they can turn out in flannels.

Only a few wholesale houses are making any effort to push the coat-negligee shirt. It is sufficient to say that they are successful.

There is no dull season in the wholesale collar and cuff trade. The seasons seem to run continuously, one into the other, and business, if good, is continuously so, and vice versa. Just now there is quite a rush on the factories for fold collars, which is due to the demands of the retail trade for early deliveries of new styles, ordered early in the year.

There is another reason for the improvement in the immediate demand for fold collars, which is that the sale of soft shirts has continued good throughout the country wherever manufacturing cities are located. The soft shirt is a popular article with factory workers, and hand in hand with the comforts of the shirt is the ease afforded by the fold collar.

Manufacturers say that the demand is strongest for collars from two to two and a half inches deep, round corners. There have been few style departures for the season, and what is being brought out is very similar to what was worn last spring.

Several manufacturers, however, have some good things up their sleeves for the coming season, which they declare will revolutionize the fold collar trade. One manufacturer is so confident that he has "the best thing that ever happened in collars" that he is prepared to give it wide publicity, while another manufacturer, equally confident of a good thing, is telling the retail merchants about it in a quiet, effective way.

Both their ideas we feel at liberty to give to our readers, as they do indicate a departure in collarmaking which will undoubtedly prove very acceptable to the consumer.

The weakest part of the fold collar is at the fold, where it readily wears off, through constantly folding and ironing at the laundry. Manufacturers say that this is due to the thick interlinings, which make the fold of the collar bulky, stiff and hard to turn over without subjecting the outer fabric to a strain, when in the hands of the laundress. To overcome these disadvantages and render the collar more serviceable, preventing quick wear at the fold, the interlining has been left out at the fold, making the collar flexible through its center.—Apparel Gazette.

Another big Canadian railroad is projected and it will affect to some extent the American Middle Northwest and will tend to divert some Northwestern freight from American shipping points. The new line is to run from Winnipeg, Manitoba, to a point on the Gulf of St. Lawrence, a distance of 1,400 miles. The projectors claim it will be the shortest route to tidewater from the region which it will tap. The terminal point on the Gulf of St. Lawrence is said to be open to navigation the year around. A Duluth man in speaking of the possible completion of this road says: "The wheat traffic, both of our Northwest and of Northwest Canada, would at once be diverted to this line on account of its shortness and consequent cheap haul. Heretofore American railroads have carried this tonnage because they could do it cheaper than Canadian lines. A large amount of American and English capital is behind this new road, which will cost less than \$100,000,000 to build and is assured of a good traffic from the start."

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

**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.

WILLIAM CONNOR, President      WILLIAM ALDEN SMITH, Vice-President  
M. C. HUGGETT, Secretary and Treasurer

## 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 Alpaca's, 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.

### Writing an Advertisement For a Clothing Store.

To many people there is something very mysterious about advertising and not a few of them are men whose goods are advertised. As they look over the many and varied announcements of articles that they see put before the public, they wonder "what that fellow will do next." The operations of advertisement writing are a great puzzle to them and it is safe to say that the hardest and most dreaded hour of the day for many a merchant is the hour when he sits down with his pen in his hand and prepares to address the great public.

Now the writing of a good advertisement is not an easy matter, but the writing of an advertisement is not necessarily difficult. A brilliant eye-catching, thought-stimulating, fancy-bewildering production of the advertisement writer is something that requires a peculiar type of mind as well as technical knowledge for its production. And yet the most brilliant production of the most able advertising man is subject to just the same laws as the advertisement written by the most ordinary of merchants—if he knows what he is doing.

How is it that the advertising man always finds something new to say about the thing that he is exploiting? This is the matter of wonder to many people. And this brings up the question of how an advertisement should be written, for manifestly the one question suggests the other. Let us look at the trouble more closely.

You have an overcoat to advertise. You take it up, look it over, note the material of the garment, the lining, the way that the details of construction are cared for, the trimming and other minor details. You compare it in your mind with other coats. You note the characteristics of its style. It reminds you of a coat brought out and sold by you some years previously, only it is different in this and that respect. It is like, you see, to this or that coat now on your counter, only it differs in this and that other respect. You think of the uses to which it can be put. If it is a short coat of light material you think of spring days when it is neither hot nor cold, when a man is running a risk of catching cold without a coat, or likely to perspire too freely and catch cold if he wears too heavy a coat.

You think of how a man's appearance is improved when he wears one of these coats. That leads you to think of how much depends upon care for appearances as well as care for health in this world. This again leads you to think of how one man is susceptible to an argument based on hygienic reasons and how another man will give heed more quickly if you appeal to his pride in his appearance.

You think again of the places to which this coat will be worn. You see, in your mind's eye, one young man, your customer, strolling down a green lane with a young woman. You see another young man on his way to church or to a party. Or you see, in your mind's eye, an older man walking downtown to business. As you hold up the coat to look at it, you notice the color effect of the weave. You are reminded that the general tone of men's clothing verges to a particular shade this spring and you think how well this coat would look on a well-dressed man.

Now observe, here you have a variety of primary thoughts, each of which can be made the subject of a separate small

advertisement. You can devote one advertisement to a short explanation of why the material of the garment is desirable—a few words about weave, dyes or finish and quality. On another day you can dilate on the care with which the coat is put together. Again, on another day, the beauty of the trimmings or the care in finishing can be brought to the foreground. One day you can make up an advertisement that concerns itself primarily with the uses to which a coat may be put—how handy of a cool evening in summer a light overcoat is, for example. Another time you can speak of the needs in the coat line of a particular class of people—the business men, the attorneys, the life insurance men, the clergymen, the laboring men. The good qualities of the garment itself, the times and places where it may be worn with fitness, the people who may wear it—all these are possible subjects for an advertisement the object of which is to sell overcoats.

It is well for the man writing an advertisement to observe occasionally the way in which ideas suggest themselves to him. For example, he is reading an announcement of a lawn party. At the bottom of the notice is the statement that if the weather is bad the fete will be adjourned to a nearby hall or postponed altogether. He thinks immediately of a gathering broken up by a sudden storm, of women shivering in wet, clinging skirts, of men in damp, sticky clothing, grimly making the best of their discomfort and wishing that they had an outer coat at hand. The picture that has flashed through his mind has contributed to his appreciation of light overcoats.

Now is there any way in which he can suggest the same line of thought to people so that they will go through the same mental process that he has gone through, see precisely the same picture with their mind's eye, and arrive at the same conclusion?

Some men have the gift of using suggestive phrases. They can suggest more with three words than other men can tell in half an hour. They have the faculty of setting your wits at work along a particular line without making you conscious that they are directing the line of thought. A simple, familiar phrase, or an odd expression heard under other circumstances will be used by

them so succinctly and pointedly that it evokes a line of thought and a train of images in your mind.

This is a special gift in its higher developments and applications. But it is possible for every man writing advertisements to study the art of informing people without giving tedious information on a subject.

The best advertisement is the advertisement which conveys a maximum of comprehensible ideas with the fewest possible words. Men particularly appreciate effective brevity of expression, logical business like presentation of a proposition, and a bit of humor that lightens up without detracting from the point of a proposition.

Mere cleverness has no place in advertisement writing. Unless it is introduced with a view of giving force and point to some feature of the argument it had better be eliminated. Nothing is more tedious than smartness, either of words or ideas, that is smart merely to be smart.

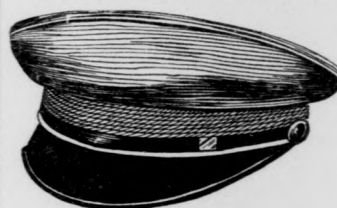
It is good for an advertisement writer to first of all decide on the particular subject that is to form the main argument of his advertisement. Then let him decide what minor arguments he will use, how the arguments will be connected with each other, and what illustrations or references will be depended on to give force and point to the different parts of the advertisement.

There is a wide difference in the character and quality of minds. Some think logically by well articulated and easily apparent mental processes. Others skip from one idea to another, like children crossing a brook on stepping stones. It is impossible to say exactly where they will go next. So it is a good thing for the advertisement writer to analyze his own and other people's work, making note of the most effective methods of presentation, and the reasons why they reach or fail to reach the mark perfectly.

Just as a physician or a surgeon must make a careful study of anatomy by means of dissection before he is able to operate successfully on the living body, so the advertising man is greatly helped by putting the work of other men through a mental analysis that enables him to see how the thing is done. When he is able to see at a glance the skeleton under the structure,

## 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.

## Assignees.



Our experience in acting as assignees is large and enables us to do this work in a way that will prove entirely satisfactory. Our records show that we do the work economically and in a business-like manner, with good results.

**The Michigan Trust Co.**  
GRAND RAPIDS, MICH.



## PAN-AMERICAN GUARANTEED CLOTHING

is the whole argument in itself.  
"A new suit for every unsatisfactory one."  
It has the Union Label too—we've added it because it ensures better workmanship for the same money.

Suits and Overcoats \$3.75 to \$13.50, and every line at every price a leader.  
Our salesmen are out—we have an office in Detroit at 19 Kanter Building—or we'll send you samples by express—prepaid.  
Drop us a card asking about our Retailers' Help Department.

## WILE BROS & WEILL

BUFFALO, N. Y.



he is able to know whether his own method of construction can or can not be improved.

This is a thing that can be done more easily than it can be described. It is a bit of mental work that a good advertisement writer will do unconsciously, if not consciously, from time to time.

#### Increasing Sale of Uniform Caps.

The number and variety of uniform caps consumed is constantly increasing, and many retailers and managers of hat departments, who in the past may not have given the matter much consideration, may find it profitable to give this matter some deserved thought.

A particularly pleasing feature about the handling of uniform caps is that large orders are taken for these goods without its being necessary for the retailer to make much of an investment or to carry stock. In fact, as the variety of uniform caps is so great, and as they are usually special orders, the carrying of stock is practically impossible, except in a limited degree. Recognizing this fact, the manufacturers of these goods have in many instances published useful, well illustrated catalogues, showing uniform caps of the varieties most commonly called for.

It becomes, therefore, a very simple matter for the retailer who is popular in his town to obtain large and profitable orders for these goods, provided he is in touch with some reliable house, copy of whose catalogue he has on hand, and who he knows will accurately fill orders which he may send.

In addition to conductors, police, firemen, members of the army and navy, students at military schools and messengers, there are many other organizations, members of which have caps of special design that are part of their regular uniform. In many hotels the hall boys and other employees have a uniform. The drivers employed by some express companies and other large concerns do likewise. Theatrical companies often require uniform caps. The chauffeurs as well as the owners of automobiles wear caps of special design. Letter carriers, those employed in the departments of street cleaning and a great many more, which limited space will not permit of our mentioning, require uniform caps.

Most houses that manufacture uniform caps and helmets, in addition to issuing catalogues, are quite willing to submit samples when there is a reasonable prospect of their obtaining an order.

Retailers who heretofore have not looked into this matter should realize that they are neglecting a source of easy profit.

#### Clever Sayings of Clothing Advertisers.

During the latter part of last year, and up to the present time, there has been a tendency among retail men's furnishing stores that do newspaper advertising daily to use fewer clever sayings in the making up of their advertisements.

The following are a few sentences which have been used in some of these advertisements: "When we write it's right." "Half through a boy's vacation means half through his suit." "You came, you saw, and were conquered by the niceties of expert tailoring, the perfection of fit, the charm of true and dignified style."

The first and second of the above sentences were used in two different advertisements and are examples of catchy sentences. A part of the last

sentence, which was also used in an advertisement, was the saying of a man who played an important part in Roman history.

In the advertisements which are written at this season there are fewer catchy phrases used. Plain, ordinary facts, telling what goods the store has for sale. The advertisement contains words which might be spoken to a customer by a salesman. The following is an example of one of these advertisements: "We have too much of a very good thing, a merino underwear that's one of the best fitting and most carefully knit makes we know. We'll sell the same thing again next season at the regular prices, \$1.50 and \$2.00."

Another feature of these advertisements is that some of them hardly have any reading matter at all, but merely quote the thing that they are selling and the price after it.

The following is an example of an advertisement giving prices: "Long, stylish overcoats. Reduced to \$15 and \$20. Stylish suits. Reduced to \$15. Plenty of big sizes, 42 to 48. Young men's suits, \$9.75. Some have been \$15."

#### Recent Business Changes in Indiana.

Covington—Reed & Randolph succeed Reed & Reed in the implement business.

Delaware—The wholesale grocery house of V. T. Hills & Co. has been incorporated under the style of the V. T. Hills Co.

Fremont—Wm. H. Deemer has purchased the interest of his partner in the grocery and meat market of Hall & Deemer.

Grabill—The Witmer Grain Co. has merged its business into a corporation under the same style.

Greenwood—VanDyke & Wiley, grocers, have dissolved partnership.

Huntington—The general merchandise stock of Samuel Stein has been turned over to his creditors.

Indianapolis—The Indianapolis Specialty Shoe Co. has increased its capital stock to \$75,000.

Indianapolis—The Sargent Glass Co., manufacturer of lamp chimneys, has removed to Evansville.

Ossian—A. S. Elzey & Co. succeed A. S. Elzey in the furniture, undertaking and buggy business.

Richmond—Mrs. L. H. White, jobber of paper bags, has discontinued business.

Ridgeville—Hiester & Allen, dry goods dealers, have dissolved partnership. The business is continued by D. G. Hiester.

Roachdale—Airhart, Akers & Co. continue the hardware business formerly conducted under the style of Airhart & Akers.

Sharpsville—R. A. Leavitt has purchased the interest of his partner in the grocery business of Kirtley & Leavitt.

Valparaiso—Chas. H. Linder is succeeded in the flour and feed business by the Valparaiso Grain & Elevator Co.

Wolcott—Louis Hinchman has sold his hardware stock to Philip R. Stortz.

#### It Made No Difference.

There had been a little family jar and she was sulking.

"You have no right to refuse me," she said. "When I promised to marry you I told you that I always wanted my own way, and you said that made no difference."

"Well, it doesn't, does it?" he retorted. "You don't get it, do you?"

Thus it happened that she called him a mean thing.



MADE ONLY BY  
**ANCHOR SUPPLY CO.**  
AWNINGS, TENTS, COVERS ETC.  
WRITE FOR CATALOGUE EVANSVILLE IND



Get our prices and try our work when you need

**Rubber and Steel Stamps Seals, etc.**

Send for Catalogue and see what we offer.

**Detroit Rubber Stamp Co.**  
99 Griswold St. Detroit, Mich.

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

3½% interest paid on Savings certificates of deposit.

The banking business of Merchants, Salesmen and Individuals solicited.

**Cor. Canal and Lyon Sts.**  
Grand Rapids, Michigan

## Simple Account File

**Simplest and Most Economical Method of Keeping Petit Accounts**

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

**Tradesman Company,**  
Grand Rapids.

**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.

## Shoes and Rubbers

Cheapest Class of Goods Sold in the Great Cities.

One of the most perplexing questions in certain sections of the country, both to the manufacturers and retailers is the matter of proper widths in both men's and women's shoes. Possibly in the men's factories this question is less troublesome than in the women's factories, for, take it on the whole, men are never so exacting, and they are, as a rule, easier satisfied than the opposite sex in the matter of foot dress. Men want a shoe that will fit, and then after fit comes style, while on the other hand most women must be suited as to the looks of the shoe before they will even deign to try it on. If a shoe does not suit the eye it will never fit the foot, or at least this is how a majority of women look at it. This is one reason why retailers like male customers. As a rule they can sell two pairs of men's in the same time they are selling one pair of women's.

It is always noticed that when shoes are thrown up on the bargain counters such shoes are generally women's, and that they are always in the narrowest widths. They are in two classes, namely, narrow widths first, and small sizes second but even these small sizes will most always be found in A or B width. I have never yet seen any kind of shoe, of a full D or E width, put up in the bargain lots, and no man or woman wearing a wide or a moderately wide shoe need look for any bargain in a job sale, whereby they can get a high price shoe at a small cost. No one will get any such bargain except those who have very slender feet, and a great many of these people need never pay regular prices if they are economical and on the lookout for special sales. Very many take advantage of such sales, and by buying two or three pairs at a time they can always keep a fine stock of shoes on hand, and shoes for all occasions. True, this will be at the expense of somebody, either retailer or manufacturer, but that is of no concern to the buyer. There is probably not a single retailer in this country who has not lost money, and some of them have lost lots of it, in these same narrow width shoes. I know of one who dropped just \$5,000 before he got a good understanding of the retail end of the business.

Now Lynn, being a women's city, whatever is said about widths or sizes should relate to the different kinds of women's shoes, and that is what we propose to talk about here. Moreover, since Lynn can cater only to women, it is a good idea also to look at the different classes of women, and see what kind of shoes they want, and the kind of shoes they wear. Now I think that in a general way we can divide the majority of women customers off into two classes, and that one class will want a shoe that will be low or moderate in cost, or a shoe that will retail at anywhere from \$1.50 up to \$2.50, while the other will require a shoe at any price from \$2.50 up. Of course I am speaking now of the regular lines of shoes for women, or boots as they are called in many cases. As for the old wide last goods, such as congress, old ladies', matrons', or slippers of one kind or another, these are not meant at all when we speak of widths.

Now the price of shoes has much to do with the widths, and it is the high-toned trade alone that calls for and that

wears the narrowest shoes. These are mighty few when they are compared with the mass, and for this reason such widths as D's and E's are best every time, and probably nine out of ten pairs of women's boots are in these widths. There are very few people who buy low cost shoes that have narrow feet, and so the low cost shoes, in almost all cases are made on full lasts, and such shoes sell all of the time and are never shop-worn. The jobbers will not carry a low cost shoe, or a shoe that retails for \$2 or less, in any width under a D, and as for retailers, it is better for them to lose a sale once in awhile than it is to put in any lines of goods that by the time they are called for will be worn out.

In this country the working class constitute the majority, and these are the people who wear the widest shoes. The fact is that when one is on his feet all of the time there is a constant tendency always to broaden the foot. Take the man who sits down all day and does not run around, like the hod carrier, for instance, and he does not spread his feet like the hod carrier. So it is also with the working woman who goes out washing or working, she does not have the same kind of a foot as the Fifth avenue lady who, perhaps, may keep her feet encased in slippers all of the time.

It is coming so now that our young women are employed all of the time, or, at any rate, most of them are employed, and these must naturally have a shoe wide enough for the foot in order to have comfort. All of our middle-class women want a wide D and E, too, for they are so busy that they are also on their feet most of the time. Now, any woman who is thus working, or on her feet more or less of the time, must buy a pair of shoes that she can work in, and have comfort in, and that is why the majority are sensible enough to get a shoe with a wide sole and bottom. If a shoe is also long enough, as well as wide enough, there will never be any fault found with fit.

The cheapest class of women's boots are sold very largely in the great cities but these should not be made for any retailer to sell for less than \$1.50 at the lowest. When shoes are put out at a less price they are not giving the working girl who is forced to buy them, a square deal because when we get shoes below that at retail there is too much shoddy about them, and as a consequence they do not wear. I maintain that if we are to make low cost shoes as well as high cost, then the former can be made of solid leather just as well as the latter, and that when a working girl or woman buys a \$1.50 shoe she should have a good wearing shoe at that price. The young woman who buys the \$1.50 shoe buys cheap and buys often, and she probably buys that shoe because she does not want to take too much out of one week's salary. She never buys one pair until she wears the other pair completely out, and as a rule she never kicks if the shoes hold together but six weeks. These \$1.50 shoes, though, must look nice, for all women are alike when it comes to the looks of the article, so the low cost shoes must have a nice tip, impression of fair stitch edge, and the latest heel, whether it be Cuban or otherwise. These shoes will wear four or five weeks and look well and they rarely go to repair unless the cobbler agrees to charge very little. If he charges a high price he will not get the job, for most women would rather have a new pair. It is cheap fixing or none, and

## The Lacy Shoe Co.

Caro, 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.

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.

## 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



## Famous Blue Cross Shoes for Women

Personification of ease and comfort. Dongola, Lace, Turned, Low Rubber Heel.

**\$1.50**

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



# 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

although most of these low cost shoes would be better than ever after repairing, providing uppers are good, which is generally the case, the repairer finds it hard to get that into his customer's head. With women new is new and often one will buy a pair of shoes at \$1.50 thinking she can do better next time, but when next time comes she still finds that she can spare only \$1.50. So much for low cost shoes. It would not be necessary to mention them here so much only that it must be done when we speak of widths.

The point I want to make is that those who wear cheap shoes all have wide feet, and that while D is a good width for manufacturers making these lines still E is better. As for the narrow lasts, these may be all right for manufacturers who make the best lines, but even then the factory must make sure that it is a reliable customer the shoes are made for. The average woman can not wear an A or B, and in many cases those women who do wear them have their feet cramped, and no matter how good they think the shoes look, still they never will look like the easy and well-fitting boot.

A well-shod foot is a graceful foot, and when a woman has ill-fitting boots we can not say she is well shod. I do not wish to be hard on the ladies, but it is a fact that lots of them lack judgment in the matter of footwear, while displaying the best kind of common sense in all other matters. Some will go so far as to try to make a large foot small by squeezing it into a shoe that may be two sizes too small, and many a stylish woman will insist on having a three-wide, when she is sure that a four is what she really wants and would fit her better. By forcing a large foot into a small shoe any woman will, on occasion, make lots of trouble for the retailer and manufacturer, while she also takes great chances with distorting a natural and well-shaped foot.

Now, not all of our working young women want a low-cost shoe, and if one were to say that the sale of shoes of this class is confined to those only with insufficient income to indulge in more costly footwear, he would be putting the matter in its right light. For the past five or six years there has been a tendency among all people to wear better shoes, and to-day the great majority want a shoe that will retail, say, at \$2.50 or perhaps \$3. Take \$2.50, and most people would not call that high price for women's or men's, and that is about what the great middle class of women, in all employments can pay, no matter whether they are saleswomen,

waitresses, machine operators or maids. When a woman can get a slick-looking shoe for \$2.50 she will buy it every time, and she can get that kind of shoe to-day at that price. That shoe must look extra nice, and this is the first consideration again, but the wear is there also in the \$2.50 shoe.

Now it is in this class of shoe, or in shoes that sell above it, that a width like C, for instance, may be a fair seller. Take it in certain sections and I believe that it would be possible to displace the D with a C, running an E for wide and C for narrow, and having the D out altogether. This may be a new idea to most manufacturers and retailers, but still I think that there are certain factories that have lately gone into women's work, and as they sell their own goods at retail they are, or appear to be, following this plan as far as possible. Take a \$2.50 shoe, and it is an ordinary class of trade, or a fair class of trade, that such retailers would have, and for the foot of a D width the only way to fit it would be, according to this method, to give the extra in the length. Thus if a woman wanted a D it would be given her in length in a C, and this, it is claimed, makes a more dressy foot. The foot is then a long, narrow foot rather than a short, chubby foot, and the former seems to be the more popular of the two.

This scheme of only two widths may work all right in certain lines, but as we go up into the best class of shoes it would never do, for with the best trade a precise and correct fit is always necessary. However, those lines can be made from AA up, and there may be a demand for each and every width, but this is not true of the great bulk of women's. The four or five wide, which is now the rule in the so-called French sizes, is the safe and sure widths for medium goods. This new way of marking, too, is another feature adopted by all wide-awake manufacturers, and as a rule the purchaser or customer does not yet know the first thing about this way of numbering, nor yet do they know what width or size they are buying. As a result the retailers find it is easier now to fit feet. All they need do is to take off the old pair and see the size and width on the lining.

To sum up the whole matter, so far as sizes and widths are concerned, it is apparent that if a shoe looks neat it is not hard to sell it; and this is one of the things to keep in mind in making the shoe, for it applies to the whole shoe. Then, again, there is so much pride, or we will rather call it vanity, especially in our cities, which forces all classes



## Trade Follows the Line of the Least Resistance

Our standard of shoe making begins where merit does and ends with the best.

Shoes that are easy to sell are those containing the

greatest proportion of wear and comfort that can be sold at a moderate price.

And those are the kind we make.

Rindge, Kalmbach,  
Logie & Co., Ltd.

Grand Rapids,  
Michigan

**Mayer's**  
**LADIES' SHOES**

Embrace every feature of Style, Grace, Beauty and Durability; they wear well, look well.

The dealer who will put in our line of Ladies' Shoes will do well.

Write us about it.

F. MAYER  
BOOT & SHOE CO.  
Milwaukee  
Wis.

MILWAUKEE  
F. MAYER & S. CO.  
CUSTOM MADE

of people to keep up to date or not figure at all in the social scale. People must look as well as possible, and as the feet support the rest of the body the foot covering must have first attention. This has brought on great consideration, and those who make good looking shoes get the trade.

In this matter of the best fitting and the best looking shoes for women, I am inclined to believe that many of the men's factories, in which it was thought advisable to also produce women's, are fast dropping them. In a few of these shops the work was all that could be desired, while in others it was positively indifferent, to use a mild term. The fact that the men's shops are throwing over their women's shoes, which I am certain is now the case, shows that they did not have the grasp of the business or the necessary understanding of details that go to make the women's boot of the present. Of this matter something may be said later, or when developments will have outlined more fully the further policy of some of these factories. Not all of the men's shops have been unsuccessful in the new lines, but the changes that have been going on of late show in a measure the general drift and tendency in the whole.—Progress in Lynn Item.

#### Necessary Qualifications of a Shoe Store Manager.

In these days of strenuous competition a retail shoe dealer can not afford to be left behind. He needs to investigate every method used by successful shoe dealers. I have learned to review my trade journals carefully every week. I never allow a good idea to pass unheeded. I find more ideas between the lines as I read what others have done than I do in any other way. We should learn to educate ourselves in the principle of knowing a good thing when we see it.

We should learn that the shoe business is progressive as well as other things and if we train ourselves to listen to progressive ideas in our line of business we will never be left behind. There are thousands of shoe dealers over the country who are not keeping up with the times and this is due to the fact that they have failed to educate themselves along these lines and have not kept posted as to what is going on among their competitors.

Too many allow their trade journals to lie around without their giving them any consideration. Most every retailer will run through his journal to see if there is something new in the way of styles and, if he can find some bargains, but he fails to take the time to read carefully the thoughts that are suggested to him as to how to sell that which he has bought. It seems that most of the managers of shoe stores think it more profitable to give most of their time to buying than to anything else pertaining to their business, thinking that "goods well bought are half sold." We should remember that our profits can not be counted until the goods are sold and the money in the bank.

More education is required to sell shoes than to buy them. Of course one must be well posted to do the buying successfully, and no man can buy right if he has not given careful attention to the selling of them. The retail shoe dealer should educate himself so well in his line of business that no man can come into his store and teach him one single point. He should have the whole business under his control and have it so well arranged that he can tell within

a moment's notice just what he wants and needs to push his business onward and forward, and he should be so well posted that no salesman may be able to give him the least bit of advice as to what he should buy. When a shoe dealer fails to educate himself as to what he should do in regard to his business at all times he becomes an easy mark for the traveling salesman who would like to make us believe they carry the best line on the road.

How many times have you heard traveling men say, "I have the latest styles and the best line of goods on the road." Some traveling men will make you believe you have used very poor judgment in buying your spring or fall line, and make you feel that you have made a big mistake by not waiting for them. You have all had some experience along this line, and right here is where a good "shoe education" comes in very handy. When a dealer can rattle off the lines that are the latest styles and name over the best shoes that are made and can pull down a few pairs from his shelves and show them up and talk about them as strongly as the traveling man does of his shoes, he comes very nearly holding his own.

A manager or a buyer of a shoe stock must learn above all things the one lesson of how to throw out as many strong suggestions as does the traveling man. Whether you are aware of it or not, suggestions rule the world. You make many moves according to the suggestions thrown out to you by others, and many times by traveling men, perhaps more times than because of your better judgment. When a merchant has not learned to control himself he soon buys more than he wants and often something he can not sell.

When I step into a sample room I never pay any attention to what the salesman has to say other than etiquette requires. His talk "cuts no ice" with me. I have learned that much talking moves the mind whether one wants it so or not, so I center my mind on what I know I want and buy that and nothing else. It matters very little to me what the salesman sold Mr. Jones in another town. I know it is impossible for Mr. Jones to know my trade as well as I know it.

And furthermore, I know that Mr. Salesman can not tell what my trade wants and needs. It often provokes a smile to see how ready some salesmen are to advise one as to what are good sellers and so on. They go at it as though they knew every man, woman and child that trades with you. When I began the shoe business I did not know anything at all about shoes, consequently I am a victim of a great and varied experience and it has cost me lots of money, still I do not know it all, but when it comes to my own business I do know it all.

I have educated myself in this business so that no one can teach me very much. I mean these great advisers who come in, these fellows that have the best line on the road. I give them to understand that "there are others." I have educated myself and I am a talker from away back, and I endeavor to talk in a way that all may understand. I talk a great deal in my advertising and I find that my education in the shoe business is bringing me lots of money every year.

When a salesman comes in and tells me he has the best shoe made, or that he came all the way from Boston to see me, I always tell him that I am loaded

up, bought everything I need. I will never let him open up his grip. If you have failed to learn to overpower the suggestions of other people you had better begin at once to educate yourself that you may be able to control such fellows, and not allow them to show you the goods they have as such fellows will sell you nine times out of ten, and nine times out of ten you have something you did not need. There have been many failures in the shoe business on account of buying too many different makes than from any other cause. Thirty-six pairs of shoes do not amount to very much and the salesman will tell you this every time.

It would not be very bad if it were

#### National Fire Insurance Co.

of Hartford.

W. Fred McBain,

The Leading Agency,

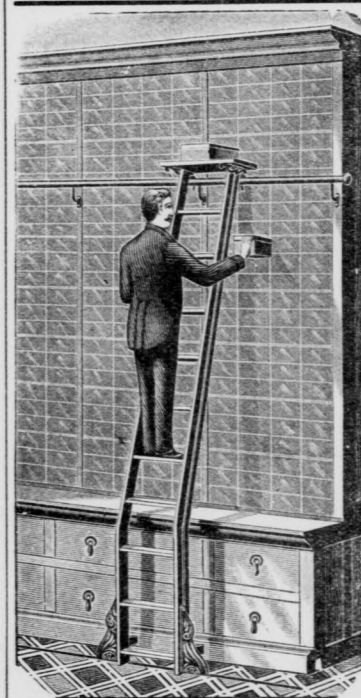
Grand Rapids, Mich.

## QUICK MEAL GASOLINE STOVES

RINGEN STOVE CO., Manufacturers.

Write for 1903 catalogue.

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



## 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



## Spring Rubbers

Three Grades

GOLD SEALS THE BEST

Goodyear Rubber Company  
Milwaukee, Wis.

## Our Factory

Is running full time with an increased force, turning out SHOES that will make many people happy.

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Michigan



only thirty-six pairs, but this is what happens most every time a new man comes to see you, if you have not learned to manage your own buying. This is only a few reminders as to the things one must educate himself in in regard to the buying. Let me suggest a few thoughts in regard to the selling. Many merchants fail to unload their hard stock at the right time. It is so very easy to sell fresh new shoes. The old ones are hard to sell and hard to find. The clerks will always show the latest goods first, if they are not properly educated by their employer. Some dealers seem to think the dull season is the time to unload out-of-date shoes, and when they educate their clerks to this idea they generally have something to unload. We should not wait for the dull season for anything. Now is the only acceptable time.

We should teach our clerks that there is no to-morrow. Never allow them to put off anything until to-morrow. The best way to teach them this valuable lesson is in practicing it yourself. If you see shoes that are lying about just too long, pick them up off the shelf and place them where every clerk can see them, and order them sold at once. The first loss is always better than the last one. If a manager of a business learns to be a pusher, and does not allow himself to put things off until to-morrow he will do wonders. He is told many times during the day just what ought to be done here and there, but he who fails is he who thinks he can do things at any time, and if he fails in being prompt in things about the store the clerks will be just like him in this respect. Let us try to know if our education is incomplete, and try to improve upon it every day by doing our duty as we know and understand it. If education is improving in every class, why not improve the education of the retail shoe business?—Edward Miller in Boots and Shoe Recorder.

#### He'll Come Back.

A man walked into a Washington street, Boston, shoe store the other day, asked to look at some shoes, and finally selected a pair, the price of which was \$3.50. The clerk who waited on him had only been in the store a few days and was anxious to make a sale but the man said he only had \$3 with him.

There were no \$3 shoes in the store that suited him, and finally the young clerk said he would let him take the shoes, provided he would step in the next day and give him the other 50 cents.

After the shoes had been wrapped up and the customer had gone, the manager of the store reprimanded the clerk for allowing the man to walk away with a pair of \$3.50 shoes when he had only paid \$3 for them.

"Oh, he'll come back all right," said the clerk. "I gave him two shoes for the same foot."

#### Gorgeous Garb for Grooms.

Not long ago a large clothing house in New York received a letter from the remote Southwest to this effect: "What is the proper dress for a groom in the afternoon?" The clerk who opened the mail referred the enquiry to the livery department, and the head of that department dictated a brief reply:

"Bottle green coat, fawn colored trousers, with top boots, silk hat and cockade. We can make you prices."

In about a week came a plaintive note:

"I always knew it was expensive to get married, but can't you suggest something a little less elaborate?"

If one-half of the world knew how the other half lived it would be surprised that there are not more divorce cases.

#### SUCCESSFUL SALESMEN.

S. K. Tyler, Representing Beacon Falls Rubber Shoe Co.

Into modern business methods has entered an element intangible—almost if not quite sentimental—that in an earlier, more materialistic business age would have been regarded as radical, foolish, iconoclastic. It is the element of greater cheerfulness, an atmosphere that facilitates the progress of commerce. The dingy office that older usage had sanctioned as almost a business essential has, as a rule given place to its extreme opposite; brutally severe discipline has been replaced by more considerate although none the less clearly marked lines of relationship; for the employer's former rough dicta that a generation, even a decade, ago were considered an essential of his dignity have been substituted kindly expressed



more fortunate, class is he who is the subject of these brief biographical lines; a man whose first striking characteristic is optimistic joviality of tone, a breeziness of cheerful heartiness that, consciously or unconsciously influences those around him.

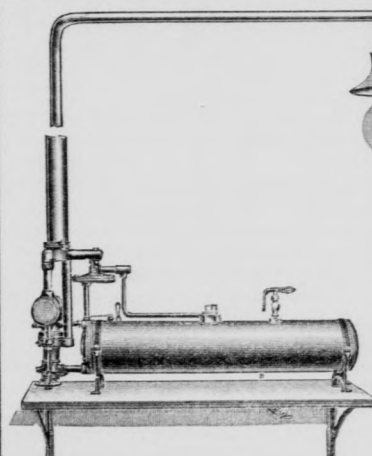
Stanley K. Tyler was born at Aldie, Va., July 31, 1876. His father was a captain in the Southern Confederacy, while his mother was a native of Waterbury, Conn., his grandfather having been major on the Northern side and taken part in several engagements in which his father was engaged on the other side. He grew up on a farm near Aldie and was educated in the schools at that place, going to Chicago at the age of 20 to take a position in the wholesale store of Marshall Field & Co. He began at the bottom of the ladder, in the stock room in the basement, being promoted several times during the period of eighteen months when he took a more lucrative position with Phelps, Dodds & Palmer, now the Edwards-Stanwood Shoe Co. He served this house in the capacity of city buyer, discontinuing the service eighteen months later to take the position of traveling salesman with the Beacon Falls Rubber Shoe Co. His territory includes everything south of the Grand Trunk road from Port Huron to Grand Haven, and he undertakes to see his trade three times a year.

Mr. Tyler is a member of the Episcopal church, the Iowa Traveling Men's Association, and Saginaw Post, Michigan Knights of the Grip. He attributes his success to hard work and keeping everlastingly at it.

"Man's great strength is shown in standing still" and letting others hustle for him.

orders of respectful tone and self-respecting effect. The change has affected equally buyer and seller, and from the intrusion of this intangible element has evolved no weakening of commercial methods, but rather their substantial betterment.

The newly received component in the conduct of affairs has been carried into and has influenced the lives of later day business men generally. Some have acquired it by education; with some it is inherent. Of the latter, perhaps



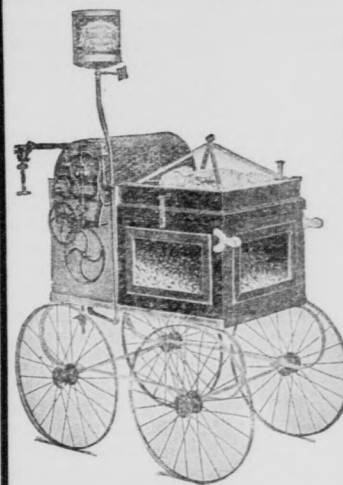
Ohio, is the FIRST and BEST Gasoline Lighting System ever manufactured. It is inexpensive, absolutely safe and gives a wonderfully brilliant light. The above cut shows the generating machine and our three leading designs of fixtures. The one on the right is the outdoor Arc (1,100 candle power). The one in the center is the inside single fixture (500 candle power). The one on the left is the inside Arc (1,100 candle power). If you will drop us a postal we will gladly tell you more about this light. Supposing you do it now before you forget it.

Dixon & Lang  
AGENTS FOR MICHIGAN

109 Main St.  
FT. WAYNE, INDIANA

P. F. Dixon  
AGENT FOR INDIANA

## 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

## 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.

## The Best Merchants

know that there is nothing that helps more to make a store attractive and a business profitable than GOOD LIGHTS. Now, if there is a light which is the brightest, steadiest on the market and, at the same time cheaper, safer and easier to take care of than any other light made, don't you think it would be a good investment for you to have that light in your store?

### The F. P. System of Gasoline Lighting

manufactured by the Incandescent Light & Stove Co., of Cincinnati, Ohio, is the FIRST and BEST Gasoline Lighting System ever manufactured. It is inexpensive, absolutely safe and gives a wonderfully brilliant light. The above cut shows the generating machine and our three leading designs of fixtures. The one on the right is the outdoor Arc (1,100 candle power). The one in the center is the inside single fixture (500 candle power). The one on the left is the inside Arc (1,100 candle power). If you will drop us a postal we will gladly tell you more about this light. Supposing you do it now before you forget it.

## SUCCESSFUL SALESMEN.

Geo. E. Amiotte, Representing Straub Bros. & Amiotte.

The wise saw to the effect that "the race is not always to the swift," or the story from which it was culled, was not the product of an American brain. While all Americans or the intelligent of most other nationalities are willing to grant to the plodder the measure of success consistent with the efforts put forth and their continuance, still there is a disposition to demand an immediate return from expended energy.

There is a continued pressure about the modern manner of doing business that renders it difficult for the plodder to keep up with the procession, and so it is quite probable that the patient plodder will be sidetracked for a more energetic person. Time is worth more than anything else on the market to-day, and he who can save any of this valuable commodity soon finds that there are those who recognize his worth and are willing to give an equivalent for it.

Therefore the saying that the race is not always to the swift did not originate with an American, for with Americans the race is to the runner who gets there first, whether he be swift or slow. The young man of to-day who can save time is the very person thousands are seeking, but the time must really be saved, the work must be done in a thorough manner and one that calls for no second application.

It is necessary for the successful American to-day to be capable of grasping the meaning of an order as soon as received, and the same keen discernment must be used in its execution. Our forefathers were satisfied with the ox, but we of to-day are not satisfied with the speed of the fastest horses and as a means of annihilating space have constructed 60-mile automobiles, and the relative speeds of the two show the difference between time that was and time that is.

There is a certain class who reason in this manner: "Now, should I deny myself the pleasures that are possible in my day and within the reach of my resources, what will it profit me? What pleasure will there be in wealth when the power of enjoying the advantages it confers on its owners is gone?" While this train of reasoning may not be strictly logical it is a philosophy that many practice.

Although this may hold good as a general proposition, it is not true in individual instances. An example of its intelligent appreciation is the subject of this sketch. The life of George Amiotte goes to show that it is possible to gain a foothold in the financial world, and that before old age lays a chilling hand upon the worker, robbing him of the power of enjoying the fruits of his labor.

Geo. E. Amiotte was born in Muskegon in 1866. He attended school until 12 years of age, but as he was one of a family of nine children, he was obliged early to buckle on the harness and help support the six children younger than himself. His work for the first seven years was in and around the saw and shingle mills of that town. At the age of 19 he entered the employment of his cousin, J. J. Amiotte, who conducted a livery, and his work was everything that had to be done in and about such a place, including the transportation of traveling men from store to store around the town. In this way he formed the acquaintance of many traveling men, studied their ways, how they did things,

learned who were the successful ones and made himself generally useful to them. He had fully decided at this time to become a traveling salesman. At the end of five years of service in the livery business, he resigned his position in order to attend school, and in January, 1890, he entered the West Michigan Business University, taking a commercial course. By dint of hard and painstaking work he received a diploma at the end of six months, when he returned to Muskegon, with only a little change in his pockets and no job but with plenty of will and ambition. The second day after his return home, he was met on the street by an acquaintance, who enquired if he had finished his course and what he intended doing. He quickly replied that he was willing to do anything and was thereupon invited to call at the office of the Muskegon Cracker Co. that afternoon. This company had been engaged in

were the largest in quantity in the history of the house. Mr. Amiotte has been a traveling salesman for thirteen years, and his health is as good now as it ever was. He always accepts things as they are, not as they should be, and secures and retains trade by honest methods, preferring to lose a sale than to make one in such a manner that he could not sell a second order.

Mr. Amiotte was married in 1892 to Miss Hattie Flaggert, of Muskegon, and they have one child, a daughter 7 years of age, and reside in their own home.

Since the civil war determined that the United States constitute an indivisible union, it has become customary to say the United States "is" rather than the United States "are." Although some insist that the United States should always be spoken of in the plural there is a steady growth in the acceptance of the singular form of expression.



business only about a month and he was shortly given the position of city salesman. The salary was not all that could be desired, but what he wished most just at that time was to find out what he could do in the position. He remained in the employ of this company for eight months, and a month later he engaged to travel for Snyder & Straub, candy manufacturers of Muskegon, with whom he remained eight years, when the firm of Straub Bros. & Amiotte was formed, composed of John G. Straub, Anton F. Straub and Geo. E. Amiotte, to engage in the manufacture of confectionery at Traverse City, Mr. Amiotte taking a position on the road.

Mr. Amiotte is associated in business with two of the best candymakers that can be found. He keeps in touch with what the trade likes in all the best sellers and then orders the goods made, the quality of his confectionery being always of the best. His last year's sales

The report of the Committee on the Revision of the Laws in the bill revising the penal code changes the phrase "the United States are" to "the United States is." When it becomes incorporated in the statutes of the country the change must be universally adopted. Probably it is not of serious importance, but it does undoubtedly convey more of an impression of strength and solidity when we say the United States "is" committed to a certain position than when we say that the United States "are" decided upon a certain course. The use of the plural suggests that each of the states has to be separately consulted before action is agreed upon, whereas the states through their representatives at Washington proceed as one body. The United States "is" all right.

A bird in the hand is worth two in the bush, but an elephant in a circus tent is worth any number on your hands.

## Necessity of Energy in Business.

Energy should be a business man's motto. Do not think so much of it that you never use it. Energy is necessary to the success of any undertaking. A man without energy will never be a merchant, only a storekeeper. If energy is employed in waiting on a customer he will call again because he knows you are a live merchant. An energetic merchant or salesman will meet the customer at the door, and the energy displayed will inspire the customer to buy quickly, as you demonstrate that you are a busy man, and that you have no time to visit that day. Visiting should be done outside of the store. At this day and age a business day is too short for anything but the transaction of business. An energetic business man will not sit upon the counter nor allow his clerks to do so, neither will he smoke in the store during business hours or permit it to be done by his employees. This may be thought a little severe by some, but it is only business. Smoking is a luxury and a pastime, and an energetic business man can find plenty to do during business hours.

An energetic business man uses as much energy in buying as in selling. He knows what he wants and buys quickly. He is posted on prices and knows when the best prices are quoted him. He is in position to place his order in the morning as well as in the afternoon. When a traveling man calls upon the energetic merchant business is done quickly. If stock is complete the fact is made known and no time is lost by either, and this is the merchant that buys his goods the cheapest; for he is known to be a busy man and has not time to parley about prices, and it is known that if the best prices are not quoted, no business will be done by the traveler.

The storekeeper has plenty of time for selling and plenty of time for buying, and plenty of time to sit upon the counter and spit upon the floor. He has plenty of time to-morrow for everything, consequently he does not accomplish much to-day. It costs him more to sell his goods because he uses up too much time. His goods cost him too much to buy because he uses up too much time in buying. In conclusion I might add that the storekeeper does but little business, but in a short time the business does him. J. F. Doty.

The adage about whistling girls and crowing hens comes to mind in connection with the troubles of Mrs. Alice Shaw, who is probably the most celebrated woman whistler in the world. Mrs. Shaw has whistled her way alone and unassisted for a number of years, but she now has a crowd of creditors who are whistling for their pay. According to her statement in court she has taken care of herself and three daughters out of the proceeds of her whistling, but at last finds herself deeply involved in debt. Whether she would have had better luck had she followed music in some other form is problematical. She has reaped the handsomest rewards of all the women who have been induced to whistle on account of the novelty that was attached to performances of this sort by members of the fair sex. She is indeed about the only one who has gained anything approaching fame. But now Mrs. Shaw confesses she is no favorite of fortune. There will be some who will be inclined to be skeptical when they hear that she is still able to get contracts to whistle at \$35 per night.



"Better than Chips"



## Chocolate Sticks

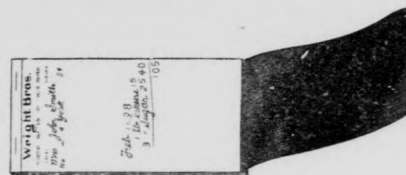


Dainty and delicious. From 100 to 120 to the lb. Pails, 20 lbs. Boxes, 5 lbs.

Putnam Factory National Candy Co.

Grand Rapids, Michigan

## Duplicating Order Pads



### Counter Check Books

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

The Simple Account File Co.

500 Whittlesey St.,

Fremont, Ohio

## 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.

## 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

## Stock it Promptly!

—You will have enquiries for—

# HAND SAPOLIO

Do not let your neighbors get ahead of you. It will sell because we are now determined to push it. Perhaps your first customer will take a dollar's worth. You will have no trouble in disposing of a box. Same cost as Sapolio.

Enoch Morgan's Sons Co.

## 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

## Woman's World

### Man's Impoliteness Due to Woman's Weakness.

To be a man is always to be only a little lower than the angels, so far as having a good time is concerned, but to be a society young man is to possess what our sporting friends call a lead-pipe cinch. It means that the fortunate individual has enviable perquisites coming his way, that he is a recognized luxury for which people are willing to pay, and that it is his lot to merely stand still and catch the bouquets that are thrown at him, instead of having to hurl a few nosegays himself.

There is a tradition that somewhere in the Dark Ages women were the parties sought after. We have changed all that. Society is out on a still hunt for a man, and no matter how dull, how stupid, how personally insignificant he is, if he only owns a dress suit he is, socially speaking, worth his weight in gold. Formerly when a woman wanted her parties to be a success, she tried to make them beauty shows of pretty women. Now she only tries to corral a few men. Nobody concerns themselves about a mere woman. Any hostess can think of a hundred attractive girls who will be glad to come to her entertainments, but she grows gray-headed and acquires wrinkles when she tackles the awful problem of the men supply. It is men who have to be fed and cajoled and bribed into coming and woe to her whose chicken salad is veal and whose wines are of an inferior vintage. She will need a police raid to get together enough black coats to make a respectable showing for her next ball.

In other days any invitation from a woman to a man was esteemed a compliment. The honor is all the other way now, and the most callow and adulated youth thinks he is flattering the woman in whose opera box he deigns to sit; that he is bestowing a personal favor upon her when he eats her dinners and drinks her champagne and that he has put her under obligations for life if he shows up at her dances.

These amiable youths have merely introduced into society the philanthropic principles of the commercial trust—that if you have a monopoly of a necessity you should raise the price on it, and unhappily men are a necessity, for which no adequate substitute has been found, in social entertainments. You can not give parties without them. The spectacle of two girls waltzing together and trying to look as if they enjoyed it is enough to draw tears from a heart of stone, while a dinner without men is soup without salt, and even a hen theater party takes on the chastened aspect of a boarding school out on an airing instead of a festive entertainment.

Men are a social necessity. Hence their arrogance. "You simply can not get along without me," their attitude seems to say, "and there is no use in my bothering myself about being civil or gracious or accommodating. You can take me on my own terms or ruin your old party."

Everywhere hostesses are complaining that the men they are forced to ask to their entertainments do not show even common politeness. Men who are invited to a dancing party will not dance, or, if they do, spend the evening dancing with some particular girl they fancy, deaf to the hostess' hints about wall flowers. Men who have been entertained time after time at a house will not even come to call on a visitor whom

their hostess is trying to make have a pleasant stay unless the girl happens to strike their fancy. Men accept invitations to a debutante's coming out reception and drink her father's champagne and eat his terrapin, yet when they meet the girl at other parties never pay her the slightest attention. Men who never buy anything but a cheap admission ticket to the opera, trusting to some woman's hospitality to extend them an invitation to sit in her box, just calmly overlook her and let her struggle for her supper at the next entertainment at which they meet.

This wail of women over the decadence of politeness among men is universal. Their lack of manners would make their grandfathers—if indeed they had any grandfathers—turn over in their graves, and a veracious story as illustrating the extent to which the thing has gone is being told of one young man who had been invited by a pretty and charming young woman to go with her to a german. The night arrived, the young man arrayed himself in his evening clothes and sat down to wait for the girl to send a carriage after him. None came and the young man remained at home, although he knew that the girl was looking for him to go with her and that his non-appearance would mean her bitter disappointment. The next time they met the girl reproached the young man for not coming and asked him why he had not done so, and he actually had the nerve to tell her that if any girl expected him to go out with her she would have to send a carriage for him.

Nor is this all. Several other young men in the same set—and it goes in good society—upheld the youth in this position and announced that they would not pay party calls upon the married women who entertain them. "It is enough," they said, "for them if we go to their parties and dinners."

Now, the remedy for this kind of thing is so simple that it fills one with righteous indignation to think that women are so poor-spirited that they have not courage enough and backbone enough to apply it. Boycott such prigs. Cut the man off your entertainment list the minute he shows he is not gentleman enough to appreciate the hospitality you show him. Snub the little cad good and hard who regards your house merely as a free lunch joint, where he can go and eat his fill and criticize the cooking. Cut the rounder who feels that a girl should be honored by his deigning to pay her any attention.

There are women in any city who could reform this lack of manners in one season if they chose to, for these little whipper-snappers' affectation of indifference about going to places is all a bluff. They are dead crazy to go, and if they were left out of the invitation list it would break their snobby little hearts. If they knew that if they spent their time hanging about the buffet, instead of the ball room, they would not be invited to any of the leading private balls of the season, we should see them prancing around with every old maid in the ball room, and the wall flowers would have the time of their lives. If they knew that they would receive no second invitation to dinner from a house where they had neglected to pay a bread and butter call, no hostess would have reason to complain of the lack of cards that were left at her door; if they knew they would get the cold shoulder in opera boxes whose mistresses they had neglected,

we should think the days of Beau Brummel had returned, so suave, so polite, so considerate, so courteous would our debonair young men become.

No phase of American life is more curious, anyway, than that all of the social drudgery should be thrown on women. Go where you will, it is always the women who are doing all of the work and making all of the conversation running. Just look around you, between the acts of the theater. It is the girl who is toiling like a coal heaver to entertain some man who is staring listlessly around. Notice the couples sitting about at balls. It is the woman who is ransacking heaven and earth to find some topic in which the man is interested. She does not care for racing or golf or groceries or whatever the topic he does, but she is struggling with it might and main, and it never even occurs to her that the man might try to find some topic that she is interested in and talk to her about it. Observe the average married couple. Unless the woman carried on the conversation, there would be a silence that would last to the crack of doom between them. The American man is a grand seignior when it comes to being entertained and he expects all womankind to dance before him.

And as a sex we do it, and it is a painful fact that he is getting more and more spoiled every day. No one would, of course, go back to the old times, when men addressed women as goddesses, with hand on heart, but there are certain deficiencies of life that mark the line between savagery and civilization, and politeness to women is one of the virtues of the past that we can ill afford to dispense with.

## Everybody Enjoys Eating Mother's Bread



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### 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

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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. \* \* \* \* \*

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113 and 115 W. Washington St.

South Bend, Indiana



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By spending thousands of dollars every month to tell the people about

### DR. PRICE'S TRYABITA FOOD

All you have to do is to get in line with the progressive dealers and receive your share of the big profit which result from selling DR. PRICE'S TRYABITA FOOD.

PRICE CEREAL FOOD CO.

Battle Creek, Mich.



But if the older women are responsible for the lack of politeness among the men they entertain, it is the girls who are to blame for such incidents as that of the youth who required to have a bonus thrown in for his society. It is sadly true that it is not the young men who run after the girls in these days. It is the girls who chase down the young men, and in their anxiety to have beaux and be esteemed a belle, put up with all manner of insolence from them.

Any young man will tell you, and prove it, that all the girls with whom he corresponds write him half a dozen letters—long twelve and fifteen pages of slushy sentiment—to his one; that they send him flowers and books and presents, and will put up with any kind of boorishness or rudeness. What is the result? You see young men puffing cigarette smoke in girls' faces on the street, you see them standing talking to girls with their hands in their pockets and their hats on their heads and when they part it is with a curt nod and a "So long, Mame or Sally," and Mame and Sally are so dead afraid of not having a beau that they do not dare to resent what must insult every fiber of womanhood in them.

After all, there is no use in talking about man's impoliteness, so long as women do not have the nerve to resent it. Men are going to be just as polite as women make them, and every woman holds the power in her own hands, but it must be a gorgeous thing to be a society young man—all perquisites and no pay!

Dorothy Dix.

#### Why the Odds Are Not All Against Women in Business.

Written for the Tradesman.

A great tendency is to be noted among women of the better class who work for a living, to want clean, pleasant work not requiring great muscular exertion nor the assuming of heavy responsibility. There is nothing really wrong about this. The young lady who lives at home and works for clothes and spending money can pursue this policy if she wants to. But the widow with children to hustle for, or the girl with an invalid mother, or any woman who, spending her years in an occupation, wants to get what there is in it, can not afford to shirk the irksome and disagreeable features of her work. Work that soils the hands or the clothing, sometimes has the most money in it.

You will often hear it said that a man gets more pay than a woman for doing the same work. This statement may not be entirely without foundation in fact, yet those who make it could not usually back it up with specific instances. If they tried to do so, the chances are that you would find on investigation that the work in the two cases was not precisely the same. Employers are not fools. They will not pay a man eighteen dollars a week if they can get a woman to do the same work for ten dollars a week. On the other hand they will not pay so much for any line of work with all the disagreeable features carefully eliminated as they will for the same work with those features retained.

The woman in business for herself must often do work that is irksome and monotonous, or even dirty. She can not afford to neglect any part, particularly in the beginning. When she has established herself on an assured footing, then she may be able to delegate unpleasant duties to subordinates. I do not counsel too hard or too heavy work. That would be poor economy. But do not let any

needful thing go undone simply because you do not like to do it.

Do not bewail to yourself or to others because you are a poor, weak woman and thus somewhat handicapped in the commercial struggle. Take courage. Remember that you do not have to contend against some higher order of beings with superhuman knowledge and powers, but only against erring mortals like yourself with fallible judgment and limited abilities. Perhaps you feel a little envious of your neighbor merchant who has more capital and a much larger establishment than you have. Yet in some respects you have the advantage. You can see to it that every customer is courteously treated and his wants satisfied if possible, in a way that he with his larger business, can not do. Offense is often given and customers are driven away from his store when he knows nothing about it.

A woman with long experience in business said: "I used to be frightened when a new store started in our town, particularly if they advertised a new regime of cut prices and unheard-of bargains. I was afraid my customers would all leave me and flock to the new store. Experience taught me not to be scared. They could not do better for people in the long run than I could do. No one can afford to do business for nothing. All have their hindrances and limitations."

As to whether a woman labors under any great disadvantage on account of her sex, there is certainly room for question. I am reminded of a story: A monarch made an assembly of all the giants and all the dwarfs in his kingdom. It was supposed that the dwarfs would have to be protected from the powerful giants and those having the exhibition in charge were prepared to do this. But it was found that the giants were slow, clumsy fellows and withal good-natured, and did not molest their little neighbors at all. The dwarfs, on the other hand, were lively and active and full of all manner of impish tricks, so that in actual practice it was found necessary to protect the giants from the dwarfs.

In the early days of life insurance, the companies would not insure women. Investigation and statistics proved to the insurance people that they were standing in their own light to reject them. Men often die from accident. Women, rarely. A woman is a much more temperate creature than a man and has greater tenacity of life. These things were found to counterbalance fully the special hazards to which the sex is subject.

The woman in business should not expect the men with whom she comes into competition to be especially gallant in business relations. If they give her the fair treatment that an honest warrior gives to every worthy foe, let her expect nothing more. Men sometimes show special consideration to a woman even on the battlefield of business, but don't bank on this and do not whine if you do not get it.

Do not depend greatly upon the patronage and assistance of your friends except as you can make it to their interest to deal with you. Do not expect them to buy dowdy hats of you when they can get artistic creations from your neighbor for the same money. Do not think you can build up a business on the sympathy or the forbearance or the pity of the good people who know you. There are very few whose friendship will stand this kind of strain.

In choosing what lines of goods she shall handle, a woman will naturally and wisely, unless there are special reasons to the contrary, choose the lines in which her knowledge of colors, styles and women's ways and tastes will count for something. Between millinery and men's furnishings she will choose the former; between heavy hardware and china she will take the latter. But let me impress upon your minds that the principles underlying success are much the same for all lines of goods. To succeed with your millinery or china,

you must obey the fundamental laws which govern the handling of men's furnishings and heavy hardware.

Emerson says, "Hitch your wagon to a star." This is his way of saying that we should so manage our undertakings that the forces of nature will work for us, not against us. No matter how small and insignificant the wagon, if the connection with the sure-moving star is properly maintained, it can not help but go. And no star ever yet refused to pull a wagon because it was a woman's wagon.

Quillo.

## Hardware

### Adjusting Our Methods to Twentieth Century Conditions.

My subject naturally falls into, or separates itself into, two parts:

1. The retail hardware merchant as a buyer. What are the conditions that confront him and the methods that brought about such conditions? Are they desirable? If not, the best method to employ in correcting them.

2. The retail hardware dealer as a seller is confronted by what conditions? What methods are being employed to produce these conditions and by whom are they employed? Are they wise methods and should we adopt them? If unwise and wrong, what course can be pursued to remove them?

The retail hardware dealer as a buyer is confronted with the trust problem, viz.: the organization of the manufacturers and jobbers has almost eliminated all competition. No open market into which we can enter to buy our goods. When the head office sends out a quotation of 215 on nails, 215 is the answer you get, whether from Pennsylvania or Alabama. Same on wire bolts, screws, etc. In fact, almost every article on our shelves is controlled by the trusts. Combination, centralization and organization is the cheap method used in bringing about these conditions. It is bad for the country, but the retail merchant will be affected financially only when prices are advanced to a degree that would cause the righteous indignation of the great consuming public to rise to such an extent as to cause these articles to remain on our shelves unsold.

Now, my readers, whether these methods are desirable or not, they have behind them men of wonderful achievements and of large business experience. In their councils are the strongest, best trained financial intellects our country can boast of, with millions of dollars at their disposal. I would not recommend that we waste our energies worrying over things we can control. But I would recommend that we encourage and buy from independent factories so long as their prices are right and their products as good as others.

As buyers we should consider the brands our goods bear. Your endorsement and recommendation to a certain brand of goods you may have sold for several years you may have to take back, should you desire to drop this article, because those who control it had put it out into such channels that it became a profitless burden.

The market upon which we sell as retail hardware dealers we find in a condition that is not serious but needs nursing. Every available home, hut, cottage, mansion in this broad land of ours has been brought under the influence of these wide-awake catalogue houses. Their methods of advertising are almost irresistible, with cuts, pictures and minute description of each article. The men employed to write these advertisements are men of education and experience, pleasing in their style of writing, and can appeal to and arouse the prejudices of the people against their home merchant. So well is this done that the reader, if let alone, will soon consider these people as great benefactors to the human race. I do not fear their prices, but to hold our trade we must wake up and adopt the best methods that the experience of the past has brought to us in the twentieth century. Good, honest, systematic advertisements—advertise vigorously, largely,

everlastingly. Their prices will not be in your way, but unless we avail ourselves of the large progressive methods of the age, our trade will leave us. Their progressive methods are to be feared more than their prices.

I can not believe hardware dealers will go to sleep and permit any man, or set of men, living from one hundred to four hundred miles away, who pay not a dollar for taxes, contribute nothing toward building churches, schools or other public enterprises, to take trade from you. Do not let them undersell you. When they advertise at a price you can not meet, look into it, meet it in the same way. If we find they buy at jobbers' prices and the matter can not be adjusted in any other way we must buy as syndicate buyers. We must, we can, we will control the legitimate trade in our separate communities. Centralization and organization on our part may be required of us to do this.

I am sure I voice the sentiment of every retail hardware dealer in the United States in saying, I heartily endorse this bold stand taken by the Stevens people in refusing to sell them their guns and the New Home people their machines, and will show their appreciation in such a way that will result in a much larger business for these people and the other manufacturers adopting this course.

The department or racket store, has brought about a condition that has aroused from a state of lethargy a great many merchants who have been plodding along in the old way, to a realization of the fact that to hold their trade they must adopt progressive methods. My observation of these stores has been that when they have met with any degree of success it has been due to large advertising, progressive methods, and close attention to business; with the exception of a very few large houses in the cities. Ten years is a long life for them.

If I could be convinced that the expense of doing business could be cheapened without sacrificing some very desirable and attractive features in my business, I would add all lines and do a general department store business. I hold that a nice, clean, attractive hardware store, with a corps of well-posted and courteous salesmen, with a man of business ability and experience at the head, will find the business growing larger each year, while the store that puts its hardware in the back of the building in some dark corner, tin and granite in the basement, stoves occupying a space in the rear and covered over with horse collars, trace chains, etc., will find the trade gradually slipping away from it.

I would like to emphasize the importance of keeping a full stock of everything in the hardware line, and many articles that are carried by almost all stores not belonging to any line exclusively. I do not bar what is known as "kindred lines." The farmers and citizens of our town are intelligent, thoughtful people. They want the fair thing and will not give their support to nor encourage the building up of large department stores, or corporations, reducing their prosperous little cities of six or eight thousand to small towns of six or eight hundred, thus destroying their home markets and reducing their property value.

You will find the department store people are great to throw out leaders; many times staple articles will be found advertised by them at cost. When you

see such an advertisement do not run to the back door and throw up your dinner; do not tell the first customer that calls for that article, naming racket store prices, that they cost you that money and you can not see how they can sell at such a price. That is just what they wanted you to say. The leading impression they try to make on the minds of the people is that they buy with a large number of other merchants and can sell at what you must buy. There is no truth in this. They are selling it at cost, but making a big advertisement out of your admission. Your money is as good as theirs and your dollar will buy as much as theirs. Concentrated brain and capital will give better service than scattered brain and capital.

O. W. Johnson.

### A Treacherous Assassin.

"You've described your wife's pug dog all right," observed the advertising clerk, running his eye over the three-line "want," "but you haven't stated where you wish the answer sent."

"There won't be any answer," the man said, with the grim smile of one who knew what he was talking about.

## NEW OLDSMOBILE TOURING CAR



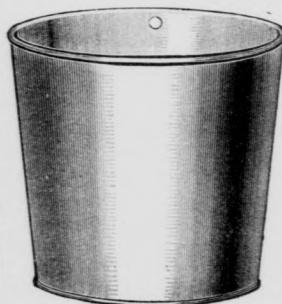
The finest machine on the market for touring on rough American roads; range of speed at will up to thirty miles per hour; general appearance same as the famous Oldsmobile Runabout; weight 1,350 lbs.; 10 horse power 2-cylinder motor; wheel base 7 ft.; tires 30x3 in. Dunlop detachable. Price \$1,450.

Oldsmobile Runabout, Improved for 1903 at \$650.00.

CATALOGUE ON REQUEST.

Adams & Hart, Selling Agents  
Grand Rapids, Michigan

**ICAN SELL YOUR REAL ESTATE**  
or business, to make with it is or where located. Wherever mail is delivered, I do business. If you want to sell a home, together land, vacant, residence, store building, mill, factory, lumber or coal yard, stock of goods (see line), patent right, or want to sell your business, send me a stamp 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.**  
**\$150 EVERY MONTH** SELLING THE MONTHLY BULLETIN. I will sell you in every house (city or country), factory, bank, business, one copy of the Bulletin. Millions will be sold; a sentence that will sell in some territory over and over again; to show to be sold. AGENTS Wanted. men or women. Sample 10 cents; rest as back if you can sell. Write quick for evidence territory. ZENO M. O. SUPPLY CO., SOUTH BEND, IND.



## 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

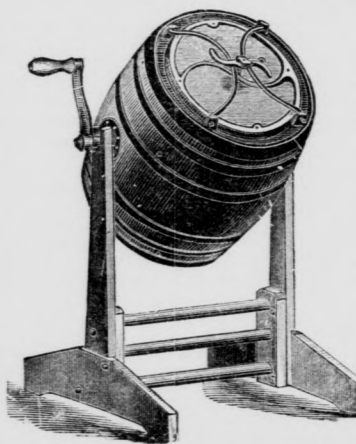
Mixed Paint, White Lead, Shingle Stains, Wood Fillers

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

## The Favorite Churn



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

Foster, Stevens & Co.

Grand Rapids, Michigan



#### Tendencies of the Times in the Retail Hardware Trade.

The long and rapid strides forward in the retail hardware business call to view the old farmer who came to the city some weeks ago with a ton of hay drawn by his favorite team of mules. He left his load in the street and stepped in to get warm. He chanced to enter a room where were long rows of phonographs, and dozens of people were dropping their nickels into the slots and putting the tubes to their ears to hear a song, or a merry conversation, or a waltz, or a grand march by Sousa's band. This was all new to the farmer and he had no idea what to expect. He put his coin in, adjusted the tubes and instantly Sousa's grand march began. The old man dropped the tubes as if he was shot and made for the door, exclaiming, "Be gosh, I never tied them mules, and there comes that fool band down the street."

Go back a decade or score of years and see the retail hardware dealer in his den. Toward the rear of his small room was a plain, common stove, surrounded by a frame filled with sand that served both for a fire protection and a spittoon for the jokers. Coal oil lamps with tin reflectors furnished the light. A bench seat for the regular visitors. His stock consisted of a few kegs of nails; tin cups; cast iron teakettles and wash boilers; a few dash churns; strap hinges and thumb latches for house hardware, with common heaters for soft coal; box cast stoves for wood and the old "Black Betty" for cooker. Over this array of useful utensils were hoes, axes, garden rakes and a few other articles. The dealer was as far back as his stock, for he sat by the stove and smoked instead of getting to the front to meet his customers and bid them welcome and make them know he appreciated their call, and ascertain in what way he could serve them. No tendency of our time does so much to make business a pleasure to both dealer and customer as that wide-awake, genial, spendid way in which the up-to-date merchant meets and treats his callers. You might just as well try to do without advertising as to pay the part of a "dummy" as did the old-time hardware dealer.

The modern store is "A horse of another color." Instead of a store front of small glass and heavy wood sash to shut out the light, you have the heavy French plate and doors that swing on elegant bronze hinges and shut with locks of the same. Floors are often covered with linolium, ceilings of stamped steel, lighted with gas and electricity; heated by furnace or by steam or hot water driven by central power, maybe a mile away. If more than one story, electric elevator; telephone, city water and, best of all, a classified stock displayed in Warren shelves and floor showcases that equal the druggists' and clothiers' in real beauty and service.

We can not better detail the tendencies of modern trade than by analyzing this modern store. The old-fashioned counters are removed; the stoves and heavy goods are moved to the rear or have a separate place. Implements should no longer be a part of the hardware stock; the showcases glisten with pearl and fine steel cutlery, silverware, carving sets, razors, scissors; nicked and enameled ware have largely supplanted iron, tin and cheap granite. The old ramrod rifle and muzzle-loaded shot gun have been exchanged for the breech-loading, rapid-firing pieces.

Houses are provided with window weights and sash locks that are burglar-proof because of their security and alarm.

The old dash churn that pounded the butter into grease after an hour or two of toil has given place to the late improved churn that brings the butter in from three to five minutes, and by draining off the milk the butter is washed free of all milk particles.

The hand or baby separator is the handmaid of this modern churn. The "Black Betty" is no longer queen of the kitchen, but the range which the modern dealer provides (as handsome as an oak and French-plate sideboard), will bake his biscuits for him in from three to five minutes. After he enters the house and while he is washing his grimy hands, the cook puts his hot bread on the table ready baked before he gets his feet under it. The soft coal and wood heaters are neat, attractive and so perfectly made that they provide regular heat, and when well managed keep the fire from day to day. The hard coal nut is a hard one to crack and we can not think of any bright thing about it (there is no coal in it to make it bright) that is not already a chestnut. Yea, with hot air or hot water systems so perfect, so sensitive that an automatic device opens and closes the valves in the basement and whether the inmates be sleeping or waking the temperature all winter long is right, is not that getting it down to a fine point?

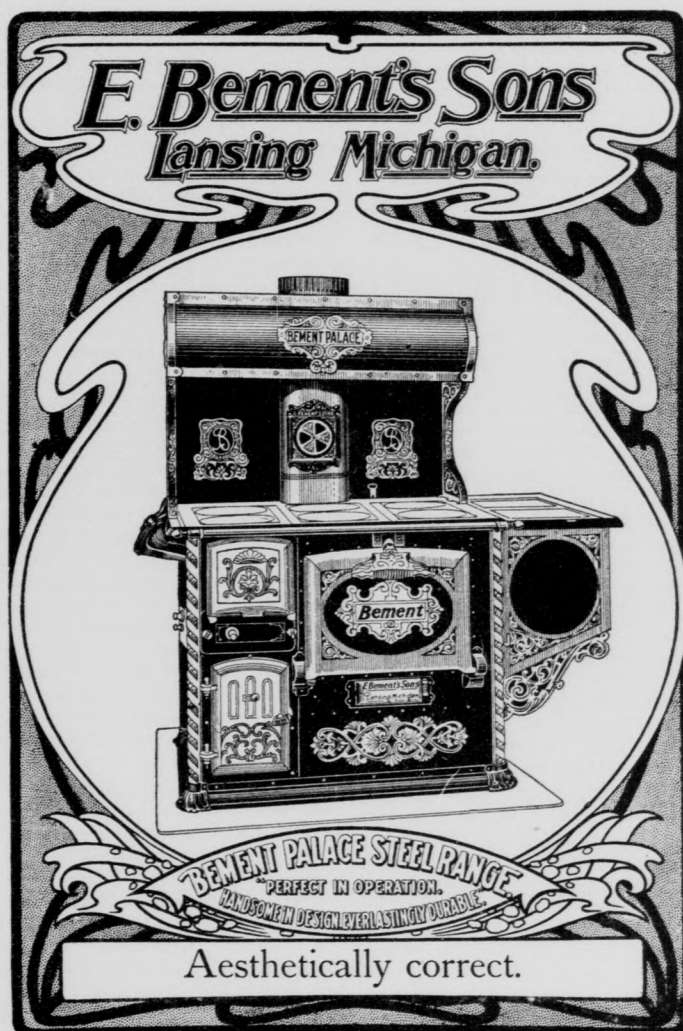
The store of the future will have greater care as to furniture, as to arranging and classifying of goods as to quantity of stock. When possible, the rooms should be wider than twenty or twenty-two feet. The tin shop and stove department will be separate from stock so that it can be kept clean and the room quiet for business. Clerks will be ever on the alert to accommodate customers, and dealers generally will deliver goods in the city by means of automobiles.

We must prepare to meet the city concern that sends out the bulky catalogue. While we keep high class goods that are cheapest for all to buy in the long run (and we should strive to educate the people into using the best goods), yet we should keep just such articles as will meet this city competitor and show the people we can and do do it. We must fill completely the place we occupy, have the people know by every possible means that we are in business for the purpose of furnishing them the goods they need and thus control the trade at home.

There is a growing desire and it is a "crying necessity" among hardware dealers to get the cash system. Get business on a cash basis. This makes quicker sales, for margins are smaller. The best buyers will buy more because they buy for less—do not have to help the dealer carry some other slow or bad accounts. This system, too, kills off dead-beat fellows who infest every line of trade and prey upon defenseless dealers.

There is an eye of suspicion out for the trusts which touch the retail hardware men. There are benefits arising from these, to be sure. There is an element of stability in the plan of taking orders for certain goods weeks and months before they are made. In that way the factories know what the demands are to be, for that season, and they do not load themselves up with 100 per cent. surplus and stultify and antiquate themselves by old and held-over

# 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.**

goods; yet this plan requires the retail dealer to use more capital and unless he buys on a guarantee he may (and sometimes does) find himself on a down market where the sharp decline has enabled his competitor who did not buy early to get the advantage.

It matters little what house is represented when you buy, the prices are practically one and the same. If you can save on freight, or if you can buy a better variety for your line from one than another, then select that man, but there is a Procrustean bed, and shrewd buyers are cut off to fit it and dullards are stretched to the same standard. This is under the reign of this "dead level" system; there is little to build up the individual so far as buying is concerned. Close attention to details; the saving of freights; a favorable location; remunerative side lines and other such circumstances for which he is but partially, if at all, responsible may advance one dealer above another, but only these can.

The frugal hardware dealer of to-day will collect his accounts closer than the merchant of a few years ago. The world may owe every man a living, but the fellow who gets around on pay-day is the one who gets it. Get your money in this life—do not wait for the next.

To sum up all, the modern hardware dealer is a live, courteous, methodical business man who strives to please the public by keeping at their disposal a superior modern stock and making cash prices that are enticing.

Hardware men should not only be social and friendly at their conventions when it is understood that everybody tells the best he knows (be careful not to tell more than you know), on every subject pertaining to our business, but dealers in every town should stand together and assist each other whenever opportunity offers.

There is one link in the commercial chain, one character in business, that we can not and do not wish to eliminate, and that is the traveling man. Our hotels and trains would be as dull as the cemetery if it were not for the man with the grip. He is constant, courageous and irresistible. He never misses, always gets up when he falls down; always has a new joke; believes in up-to-date goods and ideas; is ready to sell whether you need goods or not; but this army of traveling men are shrewd, vigorous, brainy—they are angels unaware—we could not do without them. They should have our prompt and respectful attention if we need them, and they usually do. Here's to the traveling salesman, and may his "shadder" never grow less.

C. S. Barger.

#### What Is Required to Be Successful.

Have you ever stopped to think how science in art, literature, agriculture, medicine, the various industries and in statesmanship and, in fact, in all forms of activity, has been progressing very fast in the past few years? Of course you have, but let me draw your attention to one other important fact, and it is this, there has been very little said or done toward teaching the race to listen to themselves in all things. The next great step that is going to be taken in the world is the science of the nature of mankind.

We have been held back in regard to this all important subject. Do you know the reason why? I do, but I shall not explain myself in these columns on this part of my subject. We can learn

the nature of mankind just as easily as we can learn anything else, and each one may become a teacher of this grand and noble subject. There are schools in which pupils are taught to read and write, how to keep books, how to write good business letters and how to do the banking business, write drafts and checks, but none of them teach their pupils how to become successful in what may be termed a practical way.

They teach the things stated above and then the students are turned loose, and nine out of ten begin their business life in the wrong way by trying at the outset to follow another's ideas, thinking that because they followed set rules in school it is a good idea to follow the rules of some business man who has happened to be successful.

Don't you know that you can not follow another man's ways of doing business any more than you can write, talk, or walk as he does? The reason there is no established science or rules in business is because too many have failed by trying to follow the advice of others who felt themselves quite capable of advising.

When a father tells his son to go out in the world and do as he has done and gives him set rules to go by, that young man will fail nine times out of ten, but if he makes up his mind to profit by his father's mistakes and goes right ahead as he is impressed to do things, and acts on his thoughts as he should he will never fail, for him the realm of thought is unlimited.

We should learn never to turn back to a thought of the past only to compare the new with the old to ascertain if we are moving in the progressive train. When we realize that there is no limit to anything and that we should keep moving onward and upward as in all other lines of science, then we will find that we can never reach perfection in business, just as no one has ever reached perfection in anything else. Progression is the law and order of all things in nature and mankind is the most important article I know of in nature, and we must keep pace with it if we wish to come up to the standard in our daily life.

When we learn that each move we make is a step toward a higher position in life, and to those who are retail merchants every time we do the least thing toward the advancement of our business, it is on the same principle as the nature in the stalk of corn or wheat—the nature in them goes right on with its mark and does not pay any attention to anything else; but we are not so wise as the corn and the wheat, we get lazy and love to sit and watch others grow without evincing any interest in ourselves. We should learn that action is life and sitting down and holding our hands is death. Edward Miller, Jr.

#### Wants More Orders and Less Weather Reports.

A drummer who has recently been soliciting trade in the low Arkansas country returned to Fort Worth recently and showed a letter he had received from his house in reply to one he wrote telling them that the weather prevented a large trade. The reply read:

Isadore Jacobs, Pine Bluff. Your ladst vedder rebort is in und duly considered. Your ledder contained no orte, but tweltt only on der kondition ob der vedder. Ef it raint all der dime, as yer zay, den you can leef der swamp kontry und go to der hills. But ve kand keep trummers on der roat for \$1,000 a yar to sent us vedder reborts dot ve kan see at the sidy hall for doo zents. Ve

vant orters und blenty of dem. You say for us to sent you a sheck to Little Rock for a hundret dollards expens monish. Ve vill sent you feefty und ask you to plow in less monish on vine und vimmin. Isaac Solomon.

P. S. In your expense account I find twenty cents for lundry und one dollar und a half for whisky. Peloase make der account palance, but don't increase your laundry pill.

#### Same Prescription.

"These shoes, doctor," said the cobbler, after a brief examination, "ain't worth mending."

"Then, of course," said the doctor, turning away, "I don't want anything done to them."

"But I charge you two shillings just the same."

"What for?"  
"Well, sir, you charged me four shillings the other day for t lling me there wasn't anything the matter with me."

## C. C. Wormer Machinery Co.

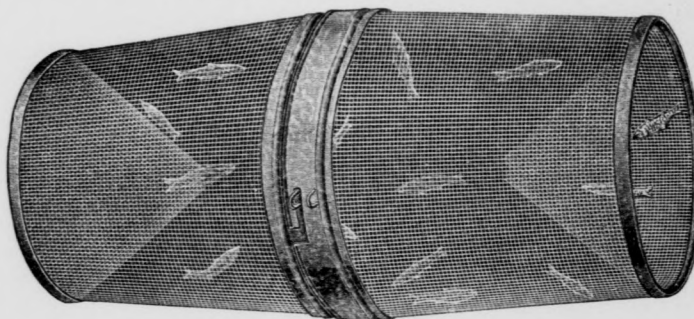
Contracting Engineers and Machinery Dealers

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

Large Stock of New Machinery

DETROIT, MICHIGAN  
Foot of Cass St.

## "Sure Catch" Minnow Trap



Length, 19½ inches. Diameter, 9½ inches.

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

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

Our line of Fishing Tackle is complete in every particular.

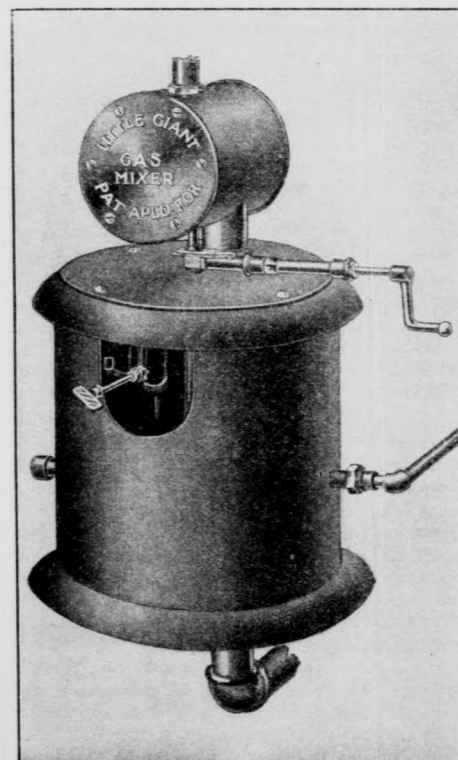
Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.

113-115 MONROE ST.

GRAND RAPIDS, MICH.

## 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.



## ANGLO-SAXONISM.

Wonderful Conglomeration of Blood,  
Peoples and Races.

After fighting each other in two wars, those of the Revolution and of 1812-15, there was for a long time but little cordial friendship between the peoples of the United States and of the British nation. They had intimate commercial relations, but in other matters they were far apart.

Within a few decades past more cordial sentiments grew up between the two peoples, with the result that they have intermarried and associated with a constantly-growing degree of intimacy.

Sociological theorists and political philosophers have made use of these friendly relations as a foundation for a dream of world politics, in which the English-speaking nations will come to gether in a firm alliance to propagate liberty and to lead in civilizing the nations. These dreamers contend, because the English and the people of the United States speak the same language, that they are therefore closely allied in race as well as in political, social and sentimental characteristics, and that these considerations will bring the two peoples in a close union in order to carry on the work of evangelizing the human race with liberty and civilization.

In pursuance of such a sentimental scheme, it has been considered necessary to admit the Germans to the combination, and so the United States, Great Britain and Germany, under a close alliance or through the force of some powerful influence operating equally upon each, are to become a, if not the, preponderating power on the globe.

Unfortunately for such enthusiastic dreamers, international alliances are not governed, nor are they to any extent actuated by sentimental theoretical considerations, but matters of material interest. But before discussing this branch of the question, it is worth while to consider the claim that the people of the United States and of the British Isles are of the same race. With the exception of the people of the United States, there is no stranger mixture of race and blood in any country than in Great Britain. First the population was Celtic; shortly before the commencement of the Christian Era Britain was conquered by the Romans under Julius Caesar, and was held by them for nearly five hundred years. It was customary for the Romans to enlist their soldiers in the various countries of their dominion, and always to send those of one state or province to garrison another. Thus it was that British levies were sent to serve in Greece and Asia, while Spaniards and other foreigners were sent to Britain.

In the early part of the fifth century, when the Goths, the Vandals and the Huns were assaulting the Roman Empire, which had so long held the world in awe, the Roman legions were withdrawn from Britain, and that country was abandoned to the Jutes, the Angles and the Saxons, who came over in ships from the low countries of Germany and Denmark. In the meantime there were numerous invasions by the Danes, the Norwegians or Norsemen, who came to Britain in swarms. The country was again invaded and conquered in 1066 by the Normans from France.

It is easy to see that what is called the English race is made up of a wonderful conglomeration of blood, peoples and races, and to this fact is due the great vigor, activity and fighting

prowess of the English people. For a like reason the people of the United States, who are made up of all the races of Europe, have been able to attain the first place among all nationalities for energy, activity, enterprise and fighting qualities. But the British people are no more Anglo-Saxons than they are Anglo-Celts, or Anglo-Romans, or Anglo-Danes, or Anglo-Normans, and for the same reason the American people have no claims to be Anglo-Saxons.

The peoples of both countries are made up of the mingling of the most powerful races and peoples, and thus it is that Briton and American are alike possessed of great characteristics; but so far as race is concerned, there is nothing to draw them together. They speak the same language, but that does not constitute any common interest. But it is only upon mutual interests that an international alliance can be based. Coming back to this part of the subject, it is worth while to enquire what considerations of mutual interest are there to draw the United States and Great Britain into such a union?

Great Britain is the best trade customer which the United States possesses, while the latter is the best customer of the British nation. This is no reason, however, for an alliance, but for friendly relations. In case of a war between the two, the United States could and would capture and hold Canada. This is another reason for the preservation of friendly relations, but not for an alliance. In the meantime, the colonies of Great Britain scattered over the globe invite the attacks of enemies, and the British dominions in India seem to be especially tempting to Russia, that gigantic nation, half European, half Asiatic, that seems destined to overrun the whole of Asia and to dominate Europe.

Russia long ago, realizing that the Eastern hemisphere was a sufficiently large field for her movements and conquests, gave up to the United States the whole of the Russian domain in the Western. There is no conflict of interest between Russia and the United States, and the American Republic can have no reason for engaging in an alliance with England, who regards Russia as a traditional and a present enemy.

Thus it is that, seeking possible support wherever it is to be found, England has been drawn into an alliance with Germany in the Venezuela matter; but it is much to be doubted if Germany would assist England against Russia on any account. Bismarck found it so important for Germany to keep the friendship of Russia that he constantly maintained a secret treaty of amity between them. In the meantime, the alliance between England and Germany against Venezuela has brought into active operation conditions which are not calculated to maintain the friendly relations which ought to exist between that country and the United States, and already considerable irritation has resulted.

It so happens that very serious political disturbances are in progress in that part of European Turkey which is the Macedonia that produced Alexander the Great, and the revolt there threatens to precipitate a war between Russia and Turkey, which may result in a Russian conquest and occupation of Constantinople. England has more than once gone to war to prevent such a consummation, but it now looks as if Turkey, so far as England is concerned, has been abandoned by England. At

any rate, the situation is interesting, and it does not appear that Germany is going to intervene in any such war to help England. The Anglo-German alliance against the little Republic of Venezuela does not promise to be productive of any great benefits to the English participants. Frank Stowell.

## Economy in California Travel.

A double berth in a tourist sleeper, Chicago to San Francisco, costs only \$6. The service via the Chicago, Milwaukee & St. Paul and Union Pacific line is thoroughly comfortable and satisfactory.

Through tourist sleeper to San Francisco leaves Chicago at 10.25 p. m. daily.

If you are interested write for folder. Robert C. Jones, Michigan Passenger Agent, 32 Campus Martius, Detroit.

## A Goodly Percentage.

Last week seventeen patents were issued to citizens of the State of Michigan. Six of these were solicited by L. V. Moulton, No. 61 Houseman block, in this city. He is the only attorney in Grand Rapids exclusively engaged in the patent business, and the only one fully equipped for all branches of said business.

When you fret and fume at the petty ills of life, remember that the wheels which go round without creaking last the longest.

We attract hearts by the qualities we display; we retain them by the qualities we possess.

A Safe Place  
for your money.

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

immediately and easily when you want to use it. Any person living within the reach of a Post Office or Express Office can deposit money with us without risk or trouble. Our financial responsibility is

**\$1,960,000**

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

**3% interest**

Your dealings with us are perfectly confidential.

## "Banking by Mail"

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

**Old National Bank,**

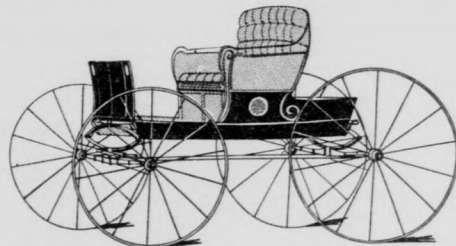
Grand Rapids, Mich.

## OUR MOTTO:

## Good Goods at Reasonable Prices

One of our  
many styles

Write us for  
our 1903 cata-  
logue and  
price list.



Arthur Wood Carriage Co., Grand Rapids, Mich.

OUR  
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

## THE GROCER'S VALENTINE.

How It Linked the Past With the Present.

Written for the Tradesman.

"Papa, can I please have a penny?"

The grocer looked over his spectacles at his small son. "What do you want a penny for?" he replied, interrogatively.

"Want it to buy valentines wiv."

"But this isn't—let me see. Why, when is St. Valentine's day? It doesn't come for a long time yet. It's the twenty-second of February, I believe."

"Ob, papa!" exclaimed the small boy in disgust. "Don't you 'member better'nthat? It comes on the fourteenth."

The grocer rubbed his nose meditatively. "I guess you are right," said he. "I was thinking of something else."

He had a note coming due about that time, but did not think it worth while to explain the circumstance.

"Can I have the penny?" pursued the boy.

"You can't get any kind of a decent valentine for a cent, my son, and papa wouldn't like to have you send one of those ugly ones."

"No, I don't want to, but I'm going to save my money and buy all the nice ones I can and send one to mamma and one to Uncle Will and one to grandma and one to somebody else. Say, papa, can I have the penny?"

"Who is the somebody else?" enquired the grocer curiously.

"Oh, I don't want to tell now; but you'll find out sometime maybe. Can I have the penny?"

So the grocer, thinking the "somebody" might be a little sweetheart of the small boy, paid tribute to the springtime saint and was thanked so

prettily for the contribution that he even added another mite to his son's collection.

"I'll get an awfully lovely valentine for the other one!" exclaimed the child.

The grocer had not always lived the humdrum life of the country merchant and his thoughts ran back to a time in the long ago when his heart had first been warmed with the divine flame and to the little log cabin in the wood that had held his divinity. And he rehearsed, bit by bit, the passages of love that had brightened the wooing of his earlier life, and he again felt the gentle pressure of the soft white hand that had so coyly and yet so tenderly smoothed the wrinkles from his brow in times of trouble.

And then he mechanically unlocked a drawer that he had not looked into for years and years and drew therefrom a package of letters, a piece of ribbon and a withered flower—relics of the well-nigh forgotten past. And he also found a bit of unfinished verse, written in the careless scrawl of his youthful days, and he read and re-read it, as recollection after recollection surged up out of the long ago, and drowned for the moment the cares and worries of the present:

To-day's the day, as I've heard say,  
That birds begin to nest and lay,  
The winter being over;  
But here the snow, three feet and more,  
Has covered all the daisies o'er  
And blighted all the clover.  
The song I sing—the love I bring,  
Is blithe as any birds that sing,  
Where'er the climate;  
For cold nor snow, nor ice nor woe  
Can ever change my love for you  
Sublime.

The grocer smiled pityingly at the halting stanza: "Some of it wasn't so bad, after all," said he, "but I remember that I could never get that last line to suit me. Don't suppose I could

now, either. But I guess I'll have to try my hand at an old man's valentine and see what the result will be. The dear girl has been tied to me so long, and her life has been so prosy and so unromantic, that she might reasonably have applied for a divorce long ago, if for no other reason than that of incompatibility. I wonder if she would laugh at me if I tried making love to her again."

The grocer hustled in an order for valentines and before long his windows were ablaze with paper cupids, arrows and bleeding hearts, and as the fourteenth of February approached, his store was thronged with children.

"We're goin' to have a valentine box at school, and every boy and girl gits a valentine," said Teddy Baker, as he thumbed over a pile of penny atrocities.

"Look out how you handle those!" said the grocer, admonishingly. "You'll get them soiled if you aren't careful."

"I want this one," said Teddy.

"You dassant git none of them," said Daisy White, warningly. "Teacher says we can't send out no horrid ones."

"What do I care for teacher?" replied Teddy with fine scorn.

"You'll git a licking if you do," pursued the maid.

"Hub, who'll know?" asked Teddy.

"Teacher knows who puts every one in the box, and I'll tell anyway, if she fergits."

"Girls is all taddle tales," said Teddy with an air of conviction. "I'm going to send what I please; a licking don't last long and kill us she dassant. I know right where the's a dead hen and if you tell I'll put it in yer desk, and then we'll see who'll git the lickin'."

"Got any voluntines?" It was the "pot wrastler" who spoke. She had red hair and a wart on her nose, and in her eye burned the light of love. "I want to get the awfulest purtiest voluntine you got in the store," said she, "an' I don't care fer expenses. Have you got some with anguls and bumming birds onto 'em, and a piece wrote onto the last page what says, 'My true love fer you will never, no, never die?' I see one like of that oncet."

The grocer dragged out some about eighteen inches square—three deckers, printed in flamboyant colors, tied with blue ribbons and warranted to either kill or cure at first glance.

The lady seized one and devoured the "poetry" with eager interest. "They think I love thee not," she read aloud, "since silent I remain. My lips scarce speak thy name—'Do you's'pose he'll like that?' she asked. "He's cookin' in Dickinsen's camp," she added by way of explanation.

The grocer thought he would. "It sounds properly modest," said he.

"Would I better sign my name to it?" she queried, after some hesitation.

"Well, you might use your own judgment about that. I don't think it's usual to do it, though."

"If I don't sign my name to it, he might think it come from Jenny Binder. She's been making love to him most scandalous, and I don't want to pay no dollar and a half fer a voluntine and have him think it come from the likes of her."

"You could enclose a lock of your hair," suggested the grocer after some thought. "That would be a delicate way of disclosing your identity without seeming to be too forward in the matter."



Only live fish move up stream; any dead one can float down.

It's easy enough to lose money in business, but only live, progressive merchants make money now-a-days.

The most successful merchant is the one who systematizes his business, who takes every possible precaution against mistakes, who stops all the leaks, who gets all the money he earns.

The most practical system for accomplishing this result is furnished by the National Cash Register. With one of these machines a merchant knows that he is doing everything

possible to prevent mistakes—without it he is taking big chances.

Let us tell you how a National Cash Register will make it easier for you to get rich. Detach the coupon, fill it out and mail to us today.

NATIONAL CASH REGISTER CO.  
Dayton, Ohio

"Should Have Had It Five Years Sooner"

I am well satisfied with my Cash Register and only regret that I did not put it in five years sooner, for I believe I would have saved the price of several registers by following your system.

F. C. HOLT,  
Trinidad, Colo.



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 informa-  
tion as to why a merchant  
should use a National Cash  
Register, as per your "ad" in  
MICHIGAN TRADESMAN.

Name \_\_\_\_\_

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



"My! I never thought of that," exclaimed the lady, and she quickly made her purchase and hurried away in the direction of the postoffice.

During the three days preceding the fourteenth of February the grocer had gone about his work with a more or less abstracted air. The clerks noticed that he frequently took from his pocket a sheet of paper upon which he wrote mysteriously and they remarked that at these times he glanced furtively toward the door and hastily pocketed the paper when any chanced to approach his vicinity.

It was a mooted question among the employees of the establishment whether the grocer was doing stunts in algebra or was trying to forecast the profits of the year's business. But these surmises were wrong. He was composing a valentine, and not until the morning of the fateful day did he get it arranged to his liking.

And then it was that he took a fresh sheet of paper and copying all out in a fair, clear hand, placed it in an envelope and finally disposed of it by putting it in the breast pocket of his coat.

After that he visited cheerfully with customers, joked with the clerks, and even sang snatches of two or three old songs. Evidently the grocer was in a pleasant frame of mind.

"Papa," said the small boy, "here is somefin' for you," and he backed off a little to see what effect the valentine he had given his father would have upon its recipient.

It was a little blue and gold affair covered with flowers and containing a verse breathing a pretty childish sentiment of affection.

The grocer started guiltily as he took it in his hand, but quickly recovering, he said: "Why, my boy, is this really for me?"

"Yes, papa. You know I told you there would be one for somebody else, and you are the somebody else. I wanted to give it to you because I love you so much, papa, and you get me lots of things and give me pennies, and papa, will you take me down to the lake? There is an awful good place there to skate."

After dinner the grocer put on his hat with the intention of going back to the store. He drew from his pocket an envelope, awkwardly handed it to his wife and then clumsily fumbled at the door-knob and passed out of the room. The lady opened the packet and read the following:

Dear heart: No more can winter's clime  
Nor summer's heat nor passing time  
Subdue the love I have for you.  
Sometimes the old flame slumbers, true,  
Yet only when unwonted care  
Throws sodden peat upon the blaze;  
But the warm embers quickly flare  
Into the heat of other days.  
You are so pure, so good, so true,  
I could not, if I would, repine;  
I'd have no other love than you—  
No other valentine.

The grocer stood around outside for a while, rather undecided what to do, but he finally lumbered bashfully back into the dining room in time to find his wife with tear-drops glistening in her eyes. But even in his confusion he could not mistake them for tears of anger.

"Was it very silly?" he asked with reviving hope.

"Silly? Not a bit. It was just too dear of you for anything," she answered, as he bent tenderly over her. Her lips were perilously close to his, and whether or not you will believe it, this silly old grocer really and truly kissed his wife.  
George Crandall Lee.

When some people cast their bread on the water they tie a stone to it.

#### SUCCESSFUL STORES.

Those Which Do the Largest Amount of Advertising.

Written for the Tradesman.

During a conversation with the proprietors of a prosperous store the other day I chanced to speak concerning advertising and its value to the merchant in the smaller towns. Before we finished discussing the subject he said to me:

"I think a store can do too much advertising. I believe advertising is a good thing, but according to my views on the subject we can go so far with it that the people will tire of our announcements. People will stand only about so much of printers' ink and, when a store goes beyond that limit, I think money is wasted."

I asked him if he thought his store had ever spent too much money in advertising the merits of the goods offered for sale. To this question he replied that he did not think so. Yet the store this man is running has probably spent more money in this way than nine out of ten similar small town establishments in this or any other state. It never carries less than a four column advertisement, and at many periods of the year full pages are used, besides many thousands of bills. To add to all this the gentleman referred to is planning to take advantage of the rural delivery system and cover the territory surrounding his town with advertising matter once a month. From this I judge that he does not take his assertion very seriously.

It may be that some merchants in various parts of the country have advertised more than necessary, but I have yet to meet the man who has had such an experience. I believe the average merchant can learn much by observing the operations of his most strenuous competitor, the mail order house of the big city. Almost any country merchant will tell you that the mail order concerns are drawing large amounts of money from the rural districts every season. I know several persons residing near towns that have good stores, who do the biggest part of their trading with the big houses located in Chicago. They argue that they can get their goods a great deal cheaper. I do not believe this to be true. I have talked with many different merchants concerning this subject, and the majority of them assert emphatically that they can equal any bargain offered by these concerns and undersell them in many instances.

Now there is a reason for all this switching of trade from its natural channel. If the merchant will sit down and turn over the pages of one of the cheap publications that can be found in almost any house in the small town and country he will discover that the greater part of the space in the periodical is taken up by the announcements of these concerns. Not long ago I counted sixty-nine advertisements inserted by a Chicago house in a single issue of one of these cheap magazines. One of these announcements filled an entire page, while several others were half a page in size. The remainder were small, but were inserted on every page. It was impossible for a person to read that magazine or even glance over it carelessly, without noticing these announcements.

From this it does not appear that this mail order firm is afraid of overdoing its advertising. And to convince one of the far-reaching fame of the house it is only necessary to converse with the

farmers. Almost all of them have bought goods of this house at one time or another.

One thing in particular that I have noticed in the advertisements of this concern is that every announcement contains prices and descriptions of the goods. I have never been able to find an advertisement that did not contain them. Year in and year out the people are made to understand that it is the cheapest supply house on earth, that it sells goods at the lowest prices. Each year its advertising is increased; each year the country merchant cries out louder against its encroachments.

If it pays the mail order house to increase its advertising appropriations, why will it not work in the same way if the country merchant does the same thing? I do not believe the country merchant who hammers away with his advertising with the same vigor that his mail order competitor does will have any trouble in getting business. The way to fight fire is with fire. The country merchant has every advantage of his city opponent because he meets the buyer face to face. He has the goods in his hands. He can argue in favor of the quality of his merchandise. He is able to judge the wants of his customer, because in most cases he is personally acquainted with him. He knows his likes and dislikes, is able to tell whether he wants a cheap article or something good without asking him. Why, then, does he let all this trade get away from him? How is it that he can not do as good work selling goods to his neighbors as the concern hundreds of miles away? The answer is easy. While the country merchant sits at his desk arguing to himself that he can not do this and he can not do that, the mail

order man is demonstrating what he can do. He is hammering away after trade. He never lets up. It almost seems that some of these institutions can conceive of no limit to their advertising, from the way they are spending money.

I do not mean to say, however, that all the country merchants are bemoaning the inroads of the city concerns. Far from it. I know of several country stores that are well advertised. I know of one store that advertised to undersell any mail order house in America. It requested people to come to the store with their catalogues under their arms, that they might learn by comparison of prices what bargains it was offering. This store has never been troubled for lack of patronage. It is always full of customers. The merchant I am discussing is the fellow who is afraid he will do something. The man who is backward about letting his light shine in this day and age of the world is doomed sooner or later to be outstripped by more energetic competition.

Why is it that merchants will not advertise, study the people more and try to get their attention? In almost every town there is one store that outstrips all the others. In almost every instance it is the store that advertises with vigor. Everybody knows that this is true. I know of a store in a town of 4,000 people that employs forty clerks. The proprietor will tell you that advertising did it. I know of a store in a little town of 1,100 people that employs ten clerks. This store advertises as much as all its competitors put together. It seems to me that the moral is apparent.

Raymond H. Merrill.

It does not follow that all things look roseate to a man with red eyes.

## 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, Rantiville Building

## Clerks' Corner.

The Girl or the Paternal Ancestor?  
Written for the Tradesman.

Affection always makes use of the diminutive with no regard for the appropriateness of the term and when Jessica Black, looking across the store, remarked with the tenderness in her voice that "that little Sammy Arnold is as shy as a partridge," the two fellow clerks she was standing near laughed until the tears started. The idea of calling that six feet and some odd inches of big bones, together with a hundred and sixty something pounds of muscle and sinew—mostly sinew—"little" was the height of the ridiculous, and the two girls opened their pretty mouths and laughed until their sides ached. When the force of the adjective had somewhat abated the smallest of the three, with a demureness that belied her pretty brown eyes and the dainty poise of her womanly head, remarked, "Somehow he never reminded me of a partridge!" with a certain emphasis on the me, the fun broke forth again until the color in Miss Jessica's face mounted to the roots of her silky hair.

"Was it true, then, that this big, good-looking fellow of eighteen was shy only when he was away from the rest of the partridge family?" and for the first time in her life the girl, who knew pretty well what a pleasant story her looking glass told her, envied the partridge-brown of that other girl's eyes and hair and wished—well, she did not say even to herself what she wished, and this is no pen that goes down deep into maidens' hearts and proclaims on the street corners what it finds there.

From that moment, however, there were two pairs of maidens' eyes watching the actions of a quick-witted companion who, in turn, watched theirs and her own and still had time to cast an occasional glance at the end of the store where there was a subdued little whistle constantly going on with no end of partridge glances towards that dry goods counter where the namesake of Shylock's daughter "like a little shrew" tortured the boy "and he forgave it her."

While, however, the consciousness of espionage put a stop to the eye-service which unconsciously "the maiden fair to see" had been making liberal use of, it was abundantly made up by an equally liberal amount of thinking all in the same direction; and every bar of whistle which reached that corner across the store proved a happy boomerang which returned to the rejoicing sender, carrying with it a more than redoubled burden of delight. The more she thought of the "little Sammy" idea the more she did not like the fun the girls made of it. Little does not mean necessarily, what belongs to size. While "the best of the goods may be done up in the smallest bundles," the little bundle can be a part of a carload, can't it? and then there is a difference in cars. One car may differ from another car in glory, and then, it's no wonder, when the tune that reached her was, "I know a maiden fair to see," that she looked in the direction of the whistle and thought that the whistler was right!

That was not the thought that troubled her, though. She could not free herself of the "shy partridge" idea that in spite of herself rankled in her soul. To think that the "shy" existed only when she, Jessica, was near; and then she thought of the partridge haunts as she knew them in the October woods with

the leaves aflame and the autumn silence broken with the dropping of nuts and the drumming of the partridge; and she could not help thinking, hearing that, of that sly Susie Rutledge pruning her feathers on the end of that prostrate tree-trunk which her "shy" partridge was making musical with his drumming wings!

How long had this thing been going on and she knowing nothing about it? Better than that, how long was it to go on? and hardly knowing what she was doing she began humming "Robin Adair," and every now and then breaking in with "Won't you tell me why, Robin? Won't you tell me why?" Then another thought came to her which flushed her cheeks. If He was shy with her there was but one reason for it and, of course, poor Sue could not be blamed for that; and with love in her heart for all mankind and, at that instant for Sue in particular, she caught that dear girl's eye and blessed her with the sweetest smile.

From that instant a firm resolve took possession of "fair Jessica's" heart: to shiver the armor of reserve that encased "that Sam" until the "shy" should be a standing joke between them, as it evidently was now to that shameless Sue! Operations began at once; but to her utter amazement the more she tried the farther off he shrank. There was no doubt about his admiration. Of course she liked him for that; but while it was all very nice and very fine to be set up on a pedestal and be worshipped, it was a great deal nicer to be down off the pedestal and have that stout right arm of his around her waist where it belonged! In spite of her going more than halfway, however, the shy bird continued to drum for Susie and the other girls' benefit, but let her, Jessica, only look in the direction of his—she began sarcastically to say it!—cover and the whir of the partridge told that the bird had flown.

Chance and circumstance brought this condition of affairs to an end. The lull of trade which follows the dinner hour in the country town gave a welcome respite to the pretty saleswoman and she was enjoying it that bright June day looking out of the window at the end of her counter upon the unusually quiet street. At that moment an open buggy was drawn up to the curb in front of the window and an instant later the reins were thrown around the whip handle by the gray-haired driver, who for fifty odd years had looked upon the sunny side of life and made the most of it—never once in all that time failing to know a good thing when he saw it and make the most of it, if that were possible.

With one foot on the step of the buggy he glanced at the window opposite and sat transfixed. The plate-glass window before him was the subject of a lovely picture and whose center was the face and figure of a girl, "the fairest, that ever the sun shone on." At that moment she was not aware of being the object of his gaze any more than she was of his admiration. Leaning forward upon her arm her chin was slightly lifted so that the sunshine, hopelessly entangled in her hair, was prevented from kissing her white throat and contentedly brightened the pale blue ribbon that fastened there the ruffled lace. Nature had done some delicate work in penciling the brows and the long eyelashes, and the same chisel that cut the nose and the lips had smiled approval upon the completed task, for inanimate

nature is sometimes so stirred by its own handiwork. An instant only he looked and then muttering, "What an arm! What a waist! What a waist for an arm!" he left the buggy and entered the store.

"Can you tell me if Arnold is in?" he asked of the divinity who had left the window to serve him if she could.

"I think so. Come with me and I will find him if he is here. Arnold?"

"Y-e-s?" came from the depths of the back store in a mellifluous base that Carl Zerahn would have envied.

"Here's a gentleman to see you," and away she went, the old fellow watching her to the very end of her journey.

"Hello, father! Mother come?"

"No, I wish she had. Who's the girl, Sam?"

"She? Oh, that's one of the clerks."

"What's her name? Who is she? How long's she been here? What does she call you 'Arnold' for? You jay, don't you know anything? Where's your collar and necktie? What do you go looking like a tramp for around here where she can see you? You find out where she lives and we'll call there this evening. I'm going to stay all night. Great Scott! you don't seem to know anything!"

It would be a pleasing task to give in detail all that followed in swift succession the coming of the elder Arnold. A few concise sentences, however, are all that is necessary. As the matter stands to-day there is not any more looking out of the show window on the part of "the girl" and so the sun is not all tangled up in her hair and is not resting contentedly in the lace ruffle at her throat. There is not any whistling in the back store of "I know a maiden fair

to see. Take care!" nor any answering refrain of "Won't you tell me why, Robin?" In some way that I shall not undertake to tell, Sam and Jessica have gotten on the other side of the "shy" idea that once hedged the young fellow in and have no end of fun in carrying out the partridge thought that was at one time the bane of both. What bothers me in common with other very interested parties is: whether this pleasing state of affairs is due to the girl or to the paternal ancestor? All I am willing to say is that I am that paternal ancestor and that Sam has inherited enough of his dad not to be niggardly about letting considerable of that vigorous arm development of his go to waist!

Richard Malcolm Strong.

### Tea Drunkards.

Tea drunkards are nearly as numerous as opium fiends and social gamblers among our less guarded maids and matrons of the idle aristocracy of wealth. It is a terrible dissipation. Some of the victims boil the tea until every bit of the quercitannic acid is extracted from the leaves, which renders the beverage bitter and dangerous. It is so astringent that no mucous membrane can readily withstand its effects. Women who revel and luxuriate like it because it is a good "pick-me-up." While sipping it in cozy corners some have old bags to drop in and read the language of the leaves, which are always left in the cup. To strain such tea would be regarded as a crime. These witches will tell a tea drunkard about everything she is going to do during the day—how many callers she will have, whether they will be men or women, whether or not she is going to drive, ride, dance, have a fight with her husband, or be at peace with all the world. What next?

## Lily White

### Makes Another Gain

Lily White, "The flour the best cooks use," registered another big gain in January.

There are reasons for this constant gain and you will not do yourself justice if you fail to investigate them.

When there's a chance for you to make more money on flour the expense of a postal card for investigating purposes shouldn't delay the game.

On quality, price, good service and fair treatment we can meet any competition you have in mind; therefore, doubt on these points will not form a logical basis for your neglect to shake hands with us over the counter of opportunity.

Lily White is so well advertised in this State that a good window display of it will draw more trade than a full page ad in your local paper.

Trade would be so brisk you wouldn't have time to pay bills, and your competitor would have nothing to do but sample breakfast foods.

Order some LILY WHITE NOW!

Valley City Milling Co.

Grand Rapids, Mich.





### Some Troubles of a Milwaukee Butcher.

Perhaps the greatest offenders are the well-dressed customers who think they are very important. In consequence they will keep a dozen customers waiting half an hour while they are shown everything in the store and criticize everything from the paper the goods are wrapped in to the twine. It is bad in a dry goods store, but for real unadulterated cussedness a butcher shop takes the bun. There happened to be a member of the meat cutting profession in my market recently on a visit from New York. After a pleasant chat, he sat back and sized up the customers.

The first customer to attract his attention was one who came for a 5 cent soup bone. A bone about two and one-half pounds was handed the woman who asked for one with more meat on it. I explained that the wholesale price on that soup bone was 3½ cents per pound, but the woman went away convinced she had been done.

The next customer called for a three-pound rib roast. I sized up a rib roast and saw the first rib would not weigh quite that, but two ribs would be too large. So I cut one rib which weighed two and three-quarter pounds. The woman looked at me and with a tone of disgust said she never knew a butcher to cut under the weight before in her life and that would never do.

The next woman wanted a nice 20-cent beef pot roast. I cut a nice chunk off the shoulder, which figured up 28 cents. I got an awful raking down. The customer told me when she asked for a 20-cent roast she wanted a 20-cent roast, etc., until I did not know whether it was a life sentence or a hanging matter.

Another woman asked for one pound of round steak, which was cut. She objected to the fat and had me cut it off, which I did after some objection and weighed the steak. After it was weighed the buyer asked for some suet to fry it with. I told her suet was 7 cents a pound. She told me I was the stingiest man in the city and left the steak. One woman wanted 10 cents' worth of nice sirloin steak. I was trying to scheme how I could cut 10 cents' worth of sirloin steak without spoiling 40 cents' worth of sirloin, and my wife was trying to find out where 5 cents' worth of sausage went that a customer was loudly proclaiming she was charged with six weeks before and had never got.

There is not much fun in running a market. These are experiences and conditions the average butcher has to contend with every day.

### A Way the Tradesman Has.

Referring to the unannounced and unexpected enlargement of the Tradesman, a long-time patron of the publication writes as follows:

That is just like the Tradesman—continually doing unexpected things, without a hint to its readers of what is coming. Some trade journals would have boasted of the change for months before it took place and nearly all the trade papers would have improved the opportunity to crow over its success, as though the reader would not otherwise notice the change. Not so with the Tradesman. It has a way of doing things quietly and unexpectedly and then sitting back and enjoying the surprise and commendation of its readers. Phil Armour used to have a motto over his desk which I think finds a counterpart in the career of the Tradesman:

"Say little of what you have done.

Say nothing of what you intend to do."

Seriously, I object to any further enlargement of the Tradesman unless the subscription price is increased also. I

know something about the expense of getting out such a publication as the Tradesman, with so large a proportion of original matter, and I feel like entering a protest against any further extensions and improvements unless the price is increased to at least \$2 per year. I take several trade papers which cost me \$2.50 and \$3 per year which do not contain over half the original matter and nowhere near as many entertaining and instructive articles as the Tradesman gives us every week. I like to feel that I am getting the worth of my money, but I do not want to get so much more than I pay for that I am placed under obligations I can never repay.

U. S. P. Mince meat.

From the New Era.

The Michigan Tradesman says, pertinently: "Now that the Dairy and Food Department has discovered in the United States Pharmacopoeia a standard for flavoring extract of lemon, it is in order for it to establish by the same authority a standard for mince meat and sauerkraut."

Why, certainly! That will be easy! There is no doubt at all that mince meat should be made according to the U. S. P. requirements for Confection of Senna, which preparation contains fruits, sugar and flavoring—the meat found in home-made mince pies is an adulterant.

It is also likely that when Vinegar of Squill was introduced into the U. S. P. it was done with the idea of establishing a standard sauerkraut, from which the present well-known article is an unwarranted deviation. Let us, by the grace of the p. f. c., get back to first principles.

In addition permit us to suggest that puddings should hereafter be based upon the U. S. P. formula for glycerite of starch!

And henceforth let the U. S. P. be found on the counter of every grocery store.

### Good Words Unsolicited.

Day Bros. Co., dealer in general merchandise, Winchester, Ind.: We regard the Tradesman as one of the best publications that comes to our store.

Alfred Giddings, dealer in general merchandise, Sand Lake: Enclosed find \$1 in renewal of the Tradesman. "I can hardly do business without it."

Cordes Bros., dealers in general merchandise, Leland: We wish you success in the future equal to that of the past. David Holmes, manager general store Mitchell Bros., Jennings: Down goes your shop if you cut me off.

L. B. Bellaire, dealer in groceries and meats, Cadillac: I hope your prosperity may equal my appreciation of your paper.

D. A. Davis, dealer in general merchandise, Hartwick: I can not keep house without the Tradesman.

H. A. Cocks, with Geo. P. Ide & Co., manufacturers of shirt collars and cuffs, Chicago: Enclosed find money order for \$2 on subscription. That letter about the rug and the fact that I could not get along without the Tradesman brought me to time.

S. R. Wagner, dealer in dry goods and boots and shoes, Cambria: I can not do business without your paper.

Forest City Paint & Varnish Co., Cleveland, Ohio: We congratulate you on being so well located in such a fine building.

### The Right Tone.

Many an advertisement has been ruined by making it of the wrong tone. The people when they read it did not feel that it was fair to themselves to take advantage of the offers. Many persons who would like the goods spoken of would turn aside from the announcement from fear of the way the statement was made. It is necessary to say the say in a way that will show the confidence of the merchant in the goods, and make him feel that in saying what he has to say he is sure of getting the earnest interest of others to whom his story is a business proposition.



## Hay and Straw Wanted Quick

In any quantity. Let us know what you have and we will quote prices for same F. O. B. your city. Extensive jobbers in

### PATENT STEEL WIRE BALE TIES

Prices guaranteed. Write for price list.

Smith Young & Co., Lansing, Michigan  
1019 MICHIGAN AVE. EAST

References: Dun's and Bradstreet's, City National Bank, Lansing, Mich.

# Cadillac

Fine Cut and Plug  
THE BEST.

Ask for it.

MADE BY THE NEW SCOTTEN TOBACCO CO. (Independent Factory)

AGAINST THE TRUST. See Quotations in Price Current.

# OLD RELIABLE B. L. CIGAR

ALWAYS BEST.

LUBETSKY BROS. DETROIT, MICH. MAKERS

# 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.

## Butter and Eggs

Observations by a Gotham Egg Man.

Some of our readers may think the subject threadbare after all that has been said and printed about faulty egg packing, but the trouble is ever present and many a shipper is still losing money in the effort to save a few cents on the cost of his packages and fillers.

Just now receivers are complaining greatly of the use of second hand cases. A prominent egg receiver said to me the other day, "I wish you would write up the second hand case nuisance, and you can not make it too strong!" This receiver told me he was getting many lots in old cases, especially among the shipments from the larger towns and cities of the interior, and that damage from breakage was very prevalent in such shipments. He mentioned an instance where a good sized lot had been turned over to a customer who, after examining the goods, insisted upon sending them back unless an allowance of 1c per dozen was made to cover loss arising from bad condition. There is no economy in the use of second hand cases as the average loss in breakage far more than offsets the saving in cost.

Another fault that is most commonly observed in some of the Southern packings is the use of hay or fine straw between the eggs and top and bottom of cases. When no flats are used this kind of packing breaks up and sifts down in the eggs, and even when flats are used it often sifts out of the case and the contents become loose. Excelsior is the proper packing—nothing else is as good—and flats should always be used between the eggs and the packing.

It is an excellent and valuable practice to cultivate a "reputation" for a brand of eggs, and it is very easy to do it. Buyers soon find out what marks are to be relied upon for uniformly good quality and condition and such brands have always the advantage for a prompt outlet when a prompt outlet is needed. In declining markets when prompt sale insures the highest price this is worth money; and under ordinary circumstances exceptional quality will realize a better price on its merits. It is only necessary to be sure the cases are new and sound, the filler strong enough, the top and bottom protected with flats, and enough excelsior to make a solid package; and that the eggs be carefully graded and all small and dirty packed separately.

When our egg market broke to 15c the wires were kept hot with telegrams from all parts of the country, ordering stock here and in transit held off the market. Shippers seemed to consider so large a drop in prices unwarranted, and some of them even believed that prices had been forced down below their true level by local speculators for their own benefit.

But the conditions lately prevailing in the egg market, while unusual, are by no means unprecedented, and if we look back a bit we shall find nothing surprising in the heavy slump. Five years ago—in 1898—we had a very similar situation. Then the weather in producing sections had been generally mild and late in January the market settled to 19c for Western fresh in anticipation of increased supplies. This was followed by a few days of rapid but slight fluctuations, generally downward, and, a little later, by a slump to 14c on February 11. Afterward there were fluctuations upward under speculative

holding, the price reaching 16½c for a day, but the ruling range of values was from 15c to 15½c up to the close of February, and during the first week in March the market fell to 12c.

And what were the conditions then as to supply? During the last week of January, 1898, when the decline below 20c began, as above mentioned, our receipts were only about 30,000 cases; and in no week during February did they reach 40,000, although the market fell to 14c, and failed to recover, except momentarily, beyond 15@15½c. When our receipts increased to 67,000 cases the first week in March, the price broke to 12c. And during the period in 1898 above recalled, the market was practically bare of refrigerator eggs, the whole demand being on the current arrivals of fresh.

When this experience is remembered, the recent heavy break in prices does not seem at all unnatural when it is considered that our receipts for that week were nearly 58,000 cases, that all advices indicated still greater supplies in transit, and that thousands of cases of refrigerator eggs remain in local storage. The fact that our market has since recovered so sharply is no evidence that the decline to 15c was either illegitimate or unhealthy under the conditions then existing and in sight; the recovery has resulted solely from speculative holding, based largely upon a total and extreme change in the weather conditions prevailing in the interior, and the permanency and extent of this recovery depend entirely upon the effect of the changed weather conditions upon production.—N. Y. Produce Review.

### Dog Meat Is a Luxury in Korea.

In this country we frequently pat ourselves on the back because of our economy and brightness. We point with pride to the fact that in our packing plants every part of the animals slaughtered is put to some use—nothing is thrown away. But who has ever stopped to think that the same results are accomplished in other places in another way? For by eating every part of an animal there is certainly no waste. In Korea the people waste nothing. A lady who has spent some years there writes some very interesting things about the meat trade there. In the slaughter houses, she says, the smells are fearful, the dirt abominable, and the quantity of wretched dogs and of pieces of bleeding meat blackening in the sun perfectly sickening. This aspect of meat, produced by the mode of killing it, has made foreigners entirely dependent on the Japanese butchers in Seoul (capital city of Korea) and elsewhere. The Koreans cut the throat of the animal and insert a peg in the opening. Then the butcher takes a hatchet and beats the animal on the rump until it dies. The process takes about an hour, and the beast suffers agonies of terror and pain before it loses consciousness. Very little blood is lost during the operation; the beef is full of it, and its heavier weight in consequence is to the advantage of the vendor. In well-to-do houses beef and dog are served on large trenchers, and as each guest has a separate table, a host can show generosity to a friend without helping others to more than is necessary. Dog-meat is in great request at certain seasons, and dogs are extensively bred for the table. Pork, beef, fish, raw, dried, and salted, the intestines of animals, all birds and game, no part being rejected, are eaten—a baked fowl, with its head, claws and

interior intact being equivalent to "the fattened calf." Cooking is not always essential. On the Flax (river) she saw men taking fish off the hook, and after plunging them into a pot of red pepper sauce, eating them at once with their bones.

### Substitute For Lard Not Taxable.

The Commissioner of Internal Revenue last week decided that a certain article sold as a substitute for lard was not to be regarded as oleomargarine and was not taxable as such. He found "that the article in question is not made in imitation or semblance of butter, nor is it calculated or intended to be sold as butter or for butter, nor in fact, is it actually sold as or for butter, and no consumer could be led into the belief that it is butter."

Many a man neglects his own chances while figuring out what he would do if he had some other man's chances.

## Fresh Eggs

SHIP TO

LAMSON & CO., BOSTON

Ask the Tradesman about us.

Gas or Gasoline Mantles at 50c on the Dollar

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

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

1232 Majestic Building, Detroit, Mich.

## Cold Storage Eggs

Why pay 25 per cent. more for fresh when you can get just as good by using our April stock? Give us an order and be convinced. We store Fruit, Butter, Eggs, Poultry and Meats. Liberal advances on produce stored with us, where desired. Rates reasonable. Write for information.

Grand Rapids Cold Storage  
& Sanitary Milk Co.

Grand Rapids, Michigan

## E. S. Alpaugh & Co. Commission Merchants

16 to 24 Bloomfield St.

17 to 23 Loew Avenue

West Washington Market

New York

Specialties: Poultry, Eggs, Dressed Meats and Provisions.

The receipts of poultry are now running very high. Fancy goods of all kinds are wanted and bringing good prices. You can make no mistake in shipping us all the fancy poultry and also fresh laid eggs that you are able to gather. We can assure you of good prices.

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

Cold Storage and Freezing Rooms

Established 1864

We want your POULTRY

## Butter and Eggs

Highest cash prices paid.  
Write and let us know  
what you have. Do it now,  
not to-morrow.

JAMES COURT & SON, Marshall, Michigan

Branches at Allegan, Bellevue and Homer

Cold Storage

References: Dun or Bradstreet or your own Banker



**Revival of the Beef Industry in New England.**

In my opinion the beef industry is to be revived on many of the hill farms where distance from cities makes milk production unprofitable. I think it is admitted that the flavor of New England grown beef is in no respect inferior to the beef fattened on the plains, but there is an impression that the home-raised beef is not so tender as the Western dressed beef as we find it in the markets. This, no doubt, is because the country butcher has not the facilities for cooling and holding for the ripening process that the large establishments have. As a remedy for this it is suggested that companies be formed in convenient railroad centers throughout the country to establish slaughtering and refrigerating plants, in which animals can be prepared for food, with all the conveniences for holding the required time in cold storage before it is offered to the trade or the consumer. From these headquarters the meat could be supplied to the local dealers or shipped as far as need be, virtually making 'little Brightons' in many sections of New England. A dairy farmer makes milk for a creamery or condensing factory, because it is located near to him; he would raise beef for a local abattoir for the same reason if there was a profit in sight. Since the quarantine has been established between State lines, caused by troublesome disease, there has been more or less inconvenience caused shippers of cattle and sheep to supply the trade within our home territory. I was in a Vermont town a short time ago, when a Massachusetts butcher who had been in the habit of receiving sheep and lambs from that station came there and killed and dressed over 200 sheep, and sent the carcasses away in a refrigerator car to his home city. He could not under the quarantine ship the animals alive, so he brought his men and butchered the animals on the spot. I believe this is a move toward what I have suggested, and it is surely a step toward a system of less cruelty in the handling of animals intended for slaughter. How often we see carloads of young calves, in which the weak and strong alike are crowded together, on a long trip to market, in too many cases in a famished condition, calling attention to their suffering by their piteous cries, and suffering with the extremes of cold or heat as the case may be. Cattle, sheep and hogs take the same long journeys, not intentionally neglected in transit, but by natural causes more or less delayed, and so suffering from hunger and from cramped positions has to be endured. All of this would be prevented by butchering near home.

I believe the raising of beef cattle on our hill farms will again come to be an important branch of New England agriculture, and trust the local slaughtering, refrigerating and packing establishments suggested may become popular, so that the consumers of meats may learn to appreciate and ask for the home-raised meats. F. W. Sargent.

**Handed Him Out Due Punishment.**

He said he had an out-of-town customer to entertain. Perhaps he told the truth; perhaps he did not. At any rate, he broke an engagement with his wife to make a call, and did not go home until after midnight. Of course, he made as little noise as possible, and was soon in bed and dreaming. But those dreams! He dreamed he was dead and in the

place of torment. He could feel flames and hot iron applied to his skin. He moaned and tossed in his sleep to such an extent that he woke up his wife, but she said nothing. Finally he woke up with a start. It was no dream. He was actually burning up.

"Lizzie," he said, weakly, "I guess this is the finish."

"Ob, I guess not," she replied.

"I'm suffering the torments of the damned," he asserted.

"Perhaps you deserve it," she replied.

"I tell you," he protested, "I'm burning up; I'm blistered. I never knew a fever to get a grip like this on a fellow."

"Ob, it isn't a fever," she returned, "it's probably your conscience."

He was suffering too much to note the raillery in this.

"Get a doctor," he moaned, "I must have some relief."

"Relieve your conscience, and you'll be all right," she answered. "Where were you to-night?"

"Don't torture a man," he expostulated.

"Where were you to-night?" she repeated.

"At the club. But Lizzie—"

"Answer my questions truthfully and I'm sure you'll gain relief. If you don't I'll get a doctor. Did you have an out-of-town customer there?"

"No."

"What did you do?"

"Played poker."

"What did you drink?"

"Seven or eight highballs."

"Is that the whole truth?"

"Ob, Lizzie, yes; but for heaven's sake—"

"Do you feel any better now?"

"Not a bit."

"Well, if you'll take the mustard plaster out of the pocket of your night shirt I think you will," she answered calmly.

"I told you if you'd relieve your conscience you'd be all right."

**Freezing Meat For Canning Instead of Cooking It.**

A wholesale butcher of Philadelphia writes as follows:

Cooking meat by cold instead of by heat is the odd experiment that my firm has recently been trying. I suppose you are aware that the effect of intense cold is much like that of fire. You know that if your finger is frozen the injured tissues take on precisely the same condition that they would if the finger had been roasted. Well that is the basis we went to work on, our motive being the idea that with our ice-making plant it would be cheaper, in our canning department, to freeze our meat than to cook it.

So far in our experiments we have had good success. We have submitted the meat to a temperature of minus 33 degrees Fahrenheit, and then have packed it in cans. It has shown all the appearance of half-cooked meat; it has been impossible to tell the frozen and the half-cooked brands apart. So far, too, it has kept well. But whether it will keep as well and as long as the meat treated with fire we do not yet know as our experiments have not continued a sufficient length of time. We will save about an eighth of a cent a pound on tinned meats if we succeed in submitting cold for heat in their preparation.

The announcement that Andrew Carnegie is soon to spend a day at Tuskegee Institute inspecting the school is reason enough for Booker Washington to expect a substantial "lift" in the near future. Everyone who has read anything of the work this institution is doing will hope that the wish will not be disappointed.

**The Loss on Provisions.**

"Not long ago," says the Chicago Grocer, "a retailer took a ham and weighed it; it weighed nine pounds and ten ounces. It was then rolled and the bone taken out, after which it weighed nine pounds and four ounces, an actual loss of six ounces. In three weeks from that time it was weighed again and showed a total loss of one pound and six ounces."

**Hogs Too High.**

Thomas Morrison, of Cincinnati, does not like the prices which hogs are bringing. He says the price is too high and is apt to go higher, with the result that packers who are forced to keep on killing in order to get ready for the demand to come, are handling high priced meat at a time when the demand from consumers is at the very worst.

Men of character are the conscience of the society to which they may belong.—Emerson.

You ought to sell

**LILY WHITE**

"The flour the best cooks use"

**VALLEY CITY MILLING CO.,**  
GRAND RAPIDS, MICH.

**Scratch Blox**



Odd sizes made from odd paper cuttings at cut prices.

**BARLOW BROS., Grand Rapids**

**SEEDS**

Timothy and Clover. Send us your orders.

**MOSELEY BROS., GRAND RAPIDS, MICH.**

**Egg Cases and Egg Case Fillers**

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

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

**WE ARE HEADQUARTERS**

for California Navel Oranges and Lemons, Sweet Potatoes, Cranberries, Nuts, Figs and Dates  
Onions, Apples and Potatoes.

**The Vinkemulder Company,**

14-16 Ottawa Street

Grand Rapids, Michigan

We buy Potatoes in carlots. What have you to offer for prompt shipment?

SHIP YOUR

**BUTTER AND EGGS**

—TO—

**R. HIRT, JR., DETROIT, MICH.**

and be sure of getting the Highest Market Price.

**Parchment Paper**  
For Roll Butter

Order now from

**E. D. Crittenden, 98 S. Div. St., Grand Rapids**  
Wholesale Dealer in Butter, Eggs, Fruits and Produce  
Both Phones 1300

**SEEDS**

We handle a full line and carry the largest stocks in Western Michigan  
All orders promptly filled. We never overcharge.

**ALFRED J. BROWN SEED CO.**  
GRAND RAPIDS, MICH.

## The New York Market

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

New York, Feb. 21—Local conditions are rather unfavorable for transportation, as the streets are covered with a thin layer of hard snow, and horses find it almost impossible to stand. This has lasted almost all the week, but as the weather is now warmer it will be easier to forward goods and delays will be infrequent.

The coffee situation is not especially encouraging for the seller. True, the rate has not descended to the former low price of 5½c, but it has reacted from the recent advance and, with slow demand and weaker cable reports from abroad and full receipts at primary points, the market here shows considerable weakness. Speculators who a week ago took hold freely seem to have become tired of their holdings and are now liquidating. In store and afloat there are 2,664,493 bags, against 2,407,863 bags at the same time last year. While receipts at primary points are considerably below those of a year ago, they are over a million and a quarter bags heavier than two years ago. From July 1 to Feb. 18 the amount was 9,407,000 bags, against 12,033,000 bags during the same time last season. As to mild coffees continued dulness is reported. Stocks are light and holders are firm in their views. Nothing is doing in East India coffees beyond the little everyday call.

The recent cut in prices gave some stimulation to the sugar market and the buying for a few days seemed to indicate that the trade was stocking up quite freely. Lately, however, they seem to be holding off and there is an uneasy feeling—a feeling of uncertainty, of not knowing whether the bottom has been reached or not. Consequently at the moment quietude prevails and the trade is waiting to see what will turn up. It is intimated that prices at some Western points are below those prevailing here.

There is a continued scarcity of both country green and pingsuey teas and prices are very firm. This is true, in fact, of the whole tea market and buyers are compelled to pay full rates or do without tea. Basket-fired Japans are reported in light supply and firm.

About the only thing to be said about rice is that prices are firm. Choice to head, 5½@6½c. The enquiry has been of a hand-to-mouth character as might be expected at this season of the year, and neither buyer nor seller appear to take very much interest in the present condition of affairs.

Pepper continues well sustained and, while perhaps not quotably higher than last week, the tendency is steadily upward. Singapore black, in an invoice way, is worth 12½@13c. Offerings, of course, are limited. Nutmegs are steady and firm.

Very few orders have come to hand for the better grades of molasses or, for that matter, for any other kind. Sales are of very small lots and the outlook is not especially encouraging for sellers. Prices are practically unchanged. Syrups are without change of any kind. Supply and demand are about equal.

Nothing is doing in canned goods. This is absolutely the case and one can trudge from one end of the canned goods district to the other without finding a dealer who will give any other report. No changes have taken place and the excitement of selling futures—if there was any excitement—has all died out, now that almost all the business has been done, and until we have a few touches of warmer weather no change will be looked for, and even then no boom can be expected. Reports are numerous of new factories to be built and of old ones to be enlarged, and if we have a good crop year it seems likely the country will turn out a great supply of canned stuff next fall.

Prunes and dates are steady. Currants are dull and this is about the case with most other goods in the dried fruit line. Cleaned currants, 5½@5½c.

Owing as much as anything else to local scarcity, the butter market is very firm and an advance of about 1c per pound for the best is indicated. Best Western creamery, 27c; seconds to firsts, 22@26c; imitation creamery, 17@20c; factory, 14@17c, latter for fancy; rolls, 14@15c; renovated stock, 16@18½c.

While demand for cheese is not especially active, there is at the same time a pretty good trade for midwinter and prices are well sustained. Best State full cream, 14½c. The export trade is nil, except for a little something in low grade stock.

The egg supply has been growing and growing and there is an accumulation here that betokens a great tumble in prices as soon as the expected thaw comes. All that has kept the market to its present point is the very cold weather. Best Western fresh gathered are marked 10c, and from this down to 14@15c for "dirties."

Beans are steady. Choice marrow, \$2.70@2.75; choice pea, \$2.35@2.37½; red kidney, \$3@3.05.

### Comfort in the Wilderness.

From Forest and Stream.

I have a friend up North who runs a pine woods hotel for anglers, and it is his boast that he makes his patrons comfortable in the wilderness. He has his hotel provided with hot and cold water, nice hair mattresses, and all that sort of thing, and it is his claim, perhaps well founded, that he has the best equipped wilderness hotel in the North. He asks me to come up and see him, but I have always told him I would rather go anywhere else in the whole wide world. I can get hot and cold water and hair mattresses at home, and have good society there, too. As to the wilderness, it is no place for the softeners of civilization. I do not think big Adam Moore and I missed any hot water or hair mattresses up in New Brunswick. Neither do I think we missed that sort of allurements at the ranch in the Santone Valley the other day. When I start my own wilderness resort I am going to have a tin washpan on top of a stump back of the cabin, and if that is not good enough washing facilities for any patron of the place, the quicker he can get out the healthier it is going to be for him. The dragging of city life, or would-be city life, into the real wilderness is one of the things which make me continually regret that there is a legal close season on some sorts of human beings. The old nigger man was right, said he, "It ain't fitten." If I could run the world for a while it would be a most excellent good world. Still I suppose there will always be an element who want hot and cold water and hair mattresses and fresh beer in their "wilderness."

### Canned Corn Prices Likely to Rule Higher.

New York, Feb. 17—The scarcity of corn suitable for canning was a prominent topic at the convention of canners held at Washington last week. A leading packer who has returned from the convention said to-day: "The interest shown in corn futures and the really serious nature of the outlook was emphasized plainly at the convention. I firmly believe that business covering 30,000 cases could have been done if packers had been willing to sell at 70c f. o. b. factory for standard state. They are, however, practically out of the market at that figure, and I know of very few who are willing to entertain business at even 5c advance over that figure. The few who are willing to sell standards at 75c f. o. b. factory insist upon the buyer taking a certain percentage of succotash and fancy grades. The seed corn shortage is the serious problem. Many who have bought a portion of what they need at the high values—some have paid \$12 per bushel—state that there is almost certain to be a loss through non-generating seed. The shortage affects both the Eastern and Western packing interests. Western packers, so far as I know, have withdrawn from the market on futures. Some of the larger ones, it is claimed, have sold very largely for shipment to the Pacific coast, and a good percentage has been

bought by jobbing houses in the East who fear a shortage in Maine and New York State. Buyers here, who would not take hold of State standards at 67½c f. o. b. factory, with a 15c freight allowance, are scrambling to place orders at 5c per dozen advance now. There seems little probability that business can be done at this figure, however."

### Hopes to Produce Featherless Chickens.

Experiments are planned by the Department of Agriculture with a view to securing a breed of featherless chickens. The work will be conducted at the experiment stations in the South and those having the matter in charge are sanguine of ultimate success. Experiments were recently seriously undertaken by officials of the German government, having this end in view and are now in progress.

More than half the learned disquisitions one reads are skillfully disguised nonsense.

Buyers and Shippers of

## POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

*McLachlan University*

## 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.

## Michigan Maple Sugar Association, Ltd.

PRODUCERS OF

## High Grade Maple Sugar and Syrup

119 Monroe Street,

Grand Rapids, Mich.

### Pure Maple Sugar

30 lb. Pails Maple Drops, per lb. 15 c  
50 to 60 drops per pound.  
30 lb. Pails asstd. Fancy Moulds,  
per lb. 15 c  
20 to 30 moulds to pound.  
100 lb. Cases, 26 oz. bars, per lb. 9½ c  
60 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. 10½ c

### Pure Maple Syrup

10 Gal. Jacket Cans, each. \$8 50  
5 Gal. Jacket Cans, each. 4 50  
per case  
1 Gal. Cans, ½ doz. in case. 5 75  
½ Gal. Cans, 1 doz. in case. 6 25  
¼ Gal. Cans, 2 doz. in case. 6 50  
⅓ Gal. Cans, 2 doz. in case. 4 25

Mail Orders Solicited. Goods Guaranteed.

# Butter

I always  
want it.

E. F. Dudley  
Owosso, Mich.

## 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.



### Cannot Fix Prices Until they Settle With Farmers.

Baltimore, Feb. 20.—The passing of the convention held by the canned goods packers and the machinery men at Washington brings back to their homes the packers and brokers filled with enthusiasm and confidence in the future of the market. It has been more than demonstrated that a formal exchange of views among the packers at such a gathering has resulted in the mutual benefit of all concerned. That the convention was a grand success goes without saying, and that it will be the means of doing good is another foregone conclusion, but above all things else there is that communion of interests which brings about more than a feeling of personal friendship.

It was but natural with the absence of so many packers and brokers from the city and the surrounding counties during the past week business should become quiet, but there are now decided indications of a general revival of trade, not only here but throughout the whole country. There is always something which foretells coming events. In the canned goods market it is indicated by a gradual increase of the enquiries, which, as a rule, develop into orders. Such is the present condition of the market, and unless all indications fail there is going to be an active business in all the different lines, just as soon as the weather opens.

There seems to be one question in the minds of the packers and jobbers and that is how the stocks held by the retailers have been selling during the winter. Neither the packer nor the jobber has any more goods on hand than can conveniently be carried. It is not reasonable to suppose that the consumption of canned goods has stopped and there may be more than the usual large buying by the retailers to supply their spring trade just as soon as the roads are passable.

The conditions have not changed sufficiently to cause any change in the market, excepting probably, a slight decline in tomatoes. As a matter of fact, there is but very little room for any declines in the values of any lines of goods between now and the time the new goods will be ready for delivery. It has been demonstrated that tomatoes sell freely at 85c, and to-day any good standard tomatoes that are offered at 85c are quickly taken by the buyers. Tomatoes, however, are a problem hard to solve. They are almost sure to do just contrary to that which is expected of them. The only inducement that I can see at the present time for any jobber to take hold of tomatoes in large quantities is in order to get the best quality at 85c. There are lots of tomatoes offered as standards that are really no better than seconds, and ought never to have been classed among the best brands.

The packers do not show any more desire to sell "future" tomatoes this week than they did last. The growers have them guessing. Just why that should be it is hard to understand, because the packers should be the ones to cause the growers to do the guessing. However, if we were all growers of tomatoes we would do the same thing; get as much money as possible. The packers say that they can not make contracts with the growers for the raw material under \$9 per ton. That is a drop of \$3 during the past month, and the chances are that it will drop \$1.50 to \$2 more before another month. In any event, the sales of "future" tomatoes are very light, and there should be no surprise at that, because the buying of "future" tomatoes last year did not start right until about the first of March. To-day the market is 80c for 3-lbs., 60c for 2-lbs. and \$2.25 for gallons. If all of the reports that are in circulation concerning the acreage and the preparations for packing during the coming season prove correct, then we are going to have a larger pack than we did in 1902, that is, providing nothing happens to the crop. That is one of the things, however, that no one can foretell.

The corn market is very strong, especially for "future" delivery. The packers of Maine style have withdrawn from

the market altogether and there is but very little Harford county sugar corn or the shoe peg corn that can be purchased for "future" delivery, and the little that is offered of the Harford county is quoted at 62½c, and the shoe peg at 70c. It may be possible to buy some of the ordinary standard Maine style corn at 70c, but it is almost impossible to buy any of the higher grades at, all for delivery during the coming fall. The conditions, however, may be changed after the growers find that they have not as much reason to be frightened about securing the seed as they anticipated.

As stated above, it looks as if we were on the verge of a change in the whole canned goods market throughout the country. If all the enquiries that have been received here during the past month develop into orders, we are going to have an unusually active market.

### John Bull Likes Apples.

This is going to be the greatest apple year ever known in that branch of American trade—that is the crop and business year 1902-03—with one exception. The year 1896-7 made the record, and it will probably hold it for a long time yet.

In that year the apple export amounted to nearly 3,000,000 barrels. This year so far the total approaches 2,000,000 barrels; it was 1,969,057 at the beginning of the month, against 664,477 during the same period last year and 1,199,604 in 1900-1901. Three months yet remain for apple shipments, during which probably 240,000 barrels will be added to the amount, making over 2,200,000 for the season. Most of these, in round numbers, 2,000,000 barrels, go to England and are consumed there, showing that John Bull has a great liking for the apples of Brother Jonathan. Apples raw, apple sauce, apple fritters, apple dumplings and apple pies seem to hit him where he lives.

The total shipments of apples for the week ending January 31 were 47,396 barrels, of which Portland, Maine, sent 10,574 barrels.

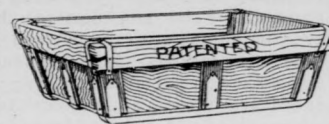
Portland, by the way, is a great apple port. The Dominion line freighter "Tuscomon," that sailed from there last week, took out a big lot of apples for England. A visit to the freight sheds on the Grand Trunk pier discloses the extent of the trade somewhat. There lie always, in the winter, awaiting shipment, the barreled products of a thousand orchards, apples by the acre—prime Maine Baldwins, Canadian Greenings, and other favorite varieties of winter fruit—and these disappear into the gigantic maw of the vessel at the rate of six barrels at a mouthful.

Apples are a sore subject with Portland exporters, owing to the drugged market and dragging sales. There is not much money in the business this year; in fact, there is not a little loss on some consignments. Latest reports from Liverpool, however, are somewhat better.

### The Cheerful Idiot.

"What," asked the Cheerful Idiot, "is the difference between a man who is irregular at his work and the tail of a wealthy man's carriage horse?" "I don't know," wearily responded his victim. "Because," replied the Cheerful Idiot, without the slightest encouragement, "one is docked because it's absent, and the other is absent because it is docked—Ha, ha!"

The toad is a very useful creature in the garden, and he is funny, too; for when he runs he hops and when he stands he sits.



## 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

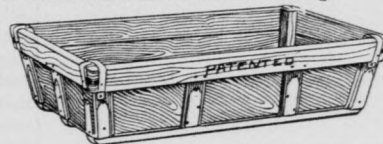
¼ bushel size.....\$2.50 per dozen  
½ bushel size.....3.00 per dozen  
1 bushel size.....3.50 per dozen

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

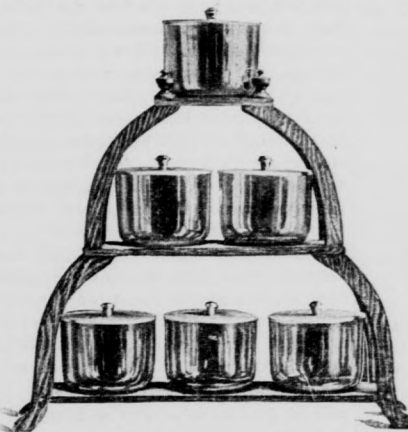
Manufactured by

**Wilcox Brothers**

Cadillac, Mich.



## FLINT GLASS DISPLAY JARS and Stands



Just what you want for displaying your fine stock of Preserves, Fruit, Pickles, Butter and Cheese. They increase trade wonderfully and give your store a neat appearance. We are the largest manufacturers of Flint Glass Display Jars in the world, and our jars are the only kind on the market and our prices are very low.

Order from your jobber or write for Catalogue and Price List.

The Kneeland  
Crystal Creamery Co.,

72 Concord Street,  
Lansing, Mich.

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

# 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



## CRARITY BEGINS AT HOME.

But Hank Did Not Want It Too Near Home.

Written for the Tradesman.

Hank Spreet, the village grocer at Kelly Center, is liberal by nature. He is as full of the milk of human kindness as city milk is of microbes. His enlargement of the heart is of a kind that requires the service of no physician but common sense; for misdirected liberality is as bad as penury. Misdirected liberality injures as often as it aids and brings no measure of blessing to the giver. Liberality, whether of spirit or purse, should be as Portia described its sister, Mercy:

The quality of mercy is not strained;  
It droppeth as the gentle rain from heaven  
Upon the place beneath; it is twice blessed;  
It blesseth him that gives and him that takes.

Sensible generosity blesses both the giver and its object. The readers of the Tradesman who are familiar with Hank Spreet's character know that he is of a philosophical mind. A hundred times has it come to his rescue in the intricate problems of country storekeeping, of township politics and of neighborhood dissention. Philosophy, combined with liberality, produces philanthropy; while indiscriminate giving is often not even charity.

It is not likely, however, that the good people of Kelly Center who took advantage of Hank Spreet's liberality had thus analyzed his character on the quality of giving. When I say, "good people," I do not refer to the Ladies' Aid Society entirely, for Hank was the target of every petition that was circulated and every purse that was raised in Kelly Center. This was not because he possessed a reputation for liberality and philanthropy and all that kind of thing, although his expansive heart deserved it, but because of the fact that Hank was the village storekeeper.

The storekeeper is the acknowledged victim of every subscription committee that circulates in any burg. He is looked upon as duty bound to subscribe to every fund, whether to pay the pastor's salary or to support a base ball team. He is the legitimate prey of every philanthropist whose philanthropy consists of inducing others to be philanthropic. He is expected to buy a ticket or two to every church social, dance and raffle. If he does not, he incurs the reputation in the community of being stingy. If he does, he incurs no reputation for being liberal—he is simply doing his duty. The public seems to think that the storekeeper makes his living from the public, while it forgets that every man is dependent upon his fellow inhabitants of this funny world for his subsistence. No man could go out and labor for the support of himself and family if he had no place to sell that labor. It is this communistic interdependence that goes to make up civilized life. The savage is the only truly independent man, and he is dependent upon a Power which even he is compelled to acknowledge in a crude and indistinct way. He lives on the birds and the beasts of the great forests, on the plants and berries of its open spaces and on the fishes of the sea, but these had to be provided before they were available for his temporal use.

It is about two miles back to Kelly Center from this sermonizing, but we will get there as quickly as possible. This problem of how far he was in duty bound to be the financial bulwark of every reform and harvest dance inaugurated in Kelly Center had presented it-

self to Hank Spreet, as it must have presented itself to every thinking merchant who is similarly situated. Hank even sat up one or two nights and consumed a reckless and extravagant amount of kerosene considering the question. When he had evolved a scheme that he thought might prove an improvement over the usual easy surrender to the demands of numberless soliciting committee, he decided to put it into operation at the earliest moment. That moment was not long in presenting itself in the person of Mrs. Bill Blivens, who had an active interest in such matters and had been chairman of every begging committee, as such were commonly named in the community, that had stirred the hearts of the citizens of Kelly Center, including Hank Spreet, to philanthropy in that bailiwick for these many years. On this occasion Mrs. Blivens appeared at Hank's store with a subscription paper which was intended to provide funds for the erection of a horse shed for the Grange hall. It was a very commendable project surely and must have been hailed with delight by the equine servants of the young beaux of Kelly Center who were wont to attend the Grange dances and leave their shivering beasts standing tied to the fence rail. Hank had subscribed to many less worthy projects, not because he thought them always worthy, but because he feared the wrath of the committee and the boycott of their supporters. When Mrs. Blivens approached him Hank wore the usual faded necktie and the usual sunny smile. Mrs. Blivens first explained the object of the very worthy enterprise and then said:

"Of course, Hank, we know that you will be glad to subscribe something to help the good cause along."

"Certainly, certainly," said Hank, "but first let me ask you one or two questions."

"About the shed?"

"No, about the paper."

The first question jarred the professional philanthropist of Kelly Center a little.

"How much is your husband down for?"

"Nothing," Mrs. Blivens was compelled to reply.

"And Eli Grasslot?"

Mrs. Blivens was compelled to admit that Eli's contribution was equally as large as that of Bill Blivens.

Hank began to see that he had the Soliciting Committee on the run early in the race and he shot out at her a list of the prominent citizens of Kelly Center which would have served as a very good directory of the village, had some directory publisher been willing to invest his money in the publication of such a volume. Throughout it all Hank maintained the same smile of innocence and the same cheerful attitude. When he had finished his questioning, he said:

"Well, Mrs. Blivens, I do not feel that I ought to put my name down for any more than the rest of them do. They want a hand in the credit for this charitable object as much as I do and it would not be fair to rob them of any of the pleasure by giving more than they do."

"Then you are not going to give us anything?" asked Mrs. Blivens in horrified surprise.

"Oh, yes," said Hank, "but I'll tell you what you do: You see them first, and whatever they give, I'll give. You see these committees have always been in the habit of coming to the store-

keeper first. Now, business ain't so good that my hand will let me give all that my heart desires and I'm afraid that keeps the other subscriptions down a little, so suppose after this, instead of coming to me first, you go to some of the others and you'll find me ready to give as much as they do every time. You go out, Mrs. Blivens, and circulate your petition and then come back and see me."

This took the Committee somewhat by surprise and she departed on the run. The report she gave to her fellow conspirators caused something of a sensation, but they set to work following Hank's suggestion.

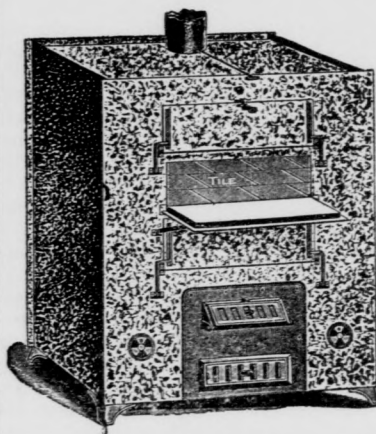
When Supervisor Grasslot was approached, he was constrained to contribute liberally from the very fact that he did not wish Hank to outdo him in generosity when the paper should get back to the grocer—for it should be said the Committee was compelled to explain to every citizen it approached the reason why Hank's name did not appear at the top of the paper as before. The effect when Mrs. Blivens approached her husband, who she had imagined, from long personal acquaintance with him, would not be over-generous, was the same as upon Eli Grasslot. It was the same with every citizen they approached, and from being angry with Hank Spreet's turn, the ladies soon became delighted. Even the champion heavyweight pugilist of

the township, who was looked upon as somewhat tight fisted, put himself down for the liberal sum of 75 cents. The ladies discovered that Hank, while he had made a very good philanthropic bell-burro, was much more effective bringing up the rear of the procession than lining up the other philanthropists in front. True to his word, Hank subscribed himself to the paper, when it finally reached his hands, for a liberal amount. Before that time, it had received the signature of every man of means in the village.

The ladies of Kelly Center, when they have a subscription to raise now, invariably go to the storekeeper last. The result has been good all around. When a subscription starts out blithe and gay in the morning it often dies before it ever reaches the storekeeper's hands because the Committee never feels that it can approach him and ask him to contribute unless the other citizens of Kelly Center have shown a similar disposition. The sums which Hank subscribes to these papers which do reach his hands are not smaller than those he gave before, so he is not so much of a gainer, but he knows that the subscriptions of those ahead of him are much larger than they otherwise would have been had the subscribers not feared that the storekeeper, when he came to round up the list, would put their contributions to blush.

And the Grange hall at Kelly Center, by the way, has one of the most sumptuous horse sheds in all Michigan.

Douglas Malloch.



## 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



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.

### "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-



### PELOUZE SCALES

ARE THE STANDARD FOR ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP

BUY OF YOUR JOBBER. INSIST UPON GETTING THE PELOUZE MAKE

NO. 1 30 AS SHOWN 24 LBS.

NO. 2 30 WITH TIN SCOOP.

NO. 3 2 1/2 BRASS DIAL, TILE TOP.

PELOUZE SCALE & MFG. CO.  
CATALOGUE, 35 STYLES. CHICAGO.



# 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. SCOTT, 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.

## SUCCESS AS A SALESMAN.

Cardinal Principles the Traveler Must Pursue.  
Written for the Tradesman.

As a few preliminary remarks I might say there are, no doubt, a great many merchants and business men who read every word of interest in your valuable paper and there are others, no doubt, who never see inside the cover, but become familiar with the Tradesman from its constant appearance upon their counters or in their offices. Yet, one may judge the value of a commercial report from its rapidly growing circulation, and occasionally a disinterested person picks up the paper and happens to see and read an article that just suits him and is unconsciously drawn to give the paper some attention and finally becomes an ardent admirer of it, simply because he has found it a great deal better than he expected it to be.

Reading broadens one's mind and the merchant who carelessly throws his trade journal aside as unimportant is apt to find that his neighbor has made a very profitable purchase from some little hint thrown out by his trade journal and, after a golden opportunity to better his condition has slipped through his fingers which his neighbor has taken advantage of, begins to realize that a few moments, glancing over the current events of the day might not be time wasted.

Having had twenty-two years' experience in traveling I feel that I am justified, in a measure, in making a few suggestions that I believe many merchants will acquiesce in.

What constitutes a good traveling salesman is a question that has been discussed from time to time by a great many journals published in the interest of the merchants and I merely give my views from a point of observation in the hope that a young man commencing his career on the road may see in them food for thought:

There is no question that traveling is the best avenue through which a man can fit himself for almost any commercial pursuit, providing he profits from the good to be attained and leaves the bad alone.

There are so many temptations which beset the young man's path that it requires some fortitude and determination to resist the fascinations that are presented to the susceptible and it requires some little stamina to reject the pressure that is brought to bear to lead him into the path of vice. Many men come to an untimely end who, were they engaged in other avocations, might have become shining lights in the business world, simply because they are under no restraint and, having money at their command, can use it, hence it is that of the great army of traveling men few become wealthy or even lay aside anything for a rainy day.

There is an atmosphere of freedom about traveling unlike an office position, where one is under the surveillance of those in authority. The young man becomes to a great extent his own master,

The result of his labors is what his house is looking for. To them his personal habits and behavior are in a measure a secondary consideration.

I have known houses to put up with a great many serious faults in men simply because they were good salesmen or, rather, sold a great many goods. I contend that the man who sells the most goods is not always the best salesman. A man may sell a great many goods and yet keep his house constantly in hot water in trying to create harmony between him and his customers, which has been disturbed by his misrepresentations, and a man oftentimes destroys the reputation of a good house by simply equivocating a little. The man who tries to buy his trade makes a serious mistake. The merchant, who is, perhaps, deeper than the salesman who calls on him takes him to be, sees at a glance that the offer to buy the cigars or the hint that something extra good is kept just around the corner is a bait to inveigle him into making a purchase and, while he may allow himself to be sounded, particularly by an old-time acquaintance, yet he is usually sagacious enough to know that those things are all done for a purpose, hence one of the most vital points of good salesmanship is to study human nature and ascertain who is and who is not susceptible to a bribe.

How many times in my career have I seen men go into a merchant's place of business, throw open the cheese box, cut off a piece of cheese, take a handful of crackers, sit down and chew away, forgetting that the merchant has already paid for these goods and that they are his property. This is usually due to thoughtlessness. He would not think of going into that man's house and taking anything away from it. Then why is the privilege greater in his place of business? Remember the old adage that "familiarity breeds contempt." While a merchant may not say anything about it, he sometimes does a great deal of thinking and many times salesmen wonder why their orders are not larger when, in reality, they bring the disaster upon themselves.

Many men are addicted to criticising a merchant's purchase when not made from them, which is one of the most serious mistakes salesmen can make. If the merchant has erred in his judgment in buying his goods, he will learn it in course of time without being constantly reminded of it, and the man who resorts to this method only puts a barrier in his own way in being successful with that particular merchant.

The most reprehensible practice that some salesmen resort to is that of getting a merchant to countermand an order given a competitor. No conscientious business man would ever resort to it. Aside from its being a very cowardly act, it degrades a man among his associates and is undignified in the extreme. We must remember that this world is large and we can not do all the business. To realize the meanness of such an act, it is only necessary to put one's self in the other man's place. I have known men to go so far as to slander a competitor's house and grossly malign them for the sake of preventing a merchant buying from them. Jealousy should never play a part in a traveling man's life. The best way to become widely popular on the road and to be admired by all with whom you come in contact is to conduct one's business in a thoroughly businesslike manner, eschewing all that is ignoble

and advocating your own goods entirely upon their merits.

It is an old saying and a very true one that "it is better to have the good than the ill will of even a dog," so I say the less we slander our neighbor the better we advocate our own cause.

Never show signs of irritability in a merchant's store. Come what may, always be pleasant and agreeable. There is nothing that will cause ridicule so quick as to show ill temper. Many times a merchant will say something sarcastic merely to try your endurance and patience and wink the other eye when you show a disposition to resent it. Be brave and you will be honored.

In the army of men who hold traveling positions to-day few are truly successful salesmen. When we look around us and see the men who have held responsible positions for a number of years with their houses and have risen from the lower walks of life and have reached the pinnacle of success, having made their services invaluable to their employers, we find men of sterling worth, both mentally and physically; men who take a deep interest in their houses' welfare and make that their own; men who are unapproachable with bribes; men who so cement themselves in the estimation of their customers that indomitable persistence on the part of competitors can not disturb the relations between them. In short, men who are true Christian gentlemen, close observers of human nature and persistent workers unquestionably make the best salesmen. Algernon E. White.

## Gripsack Brigade.

A. P. McPherson (Frank B. Taylor Co.) will be at the Hotel Pantlind on and after March 5 with his full line.

Jackson Patriot: Claude Tarbox has taken a position with the Tacks Paste Co., of Utica, N. Y., as traveling salesman.

Lansing Republican: Commercial travelers have become faddists. Formerly they have been considered immune from the failing of pleasure tourists, which hotel proprietors encountered with displeasure when they took inventories of their silverware, but now, according to the experience of one Lansing hotel proprietor, they have fallen in with the fad and are making collections. Charles P. Downey says the fad of collecting spoons and other articles of table silverware which bear the name of the hostelry where they are used is on the increase, and he accounts for the growth by the adoption of the custom by the traveling men. Eight months ago the Downey proprie-

tor bought a gross of after-dinner coffee spoons. They were dainty pieces of silver and bore the name of the hotel, and were therefore very fitting to adorn some collection. Of the 144 spoons "Mine Host" Downey can now count no more than three. To keep the hostelry supplied with eating utensils require a constant outlay, for several dozen spoons, forks, etc., are carried away every month.

## Farewell Greetings to Mrs. Emery.

Grand Rapids, Feb. 23.—The attendance at the pedro party Saturday evening, Feb. 21, was the largest of any party this winter and was made in honor of Mrs. John C. Emery, who with her family is going to New York to make her home, that being Mr. Emery's



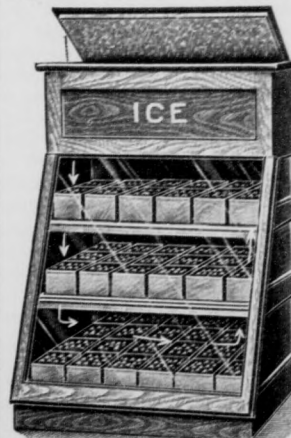
JOHN C. EMERY

headquarters. Early in the evening card playing was brought to a close and prizes were awarded, the first ladies' prize going to Mrs. W. R. Compton, and the second to Mrs. Milton Reeder. Senior Counselor W. S. Burns was awarded first prize for gentlemen and Master Jesse Martin second. Mrs. Emery was presented with a set of solid silver forks by the ladies of the organization, after which she rendered some very beautiful vocal selections, and the ladies served ices and cake, at the conclusion of which dancing was started and kept up until midnight, music being furnished by Miss Minnie Reynolds at the piano, L. F. Baker first violin and Master Arthur Hower second violin. Mrs. Maud Randolph kindly offered to assist when Miss Reynolds became fatigued. The next party to be given by the Council will be the stag banquet the first Saturday in March, notice of which will be given next week. Ja Dee.

Want of care does more damage than want of knowledge.

## 1,000 SOLD IN 1902

### Grant's Berry Cooler



Was introduced to the trade last year, late in the season, and we must admit that the results were more than we even might have anticipated. It was a new article to the dealers, as well as to ourselves, and we have profited by our experience of the first year by making several important improvements, such as double glass front, with one inch dead air space, the latest and most up-to-date circulating ice chamber with non-sweating disc attachment, together with patent trap connection to waste pipe, all of which can be removed, cleaned and replaced in a few minutes' time. Place your order early and avoid the rush prior to berry season.

## FOLDING BATH TUB CO.

MARSHALL, MICH.

## Drugs--Chemicals

### Michigan State Board of Pharmacy

WIRT P. DOTY, Detroit	Term expires Dec. 31, 1908
CLARENCE B. STODDARD, Monroe	Dec. 31, 1904
JOHN D. MUIR, Grand Rapids	Dec. 31, 1905
ARTHUR H. WEBBER, Cadillac	Dec. 31, 1906
HENRY HRIM, Saginaw	Dec. 31, 1907

President, HENRY HRIM, Saginaw.  
Secretary, JOHN D. MUIR, 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.

### Drugs From a Jeweler's Standpoint.

He was a well-dressed, agreeable sort of fellow, with the quick, nervous manner of a traveling man who is accustomed to eating quick meals and catching fast trains with slow hacks or street cars. Probably he would have objected seriously, even violently, if anyone had called him a liar and a thief. Indeed, your Uncle Ebenezer had not reason to suspect him of being such until a few minutes later he himself confessed it with a certain amount of pride.

They were at the same table at the hotel and he began the conversation by remarking that there seemed to be a large crowd of druggists at the convention, it being in Cleveland during the last N. A. R. D. meeting. Your uncle acquiesced and the traveling man continued:

"What are you druggists trying to do now? You have got the only gold plated cinch in the world as it is. Getting ready to gouge hell out of people a little more?"

Your uncle explained that the effort was merely to regulate prices so that patent medicines would not have to be handled at a dead loss.

"Well, that's pretty smooth, I guess! Dead loss! Any time you hear of a druggist doing anything without 1500 per cent. profit you just tell me and I'll buy you a silk hat. I know a thing or two about what goods cost. Why, say, my friend, these dollar patent medicines cost the druggist only \$2 and \$2.25 a dozen. Of course, you have it fixed up so most people think its \$8 or \$9, but I know about that inside 75 per cent. discount you fellows get."

The man did not appear to be insane; his card stated that he was a representative of a fairly well known New York manufacturing jeweler. Your uncle endeavored to set him right but without success. He continued:

"Now, of course, I know there are two or three things on the list that cost you more: I went into a wholesale house in Boston the other day and called for half a dozen bottles of Blank's cough syrup, 50 cent size. The young fellow that took my order wanted to know if I was a druggist and I told him sure I was—got a store at Natick—and pretty soon I had the goods, billed \$2. I just lit into him and said that if they did not want to give me the extra 10 off they could keep their dope. He coughed a little, said it was irregular and all that, but he took my \$1.80 and receipted the bill. Of course, I did not know whether there was any other discount or not, but I was sorry I did not ask for 15 per cent."

A little later the conversation turned on the jewelry trade. Our loquacious friend spoke freely of its annoyances,

etc., and finally began to turn his torrent of profanity upon a Cleveland jeweler with whom he had been doing some business.

"Why, say, that dirty loafer—I don't suppose he's a friend of yours, is he?—would rob his blind grandmother. He swore up and down to me that he was buying some of my goods at an extra discount of 5 per cent. I would just as soon a man would put his hand in my pocket and take my money as to try to get an extra discount out of me that way."

Your uncle enquired in a faint voice what was his opinion of a man who would come into his place of business, representing himself as a jeweler and demanding such discounts, when, in fact, he was in no way connected with the jewelry business.

The traveler burst out, "Well, sir, I'd—" and just then he caught the look on your uncle's face and said: "You think you've got 'em now, don't you? Well, young man, there's a—lot of difference between the drug line and the jewelry line."

It appears to your uncle even yet that this man who went into a wholesale house and falsely represented himself as a druggist, and then told another lie for the sake of an additional twenty cents, was morally guilty of obtaining money under false pretenses.

At any rate, the fellow was a cheap sort of a liar, wasn't he—a twenty-cent liar!

James W. T. Knox.

### The Drug Market.

Opium—Reports from primary markets report the fall sowings entirely destroyed by frost. This has caused an advance of 27½c per pound, with prospects of higher price. There will be large stocks carried over from the last crop so that there will be plenty of it.

Morphine—Is unchanged.

Quinine—Is very firm. At the next bark sale at Amsterdam on Feb. 26 it is believed that higher prices will rule for bark and quinine will be higher.

Russian Cantharides—Are very firm and tending higher.

Cod Liver Oil—Has advanced \$5 per barrel and is tending higher.

Menthol—On account of lack of demand, has declined a fraction.

Oil Sassafras—Is in small supply and very firm.

Oil Cloves—Is higher on account of higher price for spice.

Whole Anise Seed—Is in better supply and a little lower.

### Rubber Sponges.

Sponge substitutes, made of rubber, are becoming popular and the method of making them may be of interest. Crude rubber is mixed with sufficient sulphur to vulcanize it, then with a certain quantity of melted paraffin and with some water, and the whole is massed together by running it through the rollers of an open mill. During this process the paraffin dissolves some of the rubber and distends the remainder, while the water assists in the distention. Finally the mass is formed into balls of the desired shape and size and these are heated, first to form gases, which being liberated make the mass porous, then the heat is raised to the point of vulcanization. Sponges so made are claimed to be the equal of natural sponges in elasticity and absorbing power, and are more durable and cheaper.

Worry is the saw that cuts the limb from under hundreds of men. The worst of it is we push that saw ourselves.

### Points to Observe in Window Advertising.

Next to a store paper, the best advertising trump-card which the city druggist has is his window. He has only just begun to realize this, and the consequence is that window advertising is now rapidly becoming an art. This is a kind of advertising which costs practically nothing except time and patience, and which can and should be made to yield large and handsome returns. The city druggist who does not realize this is simply a back number of the worst mossback variety, and does not deserve to be rescued from his oblivion. The store paper goes with your message to people in their homes; the window reaches people in the street, stops them, holds their attention, attracts and interests them; and either sends them in to buy the thing displayed or keeps you and your store in mind so that it is thought of when that thing or some other thing is wanted.

It is quite beyond the scope of this article to go into the subject of window displays in detail, and describe possible designs. Descriptions are frequently published in all the drug journals; there is no dearth of good ideas to grasp and use. It will suffice here if I point out certain principles which should be held in mind in all window advertising:

1. It seems quite superfluous to say that the windows should be first of all scrupulously clean and neat, and yet so many windows are anything but this that the advice is rendered necessary.

2. The designs should be changed frequently. A design, unless unusually attractive, should never be allowed to remain in the window over a week at the most. If people see the same thing every time they pass the store they soon cease looking; if they see something new every few days they get into the habit of stopping to see what you have.

3. Put only one thing, or one class of things, in the window at a time, and concentrate interest on that. A window display should be like a picture; it should tell a definite story and create a definite impression. There should be a central idea, otherwise only confusion results, and the observer carries away nothing with him that will cling to him.

4. Make the display attractive. Put crepe paper on the floor of the window so as to convey a rich effect. Do not hesitate to go to some expense and trouble if the design calls for ornamentation. Make the best possible design you can. It is poor policy with window advertising to go halfway, to do anything which is merely "good enough." It should be the best you can do every time.

5. Always put a price mark on goods displayed in the window. Never omit this. The man who puts no price tag on his window goods loses half the benefit of his advertisement, for people always want to know what a thing costs before they buy it, and they will not, as a rule, come into the store and ask the price. Realize thoroughly that in your windows you have a chance to go right out into the street, buttonhole the passers-by, tell them of something you sell, and so please them that they will remember who you are, even if they do not buy anything. It is a fine opportunity; do not miss it!

David R. Dorn.

### Chemicals Not Up to the Standard.

At last meeting of the Massachusetts Pharmaceutical Association, the Committee on Adulteration rendered a report of considerable length. Two lots

of lithium carbonate both contained traces of calcium sulphate. Samples of oil of cassia were observed to contain traces of lead. One specimen of oil of lavender was found to be adulterated with oil of turpentine. Several lots of resin of podophyllum had to be rejected; it was not completely soluble in alcohol; one lot contained as much as 12 per cent. of insoluble matter, another lot, which, however, was completely soluble in alcohol, was noticeably deficient in odor, and had evidently been adulterated by the addition of some foreign resinous substance. One lot of quinine sulphate contained a slight excess of cinchonidine. Two lots of two-grain quinine sulphate pills contained 1.83 and 1.89 grains respectively. Two lots of sodium bromide showed traces of bromate, while several lots contained a slight excess of chloride. Potassium and sodium hydroxides usually were found to contain an excess of chloride, as well as traces of sulphate and silica. Two lots of sodium sulphite contained a decided excess of the sulphate.

### Gum Arabic Produced by Ants.

Walter Busse, who has been investigating the gum production of German East Africa, states that practically all secretion of gum in that country is provoked by ants. The ants perforate the bark of the acacia to gain admittance into the wood, where they lay their eggs in the excavations, which are sometimes of considerable extent. The acacias with soft wood generally show few wounds of this kind; the hardwood acacias are riddled with them, each perforation being marked with a globule of gum. The ant that produces the gum makes no use of it; it is only an obstruction to her work, since it stops up the galleries she hollows out. Another species of ant, however, sometimes attacks the exuded gum before it has become completely hardened, and gives it the peculiar appearance well known to collectors.

### Masking the Odor of Creosote.

M. Legendre states that coffee may be used for masking the odor of creosote. The author used a creosote and calcium hydrochloro-phosphate solution of 6 parts per 1,000 in which he mixed 100 parts of ground, roasted coffee and macerated the whole for four or five days, thus obtaining a liquid which, sweetened with 200 parts of syrup of tolu, gives a preparation which is easy to take. Each teaspoonful of this syrupy solution contains 0.75 gramme of creosote.

He has enough who is content.

### 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.

29 N. Ionia St., Grand Rapids, Michigan



## WHOLESALE DRUG PRICE CURRENT

Advanced—Opium, Cod Liver Oil.  
Declined—Menthol.

<b>Acidum</b>		<b>Conium Mac.</b>		<b>Sellae Co.</b>		<b>Selditz Mixture</b>		<b>Linseed, pure raw</b>	
Aceticum	50¢ 8	Copaba	1 15¢ 1 25	Tolutan	50¢ 50	Sinapis	20¢ 22	Linseed, boiled	45¢ 49
Benzolcum, German	70¢ 7	Cubebae	1 30¢ 1 35	Prunus Virg.	50¢ 50	Sinapis, opt.	20¢ 22	Neatsfoot, winter str	59¢ 65
Boracic	20¢ 17	Erigeron	1 50¢ 1 60	<b>Tinctures</b>		Snuff, Maccaboy, De	20¢ 41	Spirits Turpentine	69¢ 75
Carbolicum	22¢ 27	Gaultheria	2 30¢ 2 40	Aconitum Napellis R	50¢ 50	Voea	20¢ 41	<b>Paints</b>	
Citricum	40¢ 42	Geranium, ounce	50¢ 60	Aconitum Napellis F	50¢ 50	Snuff, Scotch, De Vo's	20¢ 41	BBL. L	
Hydrochlor.	30¢ 8	Gossypii, Sem. gal.	50¢ 60	Aloes	50¢ 50	Soda, Boras	90¢ 11	Red Venetian	1 1/2 2 2 1/2
Nitrosum	120¢ 10	Hedeoma	1 80¢ 1 85	Aloes and Myrrh	50¢ 50	Soda et Potass Tart.	25¢ 27	Ochre, yellow Mars	1 1/2 2 2 1/2
Oxalicum	120¢ 14	Junipera	1 50¢ 2 00	Arnica	50¢ 50	Soda, Carb.	1 1/2 2 2 1/2	Ochre, yellow Ber.	1 1/2 2 2 1/2
Phosphoricum, dil.	50¢ 53	Lavendula	90¢ 2 00	Assafetida	50¢ 50	Soda, Bi-Carb.	30¢ 5	Putty, commercial	2 1/2 2 1/2 2 1/2
Salicylicum	1 1/2 1 1/2	Limonis	1 15¢ 1 25	Atropine Belladonna	50¢ 50	Soda, Ash	3 1/2 4 1/2	Putty, strictly pure	2 1/2 2 1/2 2 1/2
Sulphuricum	1 1/2 1 1/2	Mentha Piper	5 00¢ 5 00	Aurantii Cortex	50¢ 50	Soda, Sulphas	20¢ 20	Vermilion, Prime	130¢ 15
Tannicum	1 100¢ 1 20	Mentha Verid	5 00¢ 5 00	Benzoin	50¢ 50	Soda, Colonne	20¢ 20	Vermilion, English	70¢ 75
Tartaricum	30¢ 40	Morruae, gal	2 80¢ 2 75	Barosma	50¢ 50	Spts. Ether Co.	50¢ 55	Green, Paris	14 1/2 12 1/2
<b>Ammonia</b>		Myrica	4 00¢ 4 00	Cantharides	75¢ 75	Spts. Myrcia Dom.	20¢ 20	Green, Peninsular	130¢ 16
Aqua, 16 deg.	40¢ 6	Picis Liquida	10¢ 12	Cardamom	75¢ 75	Spts. Vinl Rect. bbl.	20¢ 20	Lead, red	5 2 8 1/4
Aqua, 20 deg.	60¢ 8	Picis Liquida, gal.	10¢ 12	Cardamom Co.	75¢ 75	Spts. Vinl Rect. 10gal	20¢ 20	Lead, white	5 2 8 1/4
Carbonas	130¢ 15	Ricina	92¢ 98	Castor	1 00 1 00	Spts. Vinl Rect. 5 gal	20¢ 20	Whiting, white Span	20¢ 20
Chloridum	120¢ 14	Rosmarini	1 00 1 00	Cinchona	50¢ 50	Strychnia, Crystal	90¢ 1 15	Whiting, gliders	20¢ 20
<b>Aniline</b>		Rose, ounce	8 50¢ 7 00	Cinchona Co.	50¢ 50	Sulphur, Subl.	2 1/2 4 1/2	White, Paris, Amer.	20¢ 20
Black	2 00¢ 2 25	Succini	40¢ 45	Columba	50¢ 50	Sulphur, Roll	2 1/2 4 1/2	Whiting, Paris, Eng.	20¢ 20
Brown	80¢ 1 00	Sabina	90¢ 1 00	Cubeba	50¢ 50	Terebenth Venice	28¢ 30	Universal Prepared	1 100¢ 1 20
Red	45¢ 50	Santal	2 75¢ 2 00	Cassia Acutifol	50¢ 50	Theobroma	45¢ 50	<b>Varnishes</b>	
Yellow	2 50¢ 3 00	Sassafras	50¢ 50	Cassia Acutifol Co.	50¢ 50	Vanilla	9 00¢ 16 00	No. 1 Turp Coach	1 100¢ 1 25
<b>Baccae</b>		Sinapis, ess, ounce	1 50¢ 1 65	Digitalis	50¢ 50	Zinc Sulph	70¢ 8	Extra Turp	1 80¢ 1 75
Cubebae	22¢ 24	Tigil	1 50¢ 1 60	Ergot	50¢ 50	<b>Oils</b>		Coach Body	2 75¢ 3 00
Juniperus	60¢ 7	Thyme	40¢ 50	Ferri Chloridum	50¢ 50	Whale, winter	BBL. GAL. 70 70	No. 1 Turp Furn	1 00¢ 1 10
Xanthoxylum	30¢ 35	Thyme, opt.	1 00 1 00	Gentian	50¢ 50	Lard, extra	85 90	Extra Turp Damar	1 55¢ 1 60
<b>Balsamum</b>		Theobromas	150¢ 20	Gulaca	50¢ 50	Lard, No. 1	90 95	Jap. Dryer, No. 1 Turp	70¢ 79
Copaba	50¢ 55	<b>Potassium</b>		Hyocyanus	50¢ 50				
Peru	2 70 1 70	Bi-Carb.	150¢ 18	Iodine	75¢ 75				
Terabin, Canada	40¢ 50	Bichromate	120¢ 15	Iodine, colorless	75¢ 75				
Tolutan	45¢ 50	Bromide	30¢ 35	Kino	50¢ 50				
<b>Cortex</b>		Carb	120¢ 15	Lobelia	50¢ 50				
Abies, Canadian	18 18	Chlorate, po. 17@19	160¢ 18	Nux Vomica	50¢ 50				
Cassia	12 12	Cyanide	340¢ 38	Opil	50¢ 50				
Cinchona Flava	18 18	Iodide	2 30¢ 2 40	Opil, comphorated	50¢ 50				
Euonymus atropurp.	12 12	Potassa, Bitart, pure	280¢ 30	Opil, deodorized	50¢ 50				
Myrica Corifera, po.	12 12	Potass Nitras, opt.	70¢ 10	Rhatany	50¢ 50				
Prunus Virgini	12 12	Potass Nitras	60¢ 8	Rhei	50¢ 50				
Quillaja, gr'd	12 12	Frustula	25¢ 25	Sanguinaria	50¢ 50				
Sassafras	12 12	Sulphate po.	150¢ 18	Serpentaria	50¢ 50				
Ulmus	38 38	<b>Radix</b>		Stromonium	50¢ 50				
<b>Extractum</b>		Aconitum	200¢ 25	Tolutan	50¢ 50				
Glycyrrhiza Glabra	240¢ 30	Aitha	300¢ 33	Valerian	50¢ 50				
Glycyrrhiza, po.	280¢ 30	Anchusa	100¢ 12	Veratrum Veride	50¢ 50				
Hæmatox, 15 lb. box	110¢ 12	Arum po.	20¢ 25	Zingiber	20 20				
Hæmatox, 15	130¢ 14	Calamus	200¢ 40	<b>Miscellaneous</b>					
Hæmatox, 1/4s	140¢ 15	Gentiana	120¢ 15	Ather, Spts. Nit. F	300¢ 35				
Hæmatox, 1/8s	160¢ 17	Glycyrrhiza, pv. 15	160¢ 18	Ather, Spts. Nit. F	340¢ 38				
<b>Ferru</b>		Hydrastis Canaden	75¢ 75	Alumen	240¢ 30				
Carbonate Precip.	15 15	Hydrastis Can.	80¢ 80	Alumen, gro'd..po. 7	30 40				
Citrate and Quinia	2 25 25	Hellebore, Alba, po.	120¢ 15	Annatto	400¢ 50				
Citrate Soluble	75 75	Inula, po.	180¢ 22	Antimoni, po.	400¢ 50				
Ferrocyanidum Sol.	15 15	Ipecac, po.	2 75¢ 2 80	Antimoni et Potass T	400¢ 50				
Solut. Chloride	40 40	Iris plox. po. 30@38	300¢ 40	Antipyrin	400¢ 50				
Sulphate, com'l.	2 2	Jalap, pr.	250¢ 30	Antipyrin	400¢ 50				
Sulphate, com'l, by	80 80	Maranta, 1/4s	200¢ 25	Antipyrin	400¢ 50				
bbl. per cwt.	7 7	Podophyllum, po.	220¢ 25	Argent Nitras, oz.	20 20				
Sulphate, pure	80 80	Rhei	750¢ 125	Argent Nitras, oz.	20 20				
<b>Flora</b>		Rhei, pv.	750¢ 125	Arsenicum	100¢ 12				
Arnica	150¢ 18	Spigelia	300¢ 38	Balm Gilead Buds	450¢ 50				
Anthemis	220¢ 25	Sanguinaria, po. 15	100¢ 12	Bismuth S. N.	1 650¢ 1 75				
Matricaria	300¢ 35	Serpentaria	650¢ 70	Calcium Chlor., is.	20 20				
<b>Folia</b>		Senega	1 100¢ 1 15	Calcium Chlor., 1/4s.	20 20				
Barosma	350¢ 40	Smilax, officinalis H.	20 20	Calcium Chlor., 1/2s.	20 20				
Cassia Acutifol, Tin-	200¢ 25	Smilax, M.	20 20	Cantharides, Rus. po	20 20				
nevelly	250¢ 30	Sellae	100¢ 12	Capici Fructus, af.	20 20				
Cassia Acutifol, Alix	250¢ 30	Symlocarpus, Foti-	20 20	Capici Fructus, po.	20 20				
Salvia officinalis, 1/4s	120¢ 12	us, po.	20 20	Capici Fructus B. po	20 20				
and 1/8s	120¢ 12	Valeriana, Eng. po. 30	150¢ 20	Caryophyllus, po. 15	120¢ 14				
Uva Ursi	80¢ 10	Valeriana, German.	140¢ 16	Carmine, No. 40	500¢ 60				
<b>Gummi</b>		Zingiber a.	140¢ 16	Cera Alba	500¢ 60				
Acacia, 1st picked	60 65	Zingiber j.	250¢ 27	Cera Flava	400¢ 42				
Acacia, 2d picked	60 65	<b>Semen</b>		Coccos	400¢ 42				
Acacia, 3d picked	60 65	Anisum	20 20	Cassia Fructus	20 20				
Acacia, sifted sorts	60 65	Apium (graveleons).	130¢ 15	Centraria	20 20				
Acacia, po.	450¢ 65	Bird, is.	40 40	Cetaceum	40 45				
Aloe, Barb. po. 18@20	120¢ 14	Carul.	100¢ 11	Chloroform	500¢ 60				
Aloe, Cape, po. 25	60 60	Cardamom	1 250¢ 1 75	Chloroform, squibs	1 10 1 10				
Aloe, Socotri. po. 40	60 60	Coriandrum	80 80	Chloral Hyd Crst.	1 350¢ 1 60				
Ammoniac	550¢ 60	Cannabis Sativa	50 60	Chondrus	200 25				
Assafetida	250¢ 40	Cydonium	750 100	Cinchonidine, P. & W	300 48				
Benzoinum	500¢ 55	Chenopodium	150 160	Cinchonidine, Germ.	300 48				
Catechu, is	60 60	Dipterix Odorata	1 000 1 10	Cocaine	4 800 5 00				
Catechu, 1/4s	60 60	Foeniculum	70 70	Corks, list, dis. pr. ct.	20 20				
Catechu, 1/8s	60 60	Foeniculum, po.	4 4	Croosotum	20 20				
Camphore	640¢ 68	Lini	4 4	Creta	20 20				
Euphorbium, po. 35	20 20	Lini, gr'd. bbl. 4	4 4	Creta, prep.	90 11				
Galbanum	1 00 1 00	Lobelia	1 500 1 55	Creta, Rubra	20 20				
Gamboge	1 250 1 35	Pharlaris Canarian.	7 7	Crocus	300 40				
Gualacum	1 35 1 35	Rapa	5 5	Cudbear	20 20				
Kino	1 35 1 35	Sinapis Alba	90 10	Cupri Sulph.	6 1/2 8 1/2				
Mastic	60 60	Sinapis Nigra	110 12	Dextrine	70 70				
Myrrh	40 40	<b>Spiritus</b>		Ether Sulph.	70 70				
Opil	3 250 3 30	Frumentum, W. D. Co.	2 000 2 50	Emery, all numbers	20 20				
Shellac	350 350	Frumentum, D. F. R.	2 000 2 25	Emery, po.	20 20				
Shellac, bleached	400 400	Frumentum	1 250 1 50	Ergota	800 90				
Tragacanth	700 1 00	Juniperis Co. O. T.	1 650 2 00	Flake White	120 15				
<b>Herba</b>		Juniperis Co.	1 750 3 50	Galla	120 23				
Absinthium, oz. pkg	25 25	Saacharum N. E.	1 900 2 10	Gambler	80 90				
Eupatorium, oz. pkg	25 25	Spt. Vinl Gall.	1 750 2 50	Gelatn, Cooper	60 60				
Lobelia	20 20	Vini Oporto	1 250 2 00	Gelatn, Fre, flint, box	300 30				
Majorum, oz. pkg	25 25	Vini Alba	1 250 2 00	Less than box	70 70				
Mentha Pip. oz. pkg	25 25	<b>Sponges</b>		Glue, brown	110 13				
Mentha Vir. oz. pkg	25 25	Florida sheeps' wool	2 500 2 75	Glue, white	150 25				
Rue	25 25	Nassau sheeps' wool	2 500 2 75	Glycerina	17 1/2 25				
Tanacetum V oz. pkg	25 25	carriage	2 500 2 75	Grana Paradisi	20 25				
Thymus, V. oz. pkg	25 25	Velvet extra sheeps' wool, carriage	2 500 2 75	Humulus	250 25				
<b>Magnesia</b>		Extra yellow sheeps' wool, carriage	2 500 2 75	Hydrarg Chlor Mite	1 00 1 00				

## GROCERY PRICE CURRENT

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

## ADVANCED

Sugars  
Dried Apples  
Lion Coffee

## DECLINED

Sal Soda  
Oranges  
Lemons

## Index to Markets

## By Columns

A	Col.
Akron Stoneware	15
Alabastine	1
Ammonia	1
Axle Grease	1
Baking Powder	1
Bath Brick	1
Bluing	1
Breakfast Food	1
Brooms	1
Brushes	1
Butter Color	1
Candles	14
Canned Goods	2
Catsup	3
Carbon Oils	3
Cheese	3
Chewing Gum	3
Chicoory	3
Chocolate	3
Clothes Lines	3
Cocoa	3
Cocunut	3
Cocoa Shells	3
Coffee	3
Condensed Milk	4
Coupon Books	15
Crackers	4
Cream Tartar	5
Dried Fruits	5
Farinaceous Goods	5
Fish and Oysters	13
Fishing Tackle	6
Flavoring Extracts	6
Fly Paper	6
Fresh Meats	6
Fruits	14
Gelatine	6
Grain Bags	7
Grains and Flour	7
Herbs	7
Hides and Pelts	13
Indigo	7
Jelly	7
Lamp Burners	15
Lamp Chimneys	15
Lanterns	15
Lantern Globes	15
Licorice	7
Lye	7
Meat Extracts	7
Metal Polish	8
Molasses	7
Mustard	7
Nuts	14
Oil Cans	15
Olive	7
Pickles	7
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Playing Cards	8
Potash	8
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Salad Dressing	9
Saleratus	9
Sal Soda	9
Salt	9
Salt Fish	9
Seeds	9
Shoe Blacking	9
Snuff	10
Soap	9
Soda	9
Spices	9
Starch	10
Stove Polish	10
Sugar	10
Syrups	11
Table Sauce	11
Tes	11
Tobacco	11
Twine	12
Vinegar	12
Washing Powder	13
Wickling	13
Woodenware	13
Wrapping Paper	13
Yeast Cake	13

## 1

## AXLE GREASE

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



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

## BAKING POWDER

1 lb. cans, 4 doz. case	3 75
1 lb. cans, 2 doz. case	3 75
1 lb. cans, 1 doz. case	3 75
5 lb. cans, 1 doz. case	8 00

## JAXON

10 size. 90  
1 lb. cans 1 35  
6 oz. cans 1 90

## ROYAL

1 lb. cans, 4 doz. case	45
1 lb. cans, 2 doz. case	85
1 lb. cans, 1 doz. case	1 60

## BATH BRICK

American	75
English	85

## BLUING

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

## CONDENSED PEARL

Small size, per doz. 40  
Large size, per doz. 75

## BREAKFAST FOOD

Cases, 36 packages	4 50
Five case lots	4 40

## CERA NUT FLAKES

Cases, 24 1 lb. packages. 2 70

Nutro-Crisp

The Ready Cooked Granular Wheat Food

A Delightful Cereal Surprise

Cases, 24 1 lb. packages. 2 70

TRYABITA

Peptonized Celery Food, 3 doz. in case. 4 05

Hulled Corn, per doz. 95

BROOMS

No. 1 Carpet	2 70
No. 2 Carpet	2 25
No. 3 Carpet	2 15
No. 4 Carpet	1 75
Parlor Gem	2 40
Common Whisk	1 90
Fancy Whisk	1 90
Warehouse	3 40

BRUSHES

Solid Back, 8 in.	45
Solid Back, 11 in.	85
Pointed Ends	85

STOVE

No. 3	75
No. 2	1 10
No. 1	1 75

2

Shoe

No. 8	1 00
No. 7	1 30
No. 4	1 70
No. 3	1 90

Wiens' Dustless Sweeper

No. 6	1 60
No. 8	2 00
No. 1	3 70
No. 2	3 50

BUTTER COLOR

W. R. & Co.'s, 15c size	1 25
W. R. & Co.'s, 25c size	2 00

CANDLES

Electric Light, 88	12
Electric Light, 168	12 1/2
Paraffine, 68	9 1/2
Paraffine, 128	10
Wickling	17

CANNED GOODS

Apples

3 lb. Standards	85
Gallons, standard	2 00 @ 25

Blackberries

Standards	35
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Beans

Baked	80 @ 1 30
Red Kidney	80 @ 1 30
String	70
Wax	75 @ 80

Blueberries

Standard	1 90
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Brook Trout

2 lb. cans, Spiced	1 90
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Clams

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

Clam Bouillon

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

Cherries

Red Standards	1 30 @ 1 50
White	1 50

Corn

Fair	95
Good	1 00
Fancy	1 40

French Peas

Sur Extra Fine	22
Extra Fine	19
Fine	15
Moyen	11

Gooseberries

Standard	90
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Hominy

Standard	85
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Lobster

Star, 1/2 lb.	2 00
Star, 1 lb.	3 60
Picnic Tails	2 40

Mackerel

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

Mushrooms

Hotels	18 @ 20
Buttons	22 @ 25

Oysters

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

Peaches

Ple	85 @ 90
Yellow	1 35 @ 1 50

Pears

Standard	1 00
Fancy	1 25

Peas

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

Plums

Plums	85
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Pineapple

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

Pumpkin

Fair	75
Good	90
Fancy	1 10
Gallon	2 50

Raspberries

Standard	1 15
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Russian Caviar

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

Salmon

Columbia River, talls	@ 1 85
Columbia River, flats	@ 1 80
Red Alaska	@ 1 30
Pink Alaska	@ 90

Sardines

Domestic, 1/2	3 1/2
Domestic, 3/4	5
Domestic, Mustard	11 @ 14
California, 1/2	17 @ 24
California, 3/4	7 @ 14
French, 1/2	18 @ 28
French, 3/4	

3

Shrimps

Standard	1 40
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Succotash

Fair	1 25
Good	1 40
Fancy	1 40

Strawberries

Standard	1 10
Fancy	1 40

Tomatoes

Fair	1 10
Good	1 15
Fancy	1 25
Gallons	8 65

CARBON OILS

Barrels

Eocene	@ 12 1/2
Perfection	@ 11 1/2
Diamond White	@ 11
D. S. Gasoline	@ 14 1/2
Deodorized Naphtha	@ 12
Cylinder	29 @ 34
Engine	16 @ 22
Black, winter	9 @ 10 1/2

CATSUP

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

CEREAL COFFEE

Cere Kofa

Put up in cases of twenty-four packages, twenty ounces each

Per case 2 50

For sale by all jobbers

CHEESE

Acme	2 15
Amboy	2 14 1/2
Elste	2 14
Emblem	2 14 1/2
Gem	2 15
Gold Medal	2 14
Jersey	2 14
Riverside	2 14 1/2
Brick	14 @ 15
Edam	2 90
Lelden	2 17
Limburger	13 @ 14
Pineapple	50 @ 75
Sap Sago	2 19

CHEWING GUM

American Flag Spruce	55
Boeman's Peppin	60
Black Jack	55
Largest Gum Made	60
Sen Sen	55
Sen Sen Breath Perfume	1 00
Sugar Loaf	55
Yucatan	55

CHICORY

Bulk	7
Red	4
Eagle	7
Frank's	6
Schener's	6

CHOCOLATE

Water Baker & Co.'s	23
German Sweet	31
Premium	31
Vanilla	41
Caracas	35
Eagle	28

CLOTHES LINES

Sisal	1 00
60 ft, 3 thread, extra	1 40
72 ft, 3 thread, extra	1 70
90 ft, 3 thread, extra	1 70
60 ft, 6 thread, extra	1 29
72 ft, 6 thread, extra	1 29

Jute

60 ft.	75
72 ft.	90
90 ft.	1 05
120 ft.	1 50

Cotton Victor

50 ft.	80
60 ft.	95
70 ft.	1 10

Cotton Windsor

50 ft.	1 20
60 ft.	1 40
70 ft.	1 65
80 ft.	1 85

Cotton Braided

40 ft.	75
50 ft.	85
60 ft.	95

No. 20, each 100 ft long

No. 19, each 100 ft long	2 10
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COCOA

Baker's	38
Breakfast	46
Cleveland	41
Colonial, 1/2	38
Colonial, 3/4	42
Epps	45
Huyler	45
Van Houten, 1/2	12
Van Houten, 3/4	20
Van Houten, 1	40
Van Houten, 1 1/2	70
Webb	31
Wilbur, 1/2	41
Wilbur, 3/4	42

CLEANER & POLISHER

6 oz. can, per doz.	1 35
Quart can, per doz.	





## 12

Lubetsky Bros. brands	
B. L. Daily Mail, 5c edition.	35 00
Fine Cut	
Cadillac	54
Sweet Loma	33
Hiawatha, 5 lb. palls	66
Hiawatha, 10 lb. palls	54
Telegram	22
Pay Car	31
Pratt's Rose	49
Protection	37
Sweet Burley	42
Tiger	38
Plug	
Red Cross	32
Palo	31
Kylo	34
Hiawatha	41
Battle Axe	33
American Eagle	32
Standard Navy	36
Spear Head, 16 oz.	41
Spear Head, 8 oz.	43
Nobby Twist	48
Jolly Tar	36
Old Honesty	42
Toddy	33
J. T.	36
Piper Hildesick	61
Book Jack	75
Honey Dip Twist	39
Black Standard	38
Cadillac	38
Forge	30
Nickel Twist	50
Smoking	
Flat Car	34
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	38
Flagman	38
Chips	32
Klin 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
Flow Boy, 1 1/2 oz.	39
Flow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	32
Peerless, 1 1/2 oz.	34
Alr Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	23
Good Indian	23
Self Binder	20-22
Silver Foam	34
TWINE	
Cotton, 3 ply	18
Cotton, 4 ply	18
Jute, 2 ply	12
Hemp, 6 ply	12
Flax, medium	20
Wool, 1 lb. balls	6 1/4
VINEGAR	
Malt White Wine, 40 grain.	8
Malt White Wine, 80 grain.	11
Pure Cider, B. & B. brand.	11
Pure Cider, Best Star	11
Pure Cider, Robinson	11
Pure Cider, Silver	11
WASHING POWDER	
Diamond Flake	2 75
Gold Brick	3 25
Gold Dust, regular	2 50
Gold Dust, 5c.	4 00
Kirkoline, 24 1/2 lb.	3 90
Pearline	2 75
Soapine	4 10
Babbitt's 1776	3 75
Rosine	3 50
Armour's	3 70
Nine O'clock	3 35
Wisdom	3 80
Scourline	3 50
Rub-No-More	3 75
WICKING	
No. 0, per gross	25
No. 1, per gross	30
No. 2, per gross	30
No. 3, per gross	35
WOODENWARE	
Baskets	
Bushels	1 25
Bushels, wide band	30
Market	30
Splint, large	6 00
Splint, medium	5 00
Splint, small	4 00
Willow Clothes, large	5 00
Willow Clothes, medium	5 50
Willow Clothes, small	5 00
Bradley Butter Boxes	
2 lb. size, 24 in case	72
3 lb. size, 12 in case	68
5 lb. size, 12 in case	63
10 lb. size, 6 in case	60
Butter Plates	
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
Churns	
Barrel, 5 gals., each	2 40
Barrel, 10 gals., each	2 55
Barrel, 15 gals., each	2 70
Clothes Pins	
Round head, 5 gross box	50
Round head, cartons	75
Egg Crates	
Humpty Dumpty	2 25
No. 1, complete	29
Faucets	
Cork lined, 8 in.	65
Cork lined, 9 in.	75
Cork lined, 10 in.	85
Cedar, 8 in.	68

## 13

Mop Sticks	
Trojan spring	80
Eclipse patent spring	75
No. 1 common	85
No. 2 patent brush holder	85
12 lb. cotton mop heads	1 25
Ideal No. 7	90
Pails	
2-hoop Standard	1 80
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
Toothpicks	
Hardwood	2 50
Softwood	2 75
Banquet	1 80
Ideal	1 50
Traps	
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
Tubs	
20-inch, Standard, No. 1	7 00
18-inch, Standard, No. 2	6 00
16-inch, Standard, No. 3	5 00
18-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
Wash Boards	
Bronze Globe	2 80
Dewey	1 75
Double Acme	2 75
Single Acme	2 25
Double Peerless	3 25
Single Peerless	2 50
Northern Queen	3 00
Double Duplex	3 00
Good Luck	2 75
Universal	2 25
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
11 in. Butter	75
13 in. Butter	1 10
15 in. Butter	1 75
17 in. Butter	2 75
19 in. Butter	3 25
Assorted 12-15-17	1 75
Assorted 15-17-19	3 00
WRAPPING PAPER	
Common Straw	1 1/4
Fiber Manila, white	3 1/2
Fiber Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butcher's Manila	2 1/4
Wax Butter, short count	13
Wax Butter, full count	20
Wax Butter, rolls	15
YEAST CAKE	
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
FRESH FISH	
White fish	Per lb.
Trout	10 1/2
Black Bass	11 1/2
Halibut	12
Ciscoes or Herring	14
Bluefish	11 1/2
Live Lobster	25
Bolled Lobster	27
Cod	10
Haddock	8
No. 1 Pickerel	8 1/4
Pike	7
Perch	12 1/4
Smoked White	10
Red Snapper	10
Col River Salmon	15
Mackerel	19 1/2
OYSTERS	
Bulk	
F. H. Counts	per gal.
Extra Selects	1 75
Selects	1 40
Baltimore Standards	1 15
Standards	1 10
Cans	
F. H. Counts	per can
Extra Selects	35
Selects	27
Perfection Standards	22
Anchors	20
Standards	18
HIDES AND PELTS	
Hides	
Green No. 1	7
Green No. 2	6 1/4
Cured No. 1	7 1/4
Cured No. 2	7 1/4
Calfskins, green No. 1	10
Calfskins, green No. 2	9 1/4
Calfskins, cured No. 1	11
Calfskins, cured No. 2	9 1/4
Steer hides 60 lbs. or over	10
Calves hides 60 lbs. or over	8 1/4
Felts	
Old Wool	5 1/2
Lamb	5 1/2
Shearings	40 1/2
Tallow	
No. 1	5 1/4
No. 2	4 1/4
Wool	
Washed, fine	20
Washed, medium	23
Unwashed, fine	15
Unwashed, medium	18

## 14

CANDIES	
Stick Candy	
Standard	7
No. 1 common	7 1/2
Standard Twist	8
Boston Cream	9
Cut Leaf	9
Jumbo, 32 lb.	
Extra H. H.	7 1/4
Boston Cream	10 1/4
Hand Made Cream	10
Mixed Candy	
Grocers	8
Competition	7
Special	7 1/4
Conserve	7 1/2
Royal	8
Ribbon	8 1/2
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	10
mixed	11 1/4
Crystall Cream mix	13
Fancy-In Pails	
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
Sun Kiss Goodies	12
Lozenges, plain	9
Lozenges, printed	10
Champion Chocolate	11
Eclipse Chocolates	13 1/4
Quintette Choc.	12
Champion Gum Dps	8
Moss Drops	9
Lemon Sours	9
Imperial	9
Ital. Cream Opers	12
Ital. Cream Bonbons	11
20 lb. palls	11
Molasses Chews, 15 lb. cases	12
Golden Waffles	12
Fancy-In 5 lb. Boxes	
Lemon Sours	2 50
Peppermint Drops	2 50
Chocolate Drops	2 50
H. M. Choc. Drops	2 50
H. M. Choc. Lt. and	2 50
Dk. No. 12	2 1 00
Gum Drops	2 50
O. F. Licorice Drops	2 50
Lozenges, plain	2 55
Lozenges, printed	2 60
Imperial	2 55
Mottos	2 60
Cream Bar	2 55
Molasses Bar	2 55
Hand Made Creams	80 2 90
Cream Buttons, Pep.	2 65
and Walnut	2 65
String Rock	2 65
Wintergreen Berries	2 60
FRUITS	
Oranges	
Florida Russett	2
Florida Bright	2
Fancy Navels	2 65 2 85
Extra Choice	2
Late Valencia	2
Seedlings	2
Medt. Sweets	2
Jamaicas	2
Rod	2
Lemons	
Verdell, ex fcy 300	2
Verdell, fcy 300	2
Verdell, ex chco 300	2
Verdell, fcy 300	2
Call Lemons, 300	3 00 3 50
Messinas 300s	3 50 3 75
Messinas 300s	3 50 3 75
Bananas	
Medium bunches	1 50 2 00
Large bunches	1 50 2 00
Foreign Dried Fruits	
Figs	
California, Fancy	2
Cal. pkg. 10 lb. boxes	2 1 00
Extra Choice, Turk.	2
10 lb. boxes	2
Fancy, Turk., 12 lb. boxes	13 1/4 15
Pulled, 6 lb. boxes	2
Naturals, in bags	2
Dates	
Fards in 10 lb. boxes	2 6 1/4
Fards in 60 lb. cases	5
Hallowi	2
lb. cases, new	2
Sals, 60 lb. cases	4 1/4
NUTS	
Almonds, Tarragona	2 16
Almonds, Ivica	2
Almonas, California, soft shelled	15 16 1/4
Brazil	11 1/4
Pilberts	11
Walnuts, Grenoble	15
Walnuts, soft shelled	2
Cal. No. 1, new	2
Table Nuts, fancy	13 1/4
Pecans, Med	11
Pecans, Ex. Large	12
Pecans, Jumbos	13
Hickory Nuts per bu.	2
Ohio, new	2 3 50
Cocconuts, full sacks	2
Chestnuts, per bu.	2
Peanuts—new crop	
Fancy, H. P., Suns	4 1/2 5 1/4
Fancy, H. P., Suns	4 1/2 5 1/4
Roasted	6 7 1/4
Choice, H. P., Jumbo	7 7 1/4
Choice, H. P., Jumbo	8 8 1/4
Roasted	8 8 1/4
Bean, Shell No. 1 in w	5 1/2 6 1/4

## 15

STONEWARE	
Butters	
¼ gal., per doz.	48
1 to 6 gal., per gal.	6
8 gal. each	62
10 gal. each	66
12 gal. each	78
15 gal. meat-tub, each	1 20
20 gal. meat-tubs, each	1 60
25 gal. meat-tubs, each	2 25
30 gal. meat-tubs, each	2 70
Churns	
2 to 6 gal., per gal.	6¼
Churn Dashers, per doz.	84
Milkpans	
¼ gal. flat or rd. bot., per doz.	48
1 gal. nat or rd. bot., each	6
Fine Glazed Milkpans	
¼ gal. flat or rd. bot., per doz.	60
1 gal. flat or rd. bot., each	6
Stewpans	
¼ gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball, per doz.	1 10
Jugs	
¼ gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7¼
Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	36
No. 2 Sun	48
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	4 50 per gross
Quarts	4 50 per gross
½ Gallon	6 50 per gross
Fruit Jars packed 1 dozen in box	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun	1 74
No. 1 Sun	1 95
No. 2 Sun	2 92
Anchor Carton Chimneys	
Each chimney in corrugated carton.	
No. 0 Crimp	1 86
No. 1 Crimp	2 08
No. 2 Crimp	3 02
First Quality	
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
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.	2 75
No. 2 Sun, crimp top, wrapped & lab.	3 75
No. 2 Sun, hinge, wrapped & lab.	4 00
Pearl Top	
No. 1 Sun, wrapped and labeled	4 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
La Bastille	
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
Rochester	
No. 1 Lime (65c doz)	3 50
No. 2 Lime (75c doz)	4 00
No. 2 Flint (80c doz)	4 60
Electric	
No. 2 Lime (70c doz)	4 00
No. 2 Flint (80c doz)	4 60
OIL CANS	
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. Tiltng cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 75
No. 1 B Tubular	7 25
No. 15 Tubular, dash	7 25
No. 1 Tubular, glass	7 50
No. 12 Tubular, side lamp	13 50
No. 3 Street lamp, each	3 60
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, box, 10c	45
No. 0 Tub., cases 2 doz. each, box, 15c	45
No. 0 Tub., bbls 5 doz. each, per bbl.	1 40
No. 0 Tub., Bull's eye, cases 1 doz. each	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, ¼-inch wide, per gross or roll	1 25
No. 1, ½-inch wide, per gross or roll	2 25
No. 2, ¾-inch wide, per gross or roll	3 25
No. 3, 1 ¼-inch wide, per gross or roll	5 50
COUPON BOOKS	
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
Above quotations are for either Tradesman Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
Coupon Pass Books	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1,000 books	20 00
Credit Checks	
500, any one denomination	2 00
1,000, any one denomination	3 00
2,000, any one denomination	5 00
Steel punch	5 00



## FARM TRADE.

## Ways by Which It Can Be Gained and Retained.

Intimate personal friends should not figure at all in the losses, and but to a small extent in the credits—perhaps no more in the direct profits than other friends of like number, whom we may call friends or patrons, although we would not class them as personal ones.

If you cultivate the friendship (personal friendship) of the proper kind you will very rarely be asked to extend credit that will be followed by loss. You must have or at least strive to have every one your friend, yet you can make quite a difference between friend and personal friend.

Personal friends in many ways hold your business. If you have a list of good, honest, energetic, hustling personal friends, they can not but at times by a word, a compliment or by their trade and presence at your place of business benefit that business. Those friends need not be wealthy, they need not be society freaks, but better still should be common every day men and women who live the proper kind of a life. Personal friends help you, work for you and make you a great deal of business, and a great many of them do this unthoughtedly.

They may not mention the fact that you are a square fellow to trade with and an up-to-date fellow in stock, style and price of goods, with any thought whatever of advertising you or your goods, for any profit to you. They seldom think of this. But you are friends, you treat that friend right, he treats you square, you are to a certain extent one in many thoughts, and it is but natural for him to speak well of you and your business. It is but natural for him to direct some transient buyer to your place if asked as to where may be found such goods as you sell. As for me, give me the help of personal friends, and it will be my own fault if in time I can not think of and count as many personal friends as mere friends among my acquaintances.

There are some people that must not be allowed to enter too closely or know too much of your business and your affairs, for personal as well as business reasons. But treat every one regardless of how poor, how wealthy, how good, or how bad—just as you would like to be treated under such circumstances.

Cultivate friendship among all classes of trade. It is one of the best pullers of country trade there is. Of course we all recognize the newspaper and wise advertising; the largest ear of corn and the biggest squash, etc., are other plans, other things that go along with the advertising department. But I wish to speak of a few things that tend to business for you that are in a class by themselves:

In the first place it is money well spent, not only from a business standpoint, but a pleasure or recreation view to attend just as many as possible of county fairs, grange fairs, poultry shows and all comings together of farmers.

Get acquainted with them all if possible so to do. Meet their families, never feel too proud or well dressed to speak to anyone. It is not always best to go to these places with a wagonload of posters as large as circus bills. Do not do this every time you attend and have the patrons of the affair saying, "There comes Mr. — of — to bill the crowd." Go some of the time without these blankets.

If you want to advertise at that par-

ticular place, offer a prize for something or other, or build a booth filled with easy chairs, sofas, etc., or have lemonade or ice water for the ladies. And do not cry business from the time you arrive until you get ready to leave.

Spend the day among your farmer friends and their families, get a day of rest, make new acquaintances, and at some future time these acquaintances will look you up.

You must, under no circumstances, take advantage of any man if you would be a business success. The farmer, above all others, must be dealt with squarely. Make no statement, promise nothing excepting that that you will do and are perfectly willing to do.

They used to be imposed on, swindled, etc., by lightning rod fiends and fiends that were not on lightning rods, but you can not fool one any more. They are, as a rule, fully as well read and up to snuff as their city brother.

But while they have perhaps forgiven they have not forgotten, and they attend strictly to business now. If you are fair with this kind of trade, you may have business galore, but they will catch you if you get funny, and they will not forget to tell their neighbor and along down the line it goes. Finally, before you realize it you have made the wrong kind of reputation with your trade.

In conclusion, I will say, if you desire to pull country trade, you must be "Honest Injun" with that trade. If Mr. Farmer asks you if a shoe you are showing him is a good one and you are aware that it is not good, tell him it is bad. If you have several pairs on the counter and he selects one that is not O. K., advise him not to buy it, ask him to allow you to assist him in making the selection. If he is willing hunt him a good shoe and tell him you will stand behind it, and then stand there regardless of what happens, and you have gained that man's shoe trade and his influence.

Never do anything more and nothing less than you agree to; make all agreements as to credits, repairs, etc., perfectly plain. Live up to your end of the contract and insist that all customers do the same by you, and you will always have pulled some trade to you that it is hard for the other fellow to pull from you.—E. C. Haskett in Shoe and Leather Gazette.

## "Idt Listens Like Idt."

Charlie Hufschmidt, who runs the Dousmann House at Prairie du Chien, is one of the best-known men along the river. Mr. Hufschmidt is 80 years old, and is as much a character in his way as the old river fishers.

One day, the story goes, a guest of the hotel was reading the morning paper, and accidentally tore it, the sound of the tearing sheet attracting the attention of the host.

"Hey," he called out, "vot are you doing? Don't you tink dose pabers don't cosdt me noddings?"

"What about it?" queried the guest.

"I'm not hurting the paper."

"Didn't you break idt?" asked Mr. Hufschmidt, in surprise.

"No," said the guest, smiling.

"I'm not tearing the paper."

"Vell, idt listens like idt," responded Mr. Hufschmidt.

## So She Was.

Tess—Now here's a secret. I was married last week to Dick Gaylark.

Jess—Oh, my. I thought you'd be the last person in the world to marry him.

Tess—Well, I hope I am.

He who receives a good turn should never forget it; he who does one should never remember it.

## Hardware Price Current

Ammunition			
Caps			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	80		
Cartridges			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers			
No. 2 U. M. C., boxes 250, per m.	1 40		
No. 2 Winchester, boxes 250, per m.	1 40		
Gun Wads			
Black edge, Nos. 11 and 12 U. M. C.	60		
Black edge, Nos. 9 and 10, per m.	70		
Black edge, No. 7, per m.	80		
Loaded Shells			
New Rival—For Shotguns			
No.	Drs. of Powder	oz. of Shot	Size Shot Gauge
120	4	1 1/2	10
129	4	1 1/4	9
128	4	1 1/8	8
126	4	1 1/2	6
135	4 1/4	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 1/4	1 1/2	6
265	3 1/2	1 1/2	5
264	3 1/2	1 1/2	4
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 90		
1/2 kegs, 12 1/2 lbs., per 1/2 keg.	2 90		
1/4 kegs, 6 1/4 lbs., per 1/4 keg.	1 65		
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.	50		
Axes			
First Quality, S. B. Bronze.	6 50		
First Quality, D. B. Bronze.	9 00		
First Quality, S. B. S. 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 Pin, figured.	70		
Wrought Narrow.	60		
Chain			
1/4 in. 5-16 in. 3/4 in. 1 in.	7 c. 6 c. 5 c. 4 c.		
BB.	8 1/2 7 1/2 6 1/2 5		
BBB.	8 1/2 7 1/2 6 1/2 5		
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.	75		
Corrugated, per doz.	1 25		
Adjustable.	40 1/2		
Expansive Bits			
Clark's small, \$18; large, \$26.	40		
Ives' 1, \$18; 2, \$24; 3, \$30.	25		
Files—New List			
New American.	70 1/2		
Nicholson's.	70		
Heller's Horse Rasps.	70		
Galvanized Iron			
Nos. 16 to 20; 22 and 24; 25 and 26; 27.	28		
List 12 13 14 15 16.	17		
Discount, 70			
Gauges			
Stanley Rule and Level Co.'s.	60 1/2		
Glass			
Single Strength, by box.	90		
Double Strength, by box.	90		
By the Light.	90		
Hammers			
Maydole & Co.'s, new list.	33 1/2		
Yerkes & Plumb's.	40 1/2		
Mason's Solid Cast Steel.	70		
Hinges			
Gate, Clark's 1, 2, 3.	60 1/2		
Hollow Ware			
Pots.	50 1/2		
Kettles.	50 1/2		
Spiders.	50 1/2		
Horse Nails			
Au Sable.	40 1/2		
House Furnishing Goods			
Stamped Tinware, new list.	70		
Japanned Tinware.	20 1/2		
Iron			
Bar Iron.	2 25		
Light Band.	3 c rates		
Knobs—New List			
Door, mineral, jap. trimmings.	75		
Door, porcelain, jap. trimmings.	85		
Lanterns			
Regular 8 Tubular, Doz.	5 00		
War en, Galvanized Fount.	00		
Levels			
Stanley Rule and Level Co.'s.	70		
Mattocks			
Adze Eye.	\$17 00.		
Metals—Zinc			
600 pound casks.	7 1/2		
Per pound.	8		
Miscellaneous			
Bird Cages.	40		
Pumps, Cistern.	75 1/2		
Screws, New List.	85 1/2		
Casters, Bed and Plate.	50 1/2		
Dampers, American.	50		
Molasses Gates			
Stebbins' Pattern.	60 1/2		
Enterprise, self-measuring.	30		
Pans			
Fry, Acme.	60 1/2		
Common, polished.	70 1/2		
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 1/4 c 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 35		
Wire nails, base.	2 75		
20 to 60 advance.	Base		
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.	25		
Finish 8 advance.	35		
Finish 6 advance.	45		
Barrel 1/2 advance.	55		
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, Allaway Grade.	7 50		
14x20 IX, Charcoal, Allaway Grade.	9 00		
20x28 IC, Charcoal, Allaway Grade.	15 00		
20x28 IX, Charcoal, Allaway Grade.	18 00		
Ropes			
Sisal, 1/4 inch and larger.	9		
Manilla.	12 1/2		
Sand Paper			
List acct. 19, '88.	50		
Sash Weights			
Solid Eyes, per ton.	33 00		
Sheet Iron			
com. smooth.			
Nos. 10 to 14.	\$3 60		
Nos. 15 to 17.	3 70		
Nos. 18 to 21.	3 80		
Nos. 22 to 24.	4 10		
Nos. 25 to 26.	4 20		
No. 27.	4 30		
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			
1/2 @ 1/4.	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—Allaway 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..	13		
14x56 IX, for No. 9 Boilers, }			
Traps			
Steel, Game.	75		
Onelda Community, Newhouse's.	40 1/2		
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 1/2		
Tinned Market.	50 1/2		
Coppered Spring Steel.	40		
Barbed Fence, Galvanized.	2 90		
Barbed Fence, Painted.	2 60		
Wire Goods			
Bright.	80		
Screw Eyes.	80		
Hooks.	80		
Gate Hooks and Eyes.	80		
Wrenches			
Baxter's Adjustable, Nickleled.	30		
Coe's Genuine.	30		
Coe's Patent Agricultural, Wrought.	10		



# 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.

**FOR SALE CHEAP—TWO SPEED LATHES** with counter shafts; 7-ft. bed, 20-in. swing; one drill press, 10-in. clearance. Ypsilanti Machine Works, Ypsilanti, Mich. 118

**FOR SALE—\$5,000 STOCK OF GENERAL** merchandise in best town in Michigan; all cash business; cheap rent; will take part cash and good improved farm in exchange. Owners give full particulars in first letter. Sharks need not answer. Address No. 117, care Michigan Tradesman 117

**FOR SALE—HARNESS SHOP, WITH** stock of harness, trunks and carriages; good business; established in 1875; will sell right. Write for particulars. Address No. 116, care Michigan Tradesman. 116

**FOR SALE—STOCK OF GROCERIES; BEST** location in growing city of 2,000; ill health cause for selling. Address No. 115, care Michigan Tradesman. 115

**NOTICE—PROPRIETORS FURNISHED** competent clerks free of charge. Positions found for drug clerks. Locations furnished physicians. Correspondence solicited. Address A. S. Crew, Salem, Iowa. 114

**FOR SALE—GROCERY BUILDING, LOT,** stock and fixtures in booming town; good location; title all; a snap. Reason for selling, poor health. Must retire. Address O. W. Case, Farwell, Mich. 112

**FOR RENT—ONE-HALF OF MILLINERY** store; best location in a growing city of 25,000. Address Miss M. Sales, 477 Main St., Fond du Lac, Wis. 105

**WANTED—SMALL BAZAAR STOCK** located in Northern Michigan; resort region; near fine lakes. Address B., care Michigan Tradesman. 119

**FOR SALE—DRUG STOCK AND FIXTURES**, involving \$3,000. Good location in Polish district. Good chance for the right party. Good reason for selling. Address No. 123, care Michigan Tradesman. 123

**A GREAT CHANCE TO JOIN INCORPORATORS** in new Grand Encampment Copper Co., obtain stock at less than half promotion price. If you wish to get in, write immediately for detailed information. W. W. Wemott, Colorado Bldg., Denver, Colo. 113

**WE HAVE FOR SALE TWO STORES;** fine line of merchandise in one and the other store will do for hotel purposes. Income of \$125 or more for telephone exchange. No opposition. Good locality. Will be glad to hear from you. Other inducements. Address No. 122, care Michigan Tradesman. 122

**25,000 BUYS \$5,000 STOCK OF GENERAL** merchandise. New stock and first-class location. Only one other store in the town. Reason for selling, has other business. Address C. De Young, Crystal, Mich. 121

**FOR SALE—GOOD MEAT BUSINESS AT** inventory price, in a hustling winter and fine summer resort town. Reason for selling, going to school. Address No. 120, care Michigan Tradesman. 120

**WANTED—LOCATION FOR MILLINERY** store in good town in Southern or Central Michigan of 500 to 1,000 population. Address No. 124 care Michigan Tradesman 124

**HAVING CLOSED OUT MARKET, WILL** sell cheap, very fancy meat cooler, 6 x 16; used one season and n-w. No. 1 silent chopper. Lang & 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, boiler, elevator pony, 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 20x28; eight fine large rooms upstairs; water and sewer connection—all accommodations needed; 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

**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 reasons for selling. Address No. 105, care Michigan Tradesman. 105

**LOCATION FOR RENT—DOUBLE STORE** room on principal corner, town 1,200, Dun-  
kirk, Ohio; excellent location for a \$1,500 stock of clothing (only one small stock in town) with boots and shoes (competition very light) and wall paper (small stock), with line of dry goods and men's furnishing goods, say \$5,000 to \$8,000 stock in all. An opportunity such as this is seldom found. Rent, \$200. Address, C. E. Wharton, Kenton, Ohio. 131

**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—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 hustling 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—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 Choate 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-**rietor, we offer for sale a well-established furniture and undertaking business in our city. F. E. Stittley Co., Dixon, Ill. 89

**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, Kalamazoo 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 1/2 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

**WANTED—LOCATION FOR MILLINERY** and bazaar stock in town of 500 or over. Address No. 75, care Michigan Tradesman. 75

**WHOLESALE CLOTHING HOUSE DE-**sires 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

**THE HOOSIER HUSTLER, the noted mer-**chandise auctioneer now selling stock for Geo. S. Smith, Albia, Iowa. Address Box 355. 70

**FOR SALE—COUNTRY STORE AND** dwelling combined; general merchandise stock, barn, custom saw mill and feed mill with good patronage; bargain for cash. Eli Rannels, Corning, Mich. 31

**FOR SALE CHEAP—TUFT'S 20 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 work goods at value. Stock can be reduced to \$15,000. Owner is going into manufacturing business. Address No. 44, care Michigan Tradesman. 44

**I HAVE SOME REAL ESTATE IN GRAND** Rapids. Will trade for a stock of general merchandise. Address No. 751, care Michigan Tradesman. 751

**FOR SALE—STOCK OF GENERAL MER-**chandise. Invoice about \$3,000; located in thriving town in Central Michigan; good cheese factory and one other general store in town; good established trade; \$15,000 business done last year; building 70 feet long; good barn and salt house in connection at reasonable rent; all goods are new, no old stock. Reason for selling, other business. Address No. 130, care Michigan Tradesman 130

**CHOICE FARM FOR SALE OR TRADE** for merchandise. Shoe stock preferred. Lock Box 491, Shelby, Mich. 129

**\$1,000 BUYS 20 SHARES MALT—TOO** Flaked Food Co. stock. Owner is going to leave the State. Enquire C. H. Hoffman, 717 Michigan Trust Building, Grand Rapids, Mich. 125

**FOR SALE—ONLY DRUG STORE IN A** town of 600 population in Southern Ohio, four miles from railroad, with two mails daily. Stock invoices \$1,800. Will sell at invoice. Store doing business of \$5,000 a year. Rent \$20 per month. Address W. D. Jones, Clarksburg, Ohio. 123

**FOR SALE—STOCK OF GROCERIES,** store room and dwelling house; a good location in a good city of 5,000 population; \$4,500 buys it. Address Box 405, Union City, Ind. 132

**LATEST INVENTION OUT—VEST POCKET** Bank Check Punch; nickel plated, cuts numbers out, not perforator; big profits; sells itself; in leather case; prices right. Send stamp for particulars. A. Connor, 33d St., Pittsburg, Pa. 133

**FOR SALE—DRUG FIXTURES, SECOND-**hand and cheap, for cash. For description address C. J. Rouser, Lansing, Mich. 68

**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

**FOR SALE—DRUG STOCK AND FIX-**tures, involving 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 Millner, care Michigan Tradesman. 507

**FOR SALE—THE LARGEST WALL PAPER,** paint and picture frame business in Sault Ste. Marie. Invoiced 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

**FOR SALE—GOOD PRINTING, 500 NOTE** heads, 90 cents; 500 envelopes, 90 cents. Send for samples. Tradesman Printing Co., Winchester, Ind. 72

## MISCELLANEOUS

**SALESMAN—WANTED, EXPERIENCED** sawing salesman for Indiana and Michigan; inexperienced need not apply; references required. Toledo Tent & Awning Co., Toledo, Ohio. 128

**WANTED AT ONCE—REGISTERED PHAR-**macist. State salary and send references. Young man preferred. F. E. Heath, Middleville, Mich. 127

**WANTED—SITUATION AS MANAGER;** have had many years' experience and success in general merchandise in city and country; age 40; English and German; go anywhere, city or country; best of references given. Address box 25, St. Davids, Ill. 111

**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—SALESMAN TO HANDLE OUR** full line on commission or salary. Address Angle Steel Sled Co., Kalamazoo, Mich. 99

**WANTED BY AN EXPERT NOTION** Man—Position, either wholesale or retail. Address H. S. Christopher, Springfield, Mass. 80

**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

## The Warwick

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

A. B. GARDNER, Manager.

## A GOOD HOTEL

Is always appreciated by the traveling public. That is why such people always speak so highly of

## LIVINGSTON HOTEL

GRAND RAPIDS

## Gold Dollars for 69 Cents

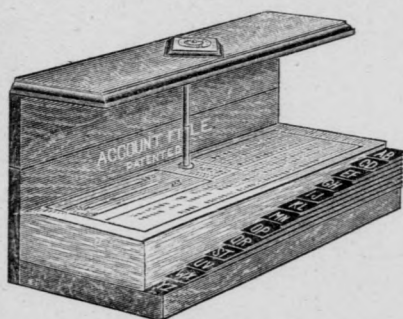
Who wants a general merchandise stock and property for 69 cents on the dollar? Business 1902, \$36,000. Good prospects for future. Stock about \$9,000. Property \$3,000. For business act quick, cash deal. Goods o. k., stock complete. Address No. 98, care Michigan Tradesman.



# JAMO

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

**Telfer Coffee Co.**  
Detroit, Mich.



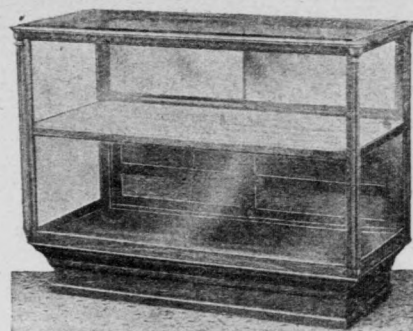
## Account Files

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

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

## Grand Rapids Fixtures Co.

A  
new  
elegant  
design  
in  
a  
combination  
Cigar  
Case



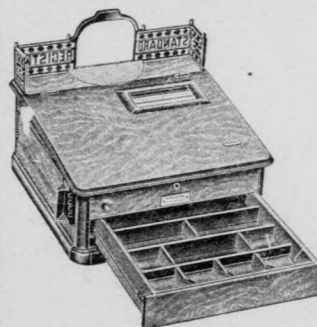
Shipped  
knocked  
down.  
Takes  
first  
class  
freight  
rate.

No. 36 Cigar Case.

This is the finest Cigar Case that we have ever made. It is an elegant piece of store furniture and would add greatly to the appearance of any store.

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

## Accurate Record



of your daily transactions is kept only by the

**Standard  
Autographic Register**

They make you careful and systematic. Mechanism accurate but not intricate. Send us your order for Cash Register Paper. Quality and prices guaranteed. Drop us a postal card.

**Standard  
Cash Register Co.,**

1 Factory St., Wabash, Ind.

Style No. 2. Price only \$30

## 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.

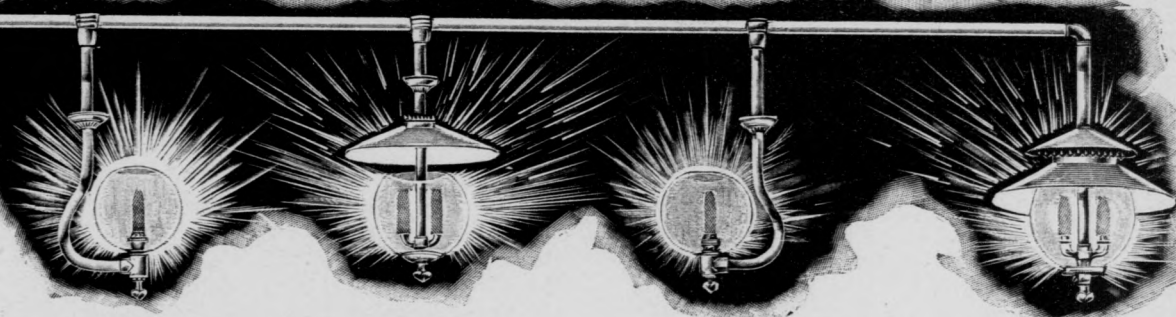
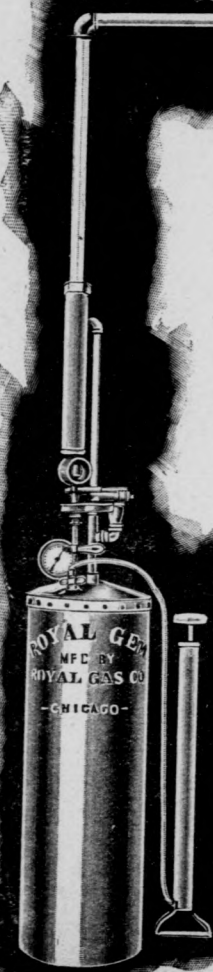
### Our Special Offer

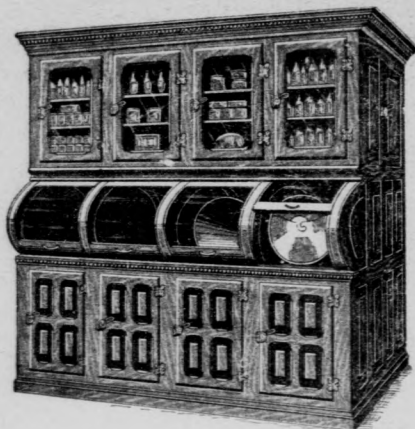
1 five-gallon machine; 3 single fixtures, oxidized; 30 feet of ceiling pipe and connections. The above all complete ready to put up only

# \$30

The cost of running the above system only 1¢ 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.**





Why  
not have  
a  
new one  
this year?

We mean by this, one of our Leonard Cleanable Grocer's Refrigerators in two, three, four, or five roll. Positively the finest store fixture ever made and a satisfactory investment in every way. We have sold a number of these during the past year to dealers and will gladly refer you to them as to the merits of the same. We would be pleased to have you come in and look them over in our sample room, or our salesman will call on you with catalogue and prices (a telephone message or postal will bring him).

No. 672, 2-roll; No. 673, 3-roll; No. 674, 4-roll; No. 675, 5-roll. Made of oak, antique finish, rubbed and polished. Two ice doors—one on each end. We can furnish these refrigerators (at an additional cost of \$5 net) with division, making two complete refrigerators. One or both can be used at the same time. The partition can be placed between any desired compartment, and the compartment intended for cheese will be fitted with revolving wooden slab.

DIMENSIONS:

Number	Weight	Length	Depth	Height
672	840	46	41	84
673	1120	68	41	84
674	1650	90	41	84
675	1980	112	41	84

H. Leonard & Sons, Grand Rapids, Mich.

## Facts in a Nutshell

# BOUR'S

## COFFEES

### MAKE BUSINESS

WHY?

They Are Scientifically  
**PERFECT**

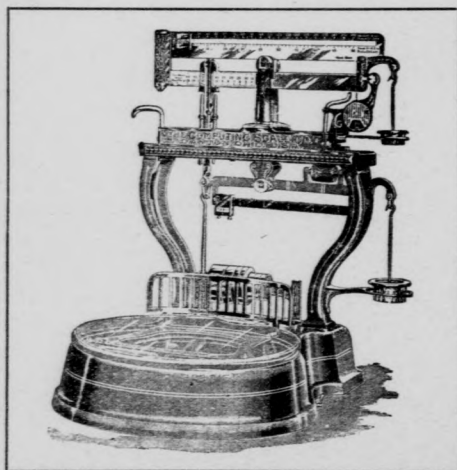
129 Jefferson Avenue  
Detroit, Mich.

113-115-117 Ontario Street  
Toledo, Ohio

## Like Pushing a Snowball

Every time you weigh goods on an old-fashioned pound and ounce scale you add a fraction to the ever-increasing loss which comes from down-weight.

Day after day this loss increases. In time it may bring your business to a standstill. At all times it robs you of a percentage of your profits.



You would not tolerate an inaccurate book-keeper or

a clerk who counted thirteen for a dozen. Then why use a scale which permits of Down-Weight? The original Dayton Computing Scales indicate instantly and accurately the value of whatever is weighed. The Scales do the figuring. Mistakes can not occur. Adopt the Money-Weight System of Weighing for the money it saves you. Write for advertising matter.

The Computing Scale Co., Dayton, Ohio, U. S. A.  
Money Weight Scale Co., 47 State St., Chicago

SOLE DISTRIBUTORS