

Trademarks



Mean more to-day than ever before. Few purchasers, merchant or consumer, pretend to be able to tell the quality of a rubber shoe EXCEPT BY THE BRAND, and that's where the SIGNIFICANCE of the MALTESE CROSS comes in. IT HAS THE CONFIDENCE OF THE CONSUMER because of the record back of it, and that's why BEACON FALLS RUBBERS are in demand by the best merchants. Drop us a card and we'll send you samples prepaid.

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.

OUT OF THE TRUST.

Give Your Customers the Best That's Goin'

WHITE HOUSE

DWINELL-WRIGHT CO.
 BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE

That's the Proper Thing

Income Building

is a problem that is occupying the minds of millions of people all over the world. Are you looking for a safe, profitable and honestly managed concern in which to invest your surplus cash? If so, the

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

offers you an investment that is better than a 5% gold bond. For a limited time only, the stock is offered for fifty dollars (\$50) per share, par value \$100.

Now is the time to invest.

The Peach Flake Food has already proved a winner, and Natura Coffee Substitute is now being got ready for the market, and promises to be a big winner from the start.

Capacity of factories, 1,100 cases per day.

Investigate this proposition. Send for free prospectus containing full particulars.

Address Secretary of Company,

Chas. F. Bacon,
18 Houseman Bldg., Grand Rapids, Mich.

Sunlight

A shining success. No other Flour so good for both bread and pastry.

Walsh-DeRoo Milling Co.
Holland, Michigan



**For Generous Nourishment
there's no Food made
that equals**

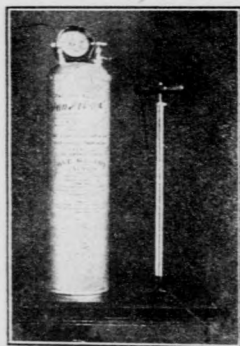
Nutro-Crisp
**The Ready Cooked
Granular Wheat Food**
A Delightful Cereal Surprise

There's Vim, Vigor, Endurance in every grain of it. Best food for athletes on account of quick assimilation and great "staying" power. Speedily builds up the weak. Ready cooked—always crisp and sweet. Buy a package today and look for "benefit" coupon.

Proprietors' and clerks' premium books mailed on application.
NUTRO-CRISP FOOD CO., Ltd.,
St. Joseph, Mich.

"THE Ann Arbor" QUICK LIGHTING GASOLINE LAMPS.

Every Day We Receive Letters Similar in
Tone to This One.

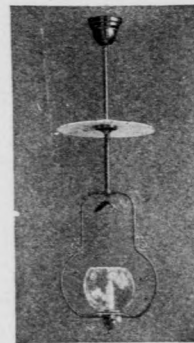


The Superior Mfg. Co.
Ann Arbor, Mich.

February 28, 1903.

Dear Sirs:—I expect some of the merchants will write you for the agency for Lighting Plants and Arc Lamps in order to get them at wholesale cost. They are beginning to find out that you have the best system and lamp made, and if you will give me the agency I can sell a large number of them.

Yours truly,
Jacob Helber,
Farmington, Mo.



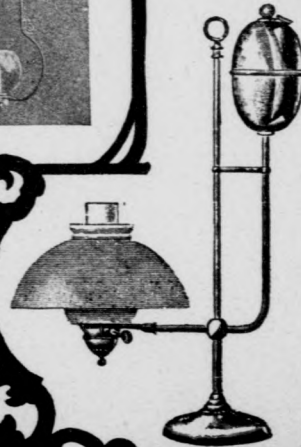
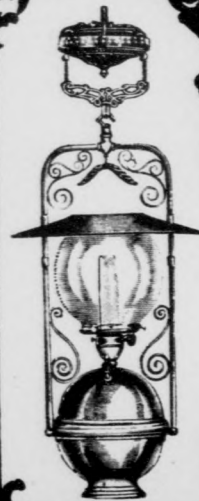
Mr. Helber is a business man in Farmington, Mo. He uses the "Ann Arbor" lighting system and is meeting with large success in selling both lamps and systems.

You can do as well in your town. Will you be our agent or will you let some one else get ahead of you? Write to-day. Don't delay.

The Superior Manufacturing Co.

107 2nd Street

Ann Arbor, Mich.



MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 25, 1903.

Number 1018

IF YOU HAVE MONEY

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

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 demand letters. Send all other accounts to our offices for collection.

William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

Sole agents for the State of Michigan for the

S. F. & A. 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. R. McCORON, Manager.

BUY SUNSET

Pays 2% per month.

Has paid regular dividends since 1894. The 110th 2 per cent. dividend was declared to-day, payable April 1st.

Price \$1.75 per share.

We have 5,000 shares Treasury Stock. Write for annual statement and full particulars.

We want to buy Township, Highway, School and Drain Orders.

Chas. E. Temple & Co.

623-5 Mich. Trust Bldg. Grand Rapids, Mich.

IMPORTANT FEATURES.

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2. The Golden Age.
 4. Around the State.
 5. Grand Rapids Gossip.
 6. Running a Store on Divine Divine.
 8. Editorial.
 10. Dry Goods.
 12. Collecting Accounts.
 14. State and Local Taxes.
 16. Clothing.
 20. Shoes and Rubbers.
 24. Woman's World.
 25. Interurban Communication.
 28. Hardware.
 30. Spring Improvement.
 32. Bill Heller's Clerk.
 34. The Commercial Grail.
 26. A Modern Store.
 36. Egg Oleomargarine.
 38. The New York Market.
 40. Lost to the World.
 41. Commercial Travelers.
 42. Drugs and Chemicals.
 44. Grocery Price Current.

Oro Hondo

Great fortunes are made from investments in good mining properties conducted on business principles.

Buy Oro Hondo

The property consists of over 1000 acres adjoining the Homestake and the sinking and hoisting machinery is now in operation. The shaft is down 300 feet and has struck one of the Homestake veins running through the ground. Plans are being made for the erection of a 250 ton stamp mill for crushing the ore. They have large bodies of paying ore in sight. The consensus of opinion in the Black Hills among mining experts is that Oro Hondo furnishes the best possibility of duplicating the record of the Homestake, which advanced from \$1.00 to \$115.00 per share, besides never missing a monthly dividend for 22 years.

Our Guarantee

If any buyer of Oro Hondo stock upon investigation is not satisfied that the existing condition at the mine has been understated by us, we shall cheerfully refund the amount subscribed.

Write for large prospectus and full particulars. Wm. A. Mears & Co., Fiscal Agents, New York and Philadelphia.

Address all letters of inquiry to

Charles E. Temple & Co.

State Managers.

623 Mich. Trust Bldg. Grand Rapids, Mich.

References furnished on application.

Another Enterprise of Douglas, Lacey & Company.

News from Tucson, Arizona, reports a big strike in the Casa Grande—the ore running nearly four feet in width and assays 21 per cent. copper. This mine has been turning out a large amount of high grade copper ore but nothing nearly so rich as that found in this strike. On the dump of this mine are nearly 175,000 tons of ore. The Company is installing a water jacket smelter of 50 tons per day capacity, and with the ore already mined and ready for the works, will be in condition to keep a plant in constant operation. The estimate earnings of this Company for the year 1903 are 3 to 6 per cent. on the par value, and the stock is now selling at 150 on the dollar. All stockholders are protected against loss in this company the same as in the other 23 companies we handle. Full information given to anyone on application to

CURRIE & FORSYTH,

1023 Michigan Trust Bldg.

Grand Rapids, Mich.

MANUFACTURING MATTERS.

Lansing—The Lansing Sugar Co. has closed out its last season's output of granulated.

Montrose—Homer Bedford has purchased the interest of his partner, Daniel Sweer, in the grist mill.

Bay City—The Blum Felt Shoe Co., Ltd., which is at present located in Erie, Pa., will move its plant to this city.

Caro—The Howell & Spaulding Co., manufacturer of steel horse collars, has increased its capital stock from \$14,000 to \$25,000.

Ontonagon—Joseph Atkinson has begun the erection of a sawmill, to be operated in conjunction with his heading and stave factory.

Charlotte—Fred C. Cobb, J. W. Munger and Albert Town have organized a company for the manufacture of the Champion hat and stock rack.

Allegan—The National Bean Food Co. will manufacture its food product at Hamilton for the present until a suitable location can be obtained at this place.

Rose City—Ward & Koons, lumber dealers and saw and shingle mill operators, have dissolved partnership. The business is continued by Barnhart & Koons.

Escanaba—The North Star Clothing Co. has declared a 5 per cent. dividend on its stock. A considerable amount was reserved for the purpose of increasing the stock.

Ionia—The Ionia Sash & Door Co., Limited, succeeds Crookshank, Somers & Co. The latter firm will continue the business of contracting for building as heretofore.

Battle Creek—The American Fruit Juice Co., Limited, has been donated a site for a factory at Mattawan and will erect the necessary buildings at once. The plant will have a capacity of 1,000 tons of grapes.

Clarion—John Welch, of Elk Rapids, has purchased a new sawmill outfit and taken a contract to cut 3,000,000 feet of lumber. The mill is located five miles east of this place and will furnish employment to a number of men.

Grand Haven—The Western Piano Supply Co. has been organized with a capital stock of \$25,000. The shareholders and their holdings are as follows: J. F. Corl, 2,430 shares; Geo. A. Farr, Jr., 50 shares, and H. A. Bradley, 20 shares.

Saginaw—The Saginaw and Valley Sugar Companies are considering the advisability of consolidating, as it is believed by a large number of the stockholders that the two factories could work to much better advantage under one organization.

Fenton—The Aetna Portland Cement Co. is the style of a new enterprise at this place. The authorized capital stock is \$5,000, held by New York gentlemen as follows: Henry W. Stevenson, 244 shares; Henry B. Potter, 200 shares, and Cecil D. Giles, 100 shares.

Fruitport—The plant of the old Bertschy Brick & Tile Co. will be put in operation this spring by F. J.

Bertschy and John L. Shoemaker, both of Spring Lake. The clay makes a light cream building brick of excellent quality. The style of the new enterprise will be the Fruitport Brick Co.

Alma—The Alma Manufacturing Co. has been formed with a capital stock of \$60,000, owned by the following gentlemen: A. W. Wright, 21,500 shares; A. F. Molitor, 2,500; J. H. Lancashire, 500 shares; W. A. Bahlke, 300 shares; Geo. S. Young, 100 shares, and F. R. Hathaway, 100 shares.

Detroit—The Piggott Manufacturing Co., Ltd., has filed articles of copartnership with the register of deeds. The company is capitalized at \$50,000, and will manufacture agricultural implements and novelties. The members of the association are Thomas J. Paxton, Chairman; Edmund Piggott, Secretary, and Peter McArthur, Treasurer.

Detroit—The Improved Pure Food Co., Ltd., capitalized at \$300,000, has filed articles of copartnership with the register of deeds, the incorporators all being Detroiters. Charles E. Lee is the principal stockholder, holding 29,996 shares, while Seymour N. Gurney, chairman; Frank Trickey, Secretary; Henry W. Reeves, Treasurer, and Charles H. Tonak each hold one share.

Saginaw—The Wolcott Windmill Co. has amended its articles of association, changing the name to the National Engineering Co., and will manufacture windmills, pumps, tanks and motive machinery. The Company is capitalized at \$30,000, the stock being held by Aaron P. Bliss, W. G. VanAuken, Bliss & VanAuken and F. M. Loomis. Mr. Loomis is the inventor of the gas engine, the manufacture of which forms an important part of the company's business.

Detroit—The Morgan & Whately Co., manufacturer of ladies' and children's garments, at 123-125 Monroe avenue, has uttered a chattel mortgage for \$25,103.34 to protect creditors whose claims aggregate that amount. The Detroit Trust Co. is named trustee. The Central Savings Bank and the Algonquin Printing Co., whose claims are \$7,000 and \$2,047.57, are named as preferred creditors, while the balance of the amount is divided among twenty-three creditors, the heaviest of whom are Minot, Hooper & Co., \$6,751.82; H. B. Claffin & Co., \$6,399.51; M. Lowenstein & Co., \$545.11; Burnham, Stoepel & Co., \$356.48; W. T. McIntyre Co., \$503.89, and Singer Manufacturing Co., \$409.

Peter Tarasiler has opened a grocery store at 569 East Bridge street. The stock was furnished by the Judson Grocer Company.

Jas. R. Dibble has engaged in the grocery business at Middleville. The Judson Grocer Company furnished the stock.

Pitsch & Hesse succeeded in the grocery and feed business at 129 South Jefferson street by Anderson Bros.

The Stickley Bros. Co., manufacturer of chairs, has increased its capital stock from \$100,000 to \$225,000.

THE GOLDEN AGE

In Which Men Are Growing Wiser Every Day.

We are living in an age which is growing wiser very rapidly. Discoveries are coming in so fast from every field of research that few of us realize how much there is still left unknown. We suspect that soon we shall know all things. The best of us can hardly keep up with the march of invention and discovery. The majority of men are very greatly impressed by the sum of knowledge that has been amassed by the men of science, as they may well be, for it is very great and glorious. But to the masters all this seems but a very small part compared with that which remains unknown, and this last seems to have a most provoking way of increasing instead of decreasing with each new discovery. The more we learn the more we learn there is to learn. It is only the ignoramus who thinks he knows it all or even that he knows much.

Newton said that he had only gathered a few pebbles on the shore of truth's illimitable sea; but, for all the march of science from his time to ours (he died in 1727), he has no worthy follower in our own time who could not honestly adopt his words. Wonderful is the knowledge of the scientific man, but for himself all that he knows is to the unknown as a pinhead on his map, representing the earth, is to the great disk representing the sun.

What a revelation of the unknown, as well as of the known, is there in the magnificent discoveries of the astronomer! As the telescope reaches out with ever more powerful eye, straining to reach the boundaries of the universe, so does the universe expand; and with every farther reach the possibilities of the unknown and unseen are almost infinitely multiplied. Celestial photographs of the Harvard College Observatory are estimated to reveal 150,000,000 stars—150,000,000 suns! But what planets swing round their central fires? And on those planets what trees and streams are there, what mountains and what seas, what animal forms, what men and women, what struggles and yearnings for the good and true? Of all this we know nothing. That we never shall know anything we do not dare to say. Miracles are almost commonplace nowadays, and the most commonplace has become miraculous.

As it is with the unknown telescopic, so it is with the unknown microscopic world. It is an infinite vast, in comparison with which the microscopic known is but a very little space. We say this advisedly, remembering that the microscopic anatomist counts by millions the fibers of the optic nerve, by millions more the cells of each particular section of the brain, or corpuscles in each drop of blood, and that a similar wonder of infinitesimals awaits him in whatever field invites his long research. For no one knows so well as the microscopic anatomist that he has not read the ultimate facts. We hear much of the atomic theory; but what is it more than a convenient hypothesis which does not pretend to any ultimate solution of the mystery of matter? How frequently the metaphysician and religionist flout the devotees of science for believing only what they can see! Were it so with them, where would be the atomic theory? For no eye, though reinforced by the most powerful microscope, has ever seen an atom. And now they are talking of the component parts of the atom—of something still smaller!

There are millions of atoms in the minimum visible of the microscope; i. e., the most powerful microscope would have to be some millions of times more powerful than it is to make an atom visible. If a drop of water could be magnified to the size of the earth, the atoms would be about as large as tennis balls. What wonder that some careful thinkers doubt the existence of these atoms, questioning whether they be anything more or less than so many centers of force. We are, indeed, still far enough from exhausting the wonders of the microcosmic world, for all that has been done. Could we intensify our hearing as we have intensified our sight, who knows but we might hear the music of the spheres? There was a god, Hemidall, in the old Norse mythology, who could hear the wool growing on the sheep and the grass growing in the field. Who knows what worlds of possible sensation and of knowledge are involved for us in darkness and silence? The telephone is a kind of auricular telescope. Why not hear as much finer some day as that makes us hear farther? The worlds on worlds revealed to us by the scientific mind assure us that in worlds beyond those worlds new marvels wait almost impatiently for the Newtons and the Darwins who are yet to be.

Turning to this present world of men and women, and of the greatest men and women, how great is the unknown here! All that we have set down in the synoptic gospels of the life of Jesus is the period of his ministry, from twelve to fifteen months long. Reckoning with Martineau, of the 450 days we have some mention of about thirty-five. One month and four or five days over constitutes our knowledge of a life about which more has been written than about any other. The greatest name in literature is Shakespeare's name, and it is little more than three centuries since he went up to London to make himself a motley to men's view; and after all the patient digging of the crowd of students, how little has been brought to light! We know his mind and art, although not with certainty that he wrote some admirable or did not write some execrable things; but as to what manner of man he was otherwise we know next to nothing. After all the labors of the biographers and historians, even the most faithful and intelligent, the unknown life of the world's greatest men and of the great events and processes of history is of great extent, incalculably great.

A hundred thousand things which were formerly unknown and seemed unknowable are now perfectly well known; so it must be that millions of things which are now unknown will yet yield up their meaning and their mystery to the patience and indomitable persistency of the men of future times. We may talk of the unknown, but, after all that has been accomplished, to talk of the unknowable is to rig out science in the cast-off clothing of a dead and buried metaphysics. God may or may not transcend the universe. It is enough to know that He is infinitely transcendent of the universe as known to us, and yet infinitely knowable, as we already know in part and are learning more with every new day.

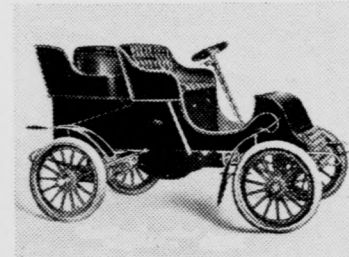
Frank Stowell.

A man may think he knows a good deal about advertising, but when he begins to advertise he knows that he does not know as much as he thought he knew.

Are you going to buy an

Automobile

And don't know what kind is best? Then ask us to send you our booklet on "Comparisons of Steam, Electric and Gasoline." Each power has its advantages and we will gladly and honestly explain them all to you. It depends on what you want an automobile for and what price you desire to pay. Let us advise you unprejudicially. We continue to represent the largest Automobile Manufacturers in the world, the International Motor Car Co., having two factories in Toledo and one in Indianapolis—who make steam, electric and gasoline cars from \$600 to \$4,000 that are tried and reliable makes of the highest type.



7 Horse Power
Cadillac
\$750 - \$850

Rear Seats off in two minutes.

No extras—an eye opener to all. Be sure and see it—perhaps it's just what you want. New catalogues are ready. Agents wanted in Northwestern Michigan.

GOOD SECOND HAND BARGAINS.

\$300 up. Mostly traded in by wealthy persons who used them but little and made big sacrifice on them. Write for description.

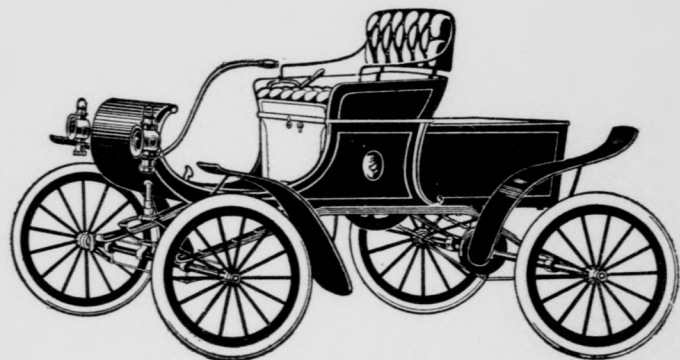
Michigan Automobile Co.

N. W. Mich. distributors: Cadillac Gasoline Cars, Toledo Gasoline Cars, Toledo Steam Cars. (All Michigan) Sinto Gasoline Cars, Waverly Electric Line, National Electric Line, Columbia Electric Line, Columbia and other bicycles, Kalamazoo (\$450) Gasoline Runabout.

All roads alike to

The Oldsmobile

The Best Thing on Wheels.
Built to Run and Does It.



Price, with wood wheels, fenders, lamps, \$650.00.
Top \$25.00 extra.

OLDSMOBILES are built by the Olds Motor Works after 20 years' experience in making gasoline engines—and are fully guaranteed.
OLDSMOBILES are much improved for 1903—weigh only 800 pounds and are showing up a good strong 5 horse power.
OLDSMOBILES to the number of over 8,000 are scattered over the United States in the hands of individual owners. More Oldsmobiles are owned in Grand Rapids and throughout Michigan than any other make of automobile.
OLDSMOBILES have passed their experimental stage. A good many autos are being placed on the market this year for the first time and are therefore untried and with no reputation. Buy an Oldsmobile and be satisfied.
We also have the West Michigan agency for the Knox Gasoline "Waterless" Carriage at \$1,000.00 and the Winton Touring Car at \$2,500.00, both standard well known makes. We sell no Autos that have not been on the market at least three years. Catalogues on request. Can take care of few more agents in Western Michigan.

ADAMS & HART, 12 West Bridge St., Grand Rapids, Mich.

Distributing Agents for "Diamond" Automobile and Carriage Tires.

THE PESSIMIST.

In Trade He Is Hated and Goes to the Wall.
Written for the Tradesman.

If there is any kind of man in the world that the general public detests, it is a pessimist. And when the pessimist happens to be a merchant he sometimes finds that his path is not strewn with roses. He generally has a hard time getting along with his clerks. He is of the opinion that all the other merchants in his town are dishonest and that the people who trade with them are fools. The pessimist is his own worst enemy; but the saddest phase of his condition is that he is unaware that he is damaging himself by his everlasting faultfinding.

The pessimistic merchant is seldom a man of push, yet, for all this, it is not beyond the range of possibility to find him imagining himself a hustler of vast proportions. His way of doing things, whether or not it brings him business and happiness, is the only right way, and woe to the man who is so foolish as to intimate that his methods might be improved upon. Let us drop in on the man in question and observe his way of doing business.

As we enter the store we discover the proprietor at the grocery counter counting out a basket of eggs that a lady from the country has just brought in. There is a scowl upon his mercantile countenance, for he has discovered in the bottom of the basket one lone egg that has been broken in transit from the farm to the store. He says nothing, but every one in the store seems somehow to be aware that he is not in the best of humor. The lady notices it and shifts uneasily from one foot to the other. She is of an observing turn of mind and does not have to be jarred by the falling of a stone wall in order that she may see things.

At last the counting is done and the merchant asks her what she wants to purchase. The question seems not to be clothed in the most velvety language, but is put rather in the manner of a man who is bossing a gang of section hands on the railroad.

"I would like to look at some shoes, first of all," she replies in a quiet voice that sounds strangely in contrast with the speech of the merchant. "I am not so particular as to the style as I am in regard to the wearing qualities of the shoes. Out where I live we do not go much on style. We seldom go out in company, so it matters but little."

The merchant takes down a lot of shoes and the lady examines them very closely.

"How much are these?" she asks as she finds a pair that evidently suit her. "I think these will be just about what I want."

"Those are two dollars."

Now the lady notices that the shoes have been in stock a long time. The box shows age, and the style is not of the latest design. So she says in the same quiet voice: "As I came along the street I noticed some shoes almost exactly like these in the window down at the Jones store. They were marked 'Closing Out Price \$1.28.' Haven't you any similar to these that you are closing out cheap?"

"Madam!" thunders our pessimistic friend in a voice that fairly makes the windows rattle in their frames, "Madam! I would have you understand that this is a white man's store. We are not running a cutthroat business. We deal square with the people, and don't

you forget it. Those fellows down the street make the people think they are selling cheap when in reality they are buncoing them every day. They cut the price on those shoes and raise it on other articles high enough to more than make it up. That's the way they do business. We are not doing that kind of business. You can have those shoes for two dollars or you can leave them alone. It makes no difference to me. If you want a lot of cheap trash you have come to the wrong place."

Well, the lady says she guesses she won't take any shoes to-day. She buys a few things of minor importance, takes the balance coming from the eggs in money and leaves the store. As she passes us on her way out we hear her say to herself, "I'm going right down to Jones' store to look at those shoes. I won't ever come to this store again."

While we have been standing in the store the weather has taken a turn for the bad and it has commenced to rain. Suddenly the door opens and in stalks a farmer followed by a large shaggy dog. As they near the stove the dog does as all dogs are wont to do when they are wet, he shakes himself vigorously and the water flies in all directions. It happens that the water flies against the stove and there is a great sizzling as the aqua pura turns to steam. No damage is done, for no merchandise is near the stove, but the merchant is in bad humor, and with an oath gives the dog a vicious kick in the short ribs, which sends him howling out the door. Then the merchant turns to the farmer and asks what he can do for him.

"Gi'me a nickel's wuth of fine cut. Guess that's all I want to-day," says the farmer.

He does not linger long in the place, and as he passes near where we are standing we hear him say in a voice not intended for our ears, "Blame me ef I'll ever cum in here agin! I'm goin' down ter Jones' ter git them overalls an' plowshoes."

And that is the way it goes all day long. The clerks have acquired the same habits as the proprietor. They take particular delight in telling the customers that the other stores are no good, that they are cheating the people and that it is surprising what big chumps some of the people are.

"But, see here," you say, "such people do not exist. No merchant is fool enough to act like this. You are stretching the truth. You can not make me believe that a man will drive people away from his store in that manner. Even a half witted man would know better than that."

But let us see. I remember standing in a store not so many years ago and seeing a ragged urchin come in and ask the merchant to grind a pound of coffee for him. His father was dead and his mother was poor. The coffee had been furnished by the town, but the merchant would not grind it because it had been purchased at another store. The little fellow seemed almost ready to cry, and went out looking at the floor with flushed cheeks. I followed him into another store and had the pleasure of seeing another merchant pat him on the back, grind the coffee and send him home with a few other articles of necessity that the family needed. I could, if I had the space, give dozens of illustrations of this pessimistic turn of mind that seems to have taken root in some men. But I believe I have written at sufficient length to show the folly of being a continual kicker. It is a sure

thing that no man possesses all the virtues of this world. We may not like our competitors in trade; we may despise some of their methods of doing business, but there is no call for growing ugly over the matter. The world loves a cheerful man. He who gives his people the glad hand, who paddles his own canoe without borrowing trouble because the rest of mankind refuses to look at everything under the sun in the same light that he does, is the man who will succeed. That is the calamity that overtook the man who refused to grind the coffee. He had a smile for the man who turned money into his coffers. His business was ruined by opponents in trade who knew the value of good nature.

Moral—Climb into the band wagon of good cheer and ride at the head of the procession. Raymond H. Merrill.

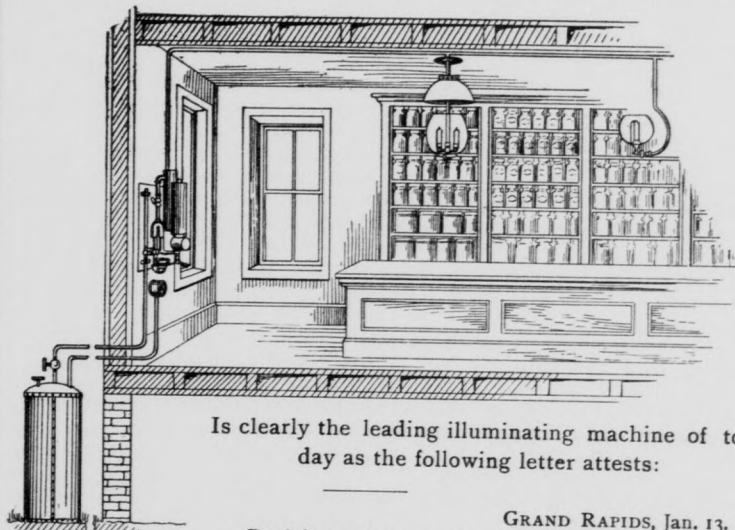
C. C. Wormer Machinery Co.

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.

THE IMPROVED Perfection Gas Generator



Is clearly the leading illuminating machine of to-day as the following letter attests:

GRAND RAPIDS, Jan. 13.

Replying to your enquiry would say, with the 63 test gasoline we had last week, we could not do a thing with our lights. It would smoke the mantels and would not burn flat on the generator, as it does with the higher test. I was of the opinion at first it was in the machine, but since we changed and got a higher test, we have had no trouble whatever. With the low test it would take 30 minutes to start our lights. In the barber business you must have the best light there is.

We run 9 chairs and 11 baths. We think this is the only light.

R. W. LONG.

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

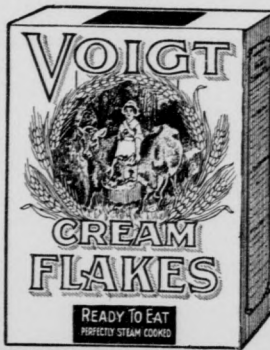
We control all territory and solicit all correspondence direct. All business of the late Perfection Lighting Co. is turned over to us.

BUTLER & WRAY CO.

Grand Rapids, Michigan

17 S. Division Street

Voigt Cream Flakes



The best of all Ready to Eat Foods.

All wide awake grocers sell it. Any jobber in Michigan can fill your order. Write us for particulars.

Voigt Cereal Food Co., Ltd.

Grand Rapids, Mich., U. S. A.

Around the State

Movement of Merchants

Walkerville—Peter Beyer has sold his drug stock to H. B. Hatch.

Hancock—The Kotila Hardware Co. succeeds Kotila & Keckonen.

Owosso—Jos. W. Dingwall has engaged in the grocery business.

Cross Village—D. F. Moore succeeds Moore & Lacore in the drug business.

Davison—Elmer Anderson has added a line of groceries to his drug business.

Lake Odessa—Guy and Earl Coykendall have engaged in the meat business here.

Ashley—Mr. McEuen, of Ovid, has purchased the drug stock of Bassett Bros.

Flint—Geo. W. Buckingham has purchased the toggery stock of A. W. Davis.

Imlay City—G. Wm. Cray has purchased the grocery stock of Jos. A. Leavens.

Saginaw—Lawrence M. Charrey, confectioner, has sold out to Mrs. Amelia Caulfield.

Flushing—Henry Pryor has purchased an interest in the clothing stock of Adams & Co.

Battle Creek—A new grocery store has been opened at 143 Clay street by Webb & Haugh.

Three Rivers—Isaac Schoonmaker has purchased the furniture stock of Geo. J. Neidhart.

Jackson—Sussex & Grimm succeed Henry Sussex in the meat business on West Main street.

Hillsdale—The Hillsdale Grocer Co. has increased its capital stock from \$25,000 to \$50,000.

Hartford—Edward M. Johnson has sold his book and stationery stock to Thom & Hanchett.

Shepherd—Struble & Upton continue the hardware and crockery business of Nathan W. Struble.

Lansing—The Estate of Wm. T. Algate is succeeded by Henry Elsom in the bakery business.

Chassell—Jennie Manson has sold her dry goods stock and store building to the Worcester Lumber Co.

Detroit—The capital stock of the W. C. Clark Coal Co. has been increased from \$16,000 to \$30,000.

Ironwood—The Olson, Brewer Furniture Co. continue the furniture business of A. W. Kearney & Co.

Port Huron—The Economist dry goods store in the Bricker building was opened to the public last week.

Bad Axe—R. A. Hallock has engaged in the grocery and notion business, purchasing the stock of Edgar H. Moss.

Detroit—The umbrella and fur business of Herman W. Becker is continued under the style of Becker & Hartman.

Hesperia—D. C. Hoffman, dealer in general merchandise, has taken a partner under the style of Barnhard & Hoffman.

Charlotte—Walter Spalding has purchased the interest of his partner, Fred Winters, in the wholesale candy business.

Fife Lake—Dent Blue has re-engaged in the grocery and meat business, having purchased the stock of E. E. Aldridge.

South Haven—M. M. Hamblin, of the firm of Carpenter & Hamblin, has purchased the hardware stock of W. J. & W. A. Newcombe.

Lansing—F. A. Donabue has sold a half interest in his grocery stock to Marvin A. Holmes. The new style is F. A. Donabue & Co.

Boonville—Wm. Champaigne has embarked in the grocery business here, the Musselman Grocer Co., of Traverse City, furnishing the stock.

Pewamo—Webber & Ruel, who conduct a banking business here and at Mt. Pleasant, are succeeded at the latter place by John S. Weidman.

Hastings—The grocery firm of Hams & Marde has been dissolved by mutual consent, Jesse Vester having purchased the interest of W. A. Hams.

St. Johns—R. D. Foote, until recently associated with Byron Danley in the feed business, has purchased the grocery stock of A. W. Morrison.

Howell—Fishbeck & Cook, for the past eight years engaged in the grocery business at this place, have sold their stock to Strobel & Schmidt, of Detroit.

Paw Paw—O. B. Conner has leased his warehouse rooms for five years to Geo. Angus, who will engage in the produce and agricultural implement business.

Nashville—Hiram Perkins has purchased an interest in the hardware stock of F. J. Brattin. Mr. Perkins has been for the past year in the employ of G. H. Young.

Marquette—Lou Pendill is now the owner of the drug stock at the corner of Front and Washington streets, having purchased the same from his brother, Frank Pendill.

Ishpeming—H. F. Hanson, of this place, and H. I. Anderson, of Manistique, will engage in the dry goods and furnishing goods business under the style of Anderson & Hanson.

Grand Haven—C. VanderNoot and Peter H. VanZylen have formed a co-partnership and engaged in the commission business under the style of VanderNoot & VanZylen.

Hart—W. C. Bennett & Co. have purchased the land south of their factory from E. A. Noret and will erect a two-story brick building for storing lumber, paint, glass, sash, doors, etc.

Wetzell—The grocery store and contents belonging to Wiggins & Son was destroyed by fire last week. The stock inventoried \$2,300 and was insured for \$1,600. The building was insured for \$200.

Onaway—Wm. B. Gregg has purchased the furnishing goods stock of E. J. James and will continue the business in connection with his shoe business, under the style of W. B. Gregg & Co.

Lansing—The Lansing Sanitary Milk Co. has been organized by Samuel B. Mullen, Charles R. Chapman and Martin L. Black, each of whom holds 200 shares of stock. The authorized capital stock is \$6,000.

Mancelona—Ed. Gibson has purchased of Chas. Hecox the confectionery stock and restaurant outfit formerly owned by G. A. Lancaster; also the confectionery stock and lunch room fixtures of J. H. Vandercook.

Crystal Falls—The Parks Mercantile Co. has merged its business into two separate companies, each with a capital stock of \$10,000, all paid in, to be known as the Parks Hardware Co. and the Parks Grocery Co.

Ludington—N. P. Miller has purchased the furniture stock of W. B. Smith. He will enlarge the stock and continue the business at the same location. Mr. Smith will engage in the furniture business at Reed City.

Flint—S. C. Frise has taken full control of the Tea store trade for the city deliveries, having had charge at Durand and neighboring towns for nearly seven

years. D. R. Felton goes to Durand to assume control of that territory.

Houghton—Cottliebson & Pimstein, proprietors of the One Price store, have dissolved partnership. The business is continued under the style of Gottliebson & Whitney. A line of clothing, furnishings and shoes will be carried.

Traverse City—Wm. Trombly, of 910 East Eighth street, has sold his store building and 50 foot lot to Joseph Umlor. Mr. Umlor and Alfred J. Send, bookkeeper for the Columbia Transfer Co., will continue the grocery business at that location.

Bay City—The Bay City Cold Storage and Produce Co., Ltd, has been organized in this city by W. H. Nickless, C. E. Walker, Cyrus Hiller and George Whitehouse with \$10,000 paid in capital. The company has secured a five year lease, with the privilege of ten years, from the owner of the Hine block, Fourteenth and Water streets, and the machinery and piping for the plant has been contracted for. The company will handle produce and accept all classes of produce and dairy products for cold storage, combining both businesses. The ammonia system of securing cold by evaporation will be used and compartments will be built for varying degrees of temperature to suit various articles. The cold will range in degrees from ordinary coolness down to zero, securing perfect conditions for preservation of any article. C. E. Walker, the well-known commercial traveler, who has had experience in this line of business, will be manager of the company.

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

Wrought Iron Pipe

Indications point to an advance in the near future. If you wish to stock up, do it now.

Grand Rapids Supply Co.
20 Pearl St., Grand Rapids, Mich.

Commercial Credit Co.
CREDIT ADVICES
COLLECTIONS AND
LITIGATION
LIMITED
WIDDICOMB BLDG. GRAND RAPIDS,
DETROIT OPERA HOUSE BLOCK, DETROIT.
WE FURNISH PROTECTION AGAINST
WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

Force of Habit

Is the only excuse for merchants selling or customers accepting bulk dried fruit which has set around exposed to the foul air and store dirt, which unavoidably prevail in most stores.

"SANITARY"

Prunes, Peaches, Apricots, Dates

put up in 1 lb. packages

Are scrupulously clean and protected from foul air, store dust, flies, etc., go to the consumer CLEAN.

CHOICE FRUIT
UNIFORM IN QUALITY



Buy of your Jobber

Geo. D. Bills & Co. Chicago, Ill.

Reliable Securities.

We sell only the kind that we have personally investigated and which we can recommend as first-class investments. Those listed below are of acknowledged value.

Bonds—

Saginaw Gas Bonds, 5%, at..... 101
G. R. Edison Co., first mortgage, 5% gold
bonds, at..... 100

Stocks—

Fred Macey Co., Ltd., Preferred, 6%, at.... 100
Michigan Lime Co., Preferred, 6%, at.... 101

E. M. Deane Co., Ltd.

Stocks, Bonds and Investment Securities.

211-215 Mich. Trust Bldg., Grand Rapids, Mich.

References: Old National Bank, Peoples Savings Bank.

Grand Rapids Gossip

The Grocery Market.

Sugar—The action of the Senate in amending the Cuban reciprocity treaty so that it will have to be passed on by the House of Representatives throws the whole matter over to December. What effect this will have on the situation can not yet be determined, although it is the opinion of well posted sugar men that it will have a tendency to keep the market very quiet for a short time at least, as there will be no inducement to hold sugars, already bought, in Cuba. On the other hand, some are of the opinion that the removal of the Cuban reciprocity from the situation will be beneficial, and will have a tendency to settle the market conditions. However, in looking the whole refined sugar situation over, it is evident that a better understanding prevails throughout the entire country among both cane and beet refined sugar producing interests to maintain a better parity of prices than has been heretofore.

Tea—Some holders of tea are expecting May to be an active month in tea and they are propheying higher prices than have yet been reached. This view does not seem to be generally held, however.

Coffee—Low-grade coffee has been too high in proportion to good grades, owing to scarcity caused by the great demand for them from the large roasters, thus forcing up the price. The market for milds has been firm with a fair quantity selling.

Canned Goods—It is being gradually developed that the tomato growers will be successful in obtaining their demand for an increased price on tomatoes during the coming season; the difference to be asked is fully \$2 per ton more than the average price of last year. This feature, together with the recent advance of cans and the continued talk of higher cost of labor next summer, causes the packers to feel a little nervous over the present position and the outlook. It is the general opinion among jobbers that present quotations on future tomatoes are as low as they will be the remainder of the season. Conditions from the packers' standpoint have operated directly against a lower price, and for these various reasons it may be safe to predict a firm market throughout the season. Reports from the East are to the effect that trading on spot corn has been dull and without feature. However, the market on futures has proven very active, and shows some improvement over previous weeks. Prices are firm. There is very little doing in the pea market, although general activity is expected to resume with the beginning of next month, April usually being one of the best months. There is practically nothing new in canned fruits and the market continues somewhat quiet. Berries are easy with a downward tendency.

Syrups and Molasses—Glucose has advanced 5 points during the week, but this has not affected the syrup market as yet. Compound syrup is in fair demand at unchanged prices. Sugar syrup is scarce, unchanged and quiet. Molasses is in the same quiet demand that has marked it for several months. Prices are unchanged.

Fish—The Lenten season has now been on for nearly a month, and one naturally looks for a large trade during this period, but thus far the trade has been a sad disappointment. This is at least true with many of the local deal-

ers. The fish business during the Lenten season has not only been quiet this year, but last year the trade was also light, not, however, as light as that of this season. One local jobber remarked this week that the Lenten season fish trade was proving a smaller item with each succeeding year, and this year has proved the lightest of all. The market remains firm, especially on codfish. Prices on this fish are higher this season than they were last, and no immediate change is looked for. There are good supplies of all grades of mackerel, and qualities are excellent. Prices, owing to the small catch, are higher than they have been for several years, which is a natural consequence, and until there is a new catch no material change is looked for. The better grades of Norway herring are becoming very scarce. Alaska herring have been arriving more freely of late. Newfoundland herring are plentiful in supply. Whitefish and also trout are exceedingly scarce. Flat lake herring and family whitefish are the only grades that are plentiful. Smoked bloaters are in good supply and the quality is good. At present prices, the demand has been increased.

Dried Fruits—Prunes are in fair every-day demand at unchanged prices, which are still below the coast parity. Peaches are in rather better demand at unchanged prices. Stocks on the coast are light and the price is firm. Seeded raisins are in fair demand at unchanged prices. Loose raisins are unchanged and in light stock and slow demand. Currants are about 1/8c higher, but the demand is extremely light. Apricots are in light demand at unchanged prices.

The Produce Market.

Apples—Cold storage stock is being moved on the basis of \$2.25 per bbl. for best varieties.

Bananas—Good shipping stock, \$1.25 @ 1.75 per bunch. Extra Jumbos, \$2.25.

Beeswax—Dealers pay 25c for prime yellow stock.

Beets—50c per bu.

Butter—Receipts are diminishing and the tendency is stronger. Local handlers quote 12@13c for packing stock, 14@15c for choice and 17@20c for fancy. Factory creamery is firm and strong at 27c for choice and 28c for fancy.

Cabbage—40c per doz.

Carrots—30c per bu.

Celery—85c per doz. for California Jumbo.

Cocoanuts—\$2.75 per sack.

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

Cucumbers—\$1.65 per doz.

Dates—Hallowi, 5c; Sairs, 4 1/2c; 1 lb. package, 7c.

Eggs—Receipts are liberal, but dealers are seriously handicapped by the scarcity of cases, due to the rains in the cottonwood district, which prevented operators getting out the usual supply of timber. There is talk of going back to barrels and boxes as containers and this will have to be done if the present strain is not relieved soon. Local dealers hold case count stock at 11 1/2@13c.

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

Grape Fruit—\$3.50 per case for California.

Grapes—Malagas, \$6@6.25.

Green Onions—15c per doz.

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 15c per lb.

Maple Sugar—10 1/2c 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 50c per bu.

Oranges—California Seedlings, \$2; Navels, \$2.60 for choice and \$2.75 for fancy.

Parsnips—\$1.25 per bbl.

Pineapples—Floridas command \$6 per crate of 18.

Potatoes—The market is steady for home grown on the basis of about 50c per bu. New stock from the South is beginning to arrive, finding an outlet on the basis of \$4 per bbl.

Poultry—Receipts are more liberal and the price is easing off on some lines. Live pigeons, 60@75c. 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, 16@18c; small squab broilers, 18@20c; Belgian hares, 8@10c.

Radishes—30c per doz. for hothouse.

Spanish Onions—\$1.65 per crate.

Spinach—65c per bu.

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

Tomatoes—\$3.75 per 6 basket crate.

Turnips—40c per bu.

Hides, Pelts, Furs, Tallow and Wool.

The hide market has settled down to a lower value under a strong demand and light supply. In country hides the receipts have not been over half of last year's supply, while the demand has been fully equal. Tanners are looking for a profit, which they have not seen the past year except in certain lines or specialties.

Pelts are a scarce article in good demand at full values.

Furs are in light receipts and at lower values, except rats, which are wanted. The report of London sales will be received this week.

Tallow and grease are in light supply. But little prime stock is being made. Prices hold strong, although they are no higher.

Wool has sold freely at seaboard at old prices the past two weeks. No advance can be obtained. Prices for the coming season will rule about the same as last year judging from present indications.

PILES CURED

Without Chloroform, Knife or Pain

I have discovered a New Method of Curing Piles by dissolving and absorbing them. The treatment is very simple and causes the patient no suffering or inconvenience whatever. I cure many bad cases in one painless treatment, and few cases take more than two weeks for a complete cure. I treat every patient personally at my office and have no ointment or any other remedy to sell.

I have cured many pile sufferers who had given up all hope of ever being cured. They are so grateful that they have given me permission to refer to them. If you are a sufferer and wish to know of my wonderful success, write me and I will send you my booklet, which explains my New Method and contains testimonials of a few of the many grateful people whom I can refer you to.

Most medical advertisements are "Fakes," but the appearance of a medical advertisement in this paper is a guarantee of merit. Mine is the first to be accepted and if I was not all right, you would not see it here.

Dr. Willard M. Burleson
RECTAL SPECIALIST

103 Monroe St., Grand Rapids, Mich.

WE WANT

Every Live Up-to-Date Merchant

to handle our

Dustless Brushes

They are the Best made and guaranteed to give satisfaction or money refunded. We have styles and sizes at right prices. They are needed by Merchants, Schools, Offices, Public Buildings, Hospitals and all desiring clean, sanitary homes. Write for prices and full particulars.

GIVE US A TRIAL.

The A. R. Wiens Dustless Brush Company
227-229 Cedar St., MILWAUKEE, WIS.



Oil flow regulated at will. Nickel Plated Oil Reservoir.

BURNS AIR

92 Per Cent AIR
8 Per Cent GAS

300 GAS SYSTEMS IN CHICAGO

GUARANTEED BY 10 DAYS TRIAL

Salesmen and Representatives Wanted

in unoccupied territory.

EXCLUSIVE AGENCIES GIVEN.

Write for Catalogue and Sample Outfit

CONSOLIDATED GAS AND ELECTRIC COMPANY

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



Running a Store on Plans Divine.

An Indiana merchant advertises that he is going to run his store "as Christ would run it." It may be in the nature of a novelty to him to make the attempt, but the Gazette inclines to the opinion that he is a better advertiser than Christian.

Instead of copying the advertising scheme of a sacrilegious Kansas preacher, why not advertise to run a store as a plain, honest man would run it? It might stun the community, but it would be in better taste.

A great many people who make no pretense of religious sentiment turn in disgust from anything of this kind. It has a "bolter than thou" twang about it that pleases no one.

It is quite probable that the newspaper dispatches concerning this Indiana man were exaggerated. It was stated that he proposed to sell for cash, pay his clerks at the close of each day, and deliver no goods. Other details of his scheme were as follows: "Under no circumstances will the store be open on Sunday, and it will close every evening at 6 o'clock. Should the profits any day exceed \$2.50 he says he will sell the remainder of the day at cost.

"The clerks will be given a percentage on all the profits after his actual living expenses are paid, and all will get groceries out of his store at cost. The poor are to be charged the actual wholesale cost, and those unable to pay are to be given bread and molasses free.

"He expects to give away 200 loaves of bread to the poor each day, and is counting on this as a part of the expenses of the store. He will buy direct from the farmers, and will charge one cent a dozen profit for eggs and one cent a pound profit for chickens. If he has an order for a fine quality from a rich person, he will charge a higher profit. He believes that the rich should pay higher prices in order to allow of more being given free to the poor."

All of which shows that his principal purpose was to get himself talked about. The credit men in the wholesale houses he dealt with, it is safe to say, pricked up their ears and stuck question marks all around his name on their little books. If the above report is correct, he had a little horse sense as he had good taste.—Shoe and Leather Gazette.

Harmless Deception Sometimes Permissible.

One day a friend of mine, a young farmer living not far from town, came in and asked to speak with me privately a moment.

I called him into the office and asked him what I could do for him.

He seemed greatly embarrassed and said he was "in a peck of trouble," and as I was a friend of his he had come to me for help.

I assured him that I would be glad to help him in any way possible.

He then begged me not to laugh at him, and said that he was "in earnest," and wanted me to tell him honestly if I believed there was any virtue in love powders.

I said to him that before I answered his question I must first find out why he wished to know, as it was extremely unprofessional to state an opinion on a question like that without first knowing why it was asked.

He then said, "Well, the fact is, I'm in love with a girl out in our neighborhood, and she does not care for me at all."

I asked him is he really loved the girl or just thought he did; and he said there

was no doubt about it; he was really very much in love with her, but she did not care for him "a little bit."

I saw the fellow was very much in earnest, and so I assured him that I would do all I could to help him. He said if I would he would never forget me. So I went behind the prescription case and made him a half-dozen ten-grain powders of sugar of milk, colored a faint pink with carmine.

I assured him they were perfectly harmless and told him to give two a day and to give them in candy. I charged him a quarter for them and sold him a pound of candy.

In three days he came back, with a smile on his face, and asked for another half-dozen powders and a pound of candy. He said he could notice no change yet, but he was going to try again.

I told him the powders might fail, that nothing was sure, but that it could do no harm to keep up the treatment a while longer.

He came back twice more, and the third time I asked him if there was any change yet. He replied that everything was O. K., and he was delighted with the medicine—said it was simply all right.

I told him to try giving one powder a day for a week and, if things were going all right, to give one then every other day for two weeks; if, at the end of that time, all was well, I advised him to discontinue the use of them altogether for a while and to watch results, treating the girl as nicely as he could and be as good to her as possible; and, perhaps, I said, everything would be all right.

About six months from the time he commenced his "treatment" he announced to me one day that he was going to get married in the spring. He said his girl had promised him the night before, and that he was the happiest man on earth.

They were married in the spring and, so far as I know, are living happily together yet. I give this little incident, not that I believe the policy a good one, but simply to prove that a little harmless deception now and then may not be a bad thing after all.

Salesmen's Bonus.

Siegel-Cooper's Chicago store allows their shoe salesmen \$1 on every \$100 worth of shoes they sell. Speaking of this practice Manager Rosenbach says: "Just as an added inducement I give any of the salespeople \$1 for every \$100 they sell, and many an extra dollar they earn by that means, too. It only amounts to 1 per cent, and counts very little in the balancing up of expenses, but it acts as a spur to the salespeople, and as a consequence there is no lagging to be found in any of my departments. Every salesman is on the quiver, and it can never be said of my department that the customers experience trouble in getting waited upon. And I attribute it, in a great measure, just to that little 1 per cent.

The Fat Man's Conundrum.

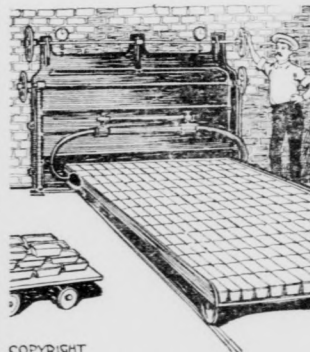
It was on board an Atlantic liner, and every night a few of the choice spirits among the male passengers would assemble in the smoke-room, consume the spirits of their choice, and tell one another stories. There was one fat, stolid man, however, who never spoke a word. On the last evening he was appealed to. Tell us a story, they said. You have always been silent. And then the fat and stolid one spoke.

I can not tell you a story, he said; but I will ask you a conundrum. What is the difference between me and a turkey? They all gave it up. Some saw a resemblance, but none could tell the difference. The difference, said the stolid man, is that a turkey is not stuffed with chestnuts until he is dead.

F. M. C. COFFEES

are always

Fresh Roasted

Everybody Enjoys Eating Mother's Bread

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Made at the

Hill Domestic Bakery

249-251 S. Division St.,

Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

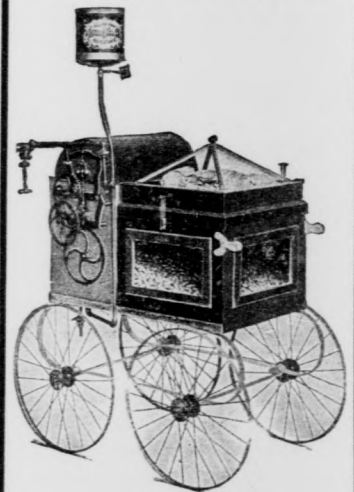
We ship bread within a radius of 150 miles of Grand Rapids.

A. B. Wilmerk

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.

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 \$300. 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 Dishes, Ice Shavers, Milk Shakers, etc., etc.

Kingery Manufacturing Co.,
131 E. Pearl Street,
Cincinnati, Ohio

The Hit of the Season

SELLS ON SIGHT

The Schaefer Handy Box Fruit Jar Rubber

The rubber that sells and seals; extra heavy and extra good. Your fruit will be preserved if you use this rubber. Dealers can increase their trade by selling these rubbers. Packed one dozen in a box, 5 gross in a carton, 20 cartons in a case. Retail at 10c per dozen, and it's all in the rubber. For sale by first-class jobbers. Price and sample on application. If your jobber does not handle the Schaefer Handy Box Rubber write direct to the manufacturer.

W. H. SCHAEFER, 770-772 Spitzer Building, Toledo, Ohio.

THE WOMAN WHO ARGUES.

Why Men Invariably Shun Her Like a Pestilence.

If every one avoided argument much ill will would be eliminated from life, particularly from married life. Whether it be a man or a woman who argues, he, she or it is an unmitigated nuisance and on the dead hunt for trouble, which they generally find.

People who allow their children to argue and demand reasons for every correction, or who let them know the whys and wherefores of every restriction are sowing the seeds of ill breeding that will never be eradicated.

Children should be taught that the fact of a parent's denying a request is sufficient without entering into long-winded discussions.

The new-fangled idea that correcting a child destroys its individuality, which is being so strenuously advocated by a lot of old maids, who have presumably never raised any children, except theoretically on paper, sounds almost impertinent to mothers who have wrestled with a houseful of mischievous youngsters who would have made her life a torment had she not exercised some control over herself as well as over the young ideas.

Every mother of an assortment of young ones knows that the first lesson a child learns is to get into mischief, and what one does not think of the other will. One child will in a way load the gun for the other to fire.

If a parent is just, and children soon learn to discriminate, he will say yes or no at once, which the child knows ends anything like a concession on the subject. To say no and then to attempt to argue the point with the child inspires no faith.

I do not believe in denying little people's wishes, provided always the request be not harmful, and it be possible to grant it. If the child, no matter how young it may be, has been taught this it will never tease and worry, to the disgust of strangers and the annoyance of parents.

A parent should know on the moment if it be possible to grant a request, and the answer yes or no, or if I can should be definite, positive and final. I think such a course teaches a child more firmness and force of character than all the arguments and whys and wherefores ever demonstrated.

If a child be allowed to question Why can't I have it? Why can't I go? and a thousand and one different things it grows up with little confidence in parental judgment and still less respect for it. Firmness, gentleness and kindness are the great essentials in the management of little folks.

A child that is taught no self-control will never be able to control others.

The child who is permitted to argue with a parent will argue and be disagreeable all through life.

At a large and fashionable function given lately at one of the best known homes in the country a niece of the hostess was among the guests. It is safe to say that every one who heard that girl, fresh from the school room, talk left the elegant home with a feeling of pronounced disgust. The girl was an epitome of self-conceit, and opinionated to the verge of intolerance. To every remark made by a guest within her hearing she registered an objection.

I don't think so, why do you say that? was her query to every trifling remark. One of the matrons present, a woman with a magnificent record both

social and literary, seemed to be the butt of the girl's ill-breeding. The lady flushed scarlet under the bombardment of rudeness and showed plainly that she was incensed.

It is more than probable that at least a dozen of the guests were equally indignant at the girl's absolute ignorance of the first principles governing good form. Her aunt called her delightfully original, but the opinion was hardly shared.

A man or a woman who argues over trifling incidents is the most trying companion possible.

Few people can argue coolly. There is something almost demoniacal about the interchange of opposite views that tends to ruffle the most amiable disposition in the world. An argument that begins by being good natured and pleasant soon becomes earnest, later it grows animated, and tells on the voice, that waxes louder and louder until both are decidedly warm, later hot, when the angry passions rise, and these in the end lead to estrangements, divorces, and even murders have been directly traceable to arguments begun in all good nature and ending in that bitterness of spirit that only blood will satisfy.

The husband and wife who begin married life with an argument are sure to end in a legal tangle.

Defense of one's opinions has a bad effect on human tempers which few are equal to. Men and women who have been friends for years are estranged by the interchange of opinions and the most insignificant of trifles is often the basis of wordy wrangles that end in so much bitterness of feeling.

Between married people it is always some foolish little thing that does not amount to a picayune that leads to the angry argument when neither will give in and the mischief is brewed which is so absolutely unnecessary.

A large percentage of divorces might be directly traced to arguments arising from such silly things as to be practically absurd.

There is an old couple living near picturesque Harper's Ferry who have not spoken for twenty years as the result of a nonsensical argument about the setting of some hens. Previous to that time they had been considered marvels of conjugal bliss, but that argument settled it. Both have grown gray, but although living in the same house no word has passed between them. Neighbors have from time to time tried to bridge the breach, but all to no purpose, as neither will speak first, and so the years roll on. But I think that if either were to die the other would find it a hard matter to reconcile a conscience to an absurdity that amounts almost to a crime.

Do not think that you can argue without becoming mad. You can not. You will be angry in spite of yourself, and even if you do not get angry you will make yourself intensely disagreeable.

We are all entitled to the full range of individual opinion, but that does not presuppose that we must try to forcibly proselyte others.

To argue does no good. Let each one entertain his own views and not try to convert people. If you have the arguing habit listen to others who haggle and contradict, and see if you are not sufficiently disgusted to decline following in their wake.

Even when getting the best of a discussion there is precious little glory in gaining a point in a matter that really amounts to so little.

It is a safe plan when others seek to engage you in an argument to simply let the matter drop. You can easily do so by saying good naturedly, Well, you have your opinion, and I have mine; as neither has a cash value, I guess I will keep my own. This will avoid the argument that might otherwise prove the deathknell of a friendship that has been cherished for years.

For young girls to contradict or to presume to argue with those older than themselves is not a proof of superior discernment, but is prima facie evidence of that lack of good breeding that is a young girl's greatest charm.

Then, too, a woman never looks pretty when she is angry, and she certainly can not launch into an argument without getting downright mad. That is just exactly the state of the case.

Matrimonial arguments are sure to end in tears, headache and hysterics for the wife, perhaps extra drinks for the husband, in the earlier stages, and the progress is never on the retrograde, but gets warmer and warmer until there are a clash and a crash, the domestic peace is broken, and both are miserable.

When we think of the absurd and even ridiculous trifles that lead to arguments it is almost an insult to one's common sense that such trifles should influence so terribly one's life as to lead to broken friendships and even to broken hearts.

In the young only contempt can be felt for the one so opinionated as to think she knows it all.

It takes a long while to fathom one great mystery of life, and that is to realize how little we do know. When young and verdant we feel sure that we know it all, but when we grow older if we have the sense to study ourselves we soon know how little we do know.

In any event an argument is the strongest proof of self-conceit. When we become enamored of our own opinions and fancy ourselves so well versed on any subject we can not estimate ourselves with any justice or judgment, and have not the good sense to hide our ignorance.

If we could but see ourselves as others see us, perhaps we would not imagine that we knew so much, or at best we would be sure to keep this opinion to ourselves. Kate Thyson Marr.

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E. A. STOWE, EDITOR.

WEDNESDAY - - - MARCH 25, 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 March 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 March, 1903.

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

COMING DOWN FROM HER PERCH.

If the readers of the Tradesman care to turn back to these columns of some few years ago they will there find stated in no uncertain terms the fact that the port of New York was at that time making a fool of herself. Because she was the chief port of the United States, with the maritime business of the country naturally centering there, she came to the conclusion that in things commercial she was wholly "It;" that her position as the front door of the country made her the unquestioned mistress of that position; that, therefore, she could do as she herself pleased, whenever she pleased, and that the rest of the Western world behind her might help itself if it could. Consequently she raised rates and she turned a deaf ear to all remonstrances, in the meantime filling her pockets with the money which she determinedly and impudently wrested from the hands of her Western correspondents. In a word, secure upon her high perch, she complacently plumed herself in the eyes of her envious and helpless victims.

It happens, however, that the enterprise of the country is not wholly centered within the shadow of the New York sky-scraper. Beyond a few miles of narrow Atlantic coast there is a magnificent stretch of country drained on the north by the St. Lawrence and on the south by the Mississippi, and here in the heart of the continent have settled the best in commercial acumen and enterprise that the earth knows. They have come in their youth and strength and populous towns and thrifty farms have made the Middle West the wonder of the world—and this West with its indomitable pluck and irresistible push the New York headgate has been trying to shut in. "As well try to dam the waters of the Nile with bulrushes." Inch by inch—at times it has been foot by foot—the pent-up commercial waters have been rising, and the foolish keep-

er at the headgate has talked, as he watched, of spring freshets and boasted of the city's wonderful commercial engineering. Then the inevitable followed. The trade waters found new outlets and at last, when Northern lake and river and Western river and rail and Southern gulf had furnished the needed outlet, and so relieved the congestion, the pluming bird has concluded to come down from her perch and see what can be done to regain the trade which she has foolishly allowed to be diverted to other ports. With this end in view the Legislature of New York has under consideration a bill for canal improvement calling for an expenditure of \$101,000,000. This measure proposes the construction of a waterway connecting the lakes with the seaboard which will accommodate large vessels—in other words a ship canal. A few years ago several million dollars were appropriated for the improvement of the Erie canal, but what was done proved of no great value except to strengthen the conviction that nothing less than a ship canal will enable the port of New York to retain what commerce is left to her, with a possibility of getting back what she has lost.

In referring to the increase in the exports of leading domestic products for February, amounting to more than \$20,000,000, over the same month of last year, the New York Journal of Commerce shows that Baltimore, New Orleans and Galveston shared more largely in this increase than New York. The gain of the Gulf ports has been partly due to congestion on the railroads to the east which caused some diversion of trade to the Canada route. That paper affirms that "nothing can counteract the growing diversion of the grain traffic to the Gulf and the St. Lawrence but an adequate waterway from the Great Lakes to the Hudson River. This would not have direct effect in the winter months, but the large provision it would induce for handling export trade would tend to hold it the year around. The railroads would have to keep up their facilities for handling and the terminals would help draw the traffic."

The matter of leading moment at this time is whether the measure, adopted at this late day, will accomplish its purpose. Water courses once formed are not readily changed and the business that has found other outlets will hardly go back to its old courses. New York's treatment of her Western customers has not been one to endear her to her commercial brethren and it is much to be doubted if even \$101,000,000 will win them back again. It may be that, having taught New York her much-needed lesson, the enormous trade of the Middle West will lay aside its prejudices and patronize again the Eastern port, but, should it not do so, the American Atlantic metropolis can rest assured that she alone is responsible for the existing condition of things and that her coming down from her perch was neither timely nor graceful.

Mrs. Humphrey Ward is put at the head of living novelists, as far as profits are concerned. Miss Jeanette Gilder, who ought to understand the subject, figures that Mrs. Ward must have received no less than \$25,000 for the serial rights to "Lady Rose's Daughter," and that from the profits of the story in book form she will receive over \$150,000. No other living author is said to have received so much and Miss Gilder says that Mrs. Ward is beyond doubt the best paid of them all.

MODERN COMMERCIAL METHODS.

With the whole country never so prosperous as now, with every interest on the high tide of success, it begins to look as if American hustle and bluster had spent themselves and in spite of assurance and brag are beginning to find out that their methods are not the methods of gaining and retaining business and that nothing less than a fleet of gunboats can keep the American trading world at the head of the column where it properly belongs. So far the American idea has been that business success rests on the broad foundation of real worth strengthened by the lowest market price and until now this idea has prevailed. The world has wanted steel rails and we have made them because we can make the best rails of that sort at the lowest price. Our locomotives have been purchased to run on these rails for the same reason. The American agricultural implements are making a garden out of the African jungle. The products of the American loom are making glad the Asiatic celestial. The shops of Salem are giving comfort to the long-tortured European foot. The wheat of the Great Northwest is feeding the world's unnumbered millions. All demand the American supplies, for the simple reason that they are the best and that they are cheap—and they have been paid for the good commercial reason that trouble there would shut off the consumers from the goods that they can not live without and would not if they could.

All this according to the latest modern methods must be changed. On the principle, "Anything to beat the other fellow," every inducement is made to run up a big bill of goods and when pay day is too long put off a fleet of National gun boats blockades the delinquent country, forts are demolished, stretches of country are laid waste and the business of the world is paralyzed until a settlement, or the assurance of a settlement, is reached. That, you American commercial hayseed, is the modern method in the world of trade and Germany is the father of it.

American prejudice will be sure to criticize the Old World way. Even imprisonment for debt, it will be urged, has been found inadequate and has long been abandoned, and even this modern instance, if properly considered, will find little to commend it. From first to last the conditions did not call for such summary proceedings. In a recent volume of the Consular Reports is a tabular statement of the value of Germany's trade with Venezuela. The imports into Germany from Venezuela from 1897 to 1901, inclusive, amounted to \$11,685,800, about 2 per cent. of Germany's total importation. These imports seem to have fallen off since 1897, when the highest figure was reached. On the other hand, the exports from Germany to Venezuela have increased, the highest figures having been reached in 1901, when they amounted to \$1,666,000. While the figures indicate that Germany is increasing its business with Venezuela they show also that the trade is small and an inconspicuous figure in the commercial records of Germany, and lead easily to the question whether this 2 per cent. business is worth making all this fuss about.

It may be, from the German point of view, that this method of collecting has advantages which other peoples, less keen-eyed, either do not see or, if they see, are unwilling to take advantage of. The corner grocery man from consider-

able experience knows that a bill presented with a pistol does not secure the cash and he knows just as surely that such an attempt to collect will put an end to all commercial transactions with that customer and with every other one who hears of it; and that, with him, is only another method of going out of business. Trade under any circumstances is shy and discourteous, however slight, has ruined more than one bargain and more than one establishment.

It remains to be seen whether this modern commercial method will find favor with the republic to the south of us. They may be Spanish, they may be Roman, they may be Hottentot; but they are human whatever he the blood pulsing through their veins, and the human nowhere is pleasantly impressed with the exhibition made recently upon the coast of Venezuela by the European gunboats, any more than it is by the same fleets, after all their bluster, on their humiliating journey to the Hague with the little but jubilant South American republic between them. Humanity is the same the world over and South America, wholly or in part, will not be strongly inclined to court trade relations with a country whose methods of collection, however modern, smack of times and men which only the earlier ages of the world would respect.

GENERAL TRADE REVIEW.

With all conditions favoring activity and strength in industrial markets the decline in stocks presents an anomaly. The only explanation of the unsettled state of speculative markets would seem to be the stringency in ready money, and this is caused by the unabated pressure of industrial demand. Thus the principal disturbing factor in trading circles is the unprecedented degree of prosperity in all the principal industries. The principal sufferers in the decline are the transportation shares which seem to have been stimulated by over speculation in a greater degree than the industrials.

Outside of the speculative centers the volume of business as indicated by clearing house and other reports is far in excess of the same period a year ago. Manufacturers are all busy except in cases where disturbed labor conditions are interfering. Indeed the principal cause of anxiety as to the future is the excessive handicap put upon our trade in the world's markets by the excessive increase in all wages.

The great industrial corporations report favorable conditions as to their prospects and the indication of dividend paying is more general than anticipated. The pressure of activity is still universal, especially in the iron and steel divisions. Textiles are not under so severe a pressure of demand, but orders are yet far ahead and goods are firm in tone. Preparations for spring trade are on the largest scale and dealers are urging prompt shipment. Footwear has been strengthened in its weaker branches so that all lines are now uniformly strong and active, and the strength has been carried into the leather and hide market.

Emperor William has undertaken to reform the style of the German language used in official reports. He has issued an order that they be couched in clear and concise form. He does not confine himself to generalities, but goes into details. With truly imperial audacity he attacks those long and involved sentences, with subordinate clauses, which are the delight of the Teutonic author and the despair of the foreign reader.

THE RIDDLE OF LIFE.

A good many people are troubled because they can not solve the riddle of the universe, nor find any one who can altogether solve it for them. Some admirable persons are not only troubled, but made miserable and low-spirited and distinctly of less use to their fellows and to themselves than they might be and ought to be, all on account of this paralyzing uncertainty. There are large numbers of people who are disturbed and afraid because of the critical and investigating work of the modern world; they are troubled lest certain things that are precious, that are dear to them, may be taken away—lest things of vital importance to the highest life of the world be taken away. Some feel that nothing is stable any more, or, at any rate, that we can never be certain that it is. The ultimate truths can never be known, they say, and even if by some chance we do hit upon reality in our thought, we can never know we do, so that permanent doubt is the only logical attitude.

Now, these questioning, doubting people are not the bad people, and they are not the ignorant people. Ignorant people are not in the least disturbed by such great matters. It is the people who read and think who are asking questions. There never was such an earnest truth-seeking, such an eager desire for the truth, as now, at the beginning of the twentieth century.

There is no harm in honest doubt—indeed, there may be much virtue in it. It is just as much a man's duty to doubt whatever can not produce its credentials as it is to accept that which can. All of us are doubters, for we doubt everything that we do not accept. We believe certain things and we do not believe certain other things which are excluded by our belief. Doubt may have reverence and regard for God and the tenderest religious qualities about it. As Tennyson, one of the most profoundly religious natures of the age, has sung:

There lives more faith in honest doubt,
Believe me, than in half the creeds.

The man whose aim is to find out what is true and what is false, and who is sincere and honest about it, is facing toward the light and is a benefactor to the race.

The meaning of existence has always been a matter of speculation to beings sufficiently developed to think on the subject. The question may not occur to the ape or other animal. It may seldom occur to the child. It does occur to the philosopher, and nearly all of us are philosophers to the extent of seeing the riddle even if we can not answer it at all. Nobody can answer satisfactorily many of the questions that even the child is always asking. Not the wisest man living can answer many of the most fundamental questions—answer them so that he can verify his answers, and make them good for all men. Mystery faces us on every hand. The things we talk of knowing we know only partially. Our knowledge is only skin deep in regard to the most familiar things. Different forms of matter, we call them, but we do not know what matter is. President Eliot of Harvard has recently said: "Not a man ever breathed who had the faintest idea of the nature of electricity. It is an absolute mystery, root and branch. It is called by a variety of names, but the motorman's name, 'juice,' is as good as any scientific name given it. We have not the least conception of how a single blade of wheat springs from the ground and

grows, or how the colors on the robin's breast have been transmitted from generation to generation for thousands of years without any perceptible change."

Now it seems pretty clear that there will always be the mystery, and that no matter how much we may learn about the universe the greater part will always remain unknown, so far as any clear intellectual perception is concerned. Science can not bring us into any contact with some of the best things in life, but we believe in them just the same. There are other ways of penetrating into the secrets of the universe than by microscope or telescope or the marvelous processes of chemistry. The moral sense and love, two of the greatest facts of the world, are incapable of being examined or even taken cognizance of by any processes of physical science. And so, too, with a large part of man's best and most real life.

The truth of the matter is that the riddle of the universe is something which does not admit of a purely intellectual answer. The solution more generally lies in a process of action than in a process of reflection. This truth once clearly seen, simplifies and brightens life immensely. It adds immeasurably to our responsibility, but it clears the path of a great deal of obscurity, rids us of a great deal of confusion, and puts us in the way of making the most and best of ourselves. 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; but we are bound to live the best we can and be loyal to our highest hopes. To live out one's own life bravely, earnestly and patiently is to find a better solution for it than to seek it in circumstances or environment. We can not think out the problems of life in advance—we must act as well as think. For action liberates the power that is in us, puts us into normal relations with life and gives us a sense of reality, a power of sympathy, a clearness of insight which we can never get if we stand outside the mysterious existence which reveals its meaning through experience in a far deeper and more vital way than through thinking. No man knows what is in life until he has mingled with it, borne its burdens and striven with its tasks. The solution of the riddle of life by living as if our highest hopes were true, the solution by character, means that we have mastered the situation instead of permitting the situation to master us. He who has become master of his own life has learned something of its meaning. To live as if our highest hopes were true is not only to part with uncertainty and to bear our part manfully in the great struggle—it is also to lift ourselves to the level on which our visions cease to be visions and become realities.

THE RESPONSIBILITY OF WEALTH.

Many men of means running up into the millions somehow fail to have a proper appreciation of the responsibility incident to wealth and the exceptions are the more creditable. It is true that no man can rise from poverty to great riches through his own efforts without masterful and distinguished ability. That some have done it is the best evidence in the world that others can and there is nowhere else on the globe another country where such opportunities are so numerous and easily available as in the United States. The most potent factors of finance in America began life as humble employees of

some concern or corporation and by evidencing more industry, application, perseverance and ability than their fellows have rise from the ranks to acknowledged leadership. Instead of complaining or finding fault with this state of affairs it should rather stand as an example for others to emulate and that the result is largely in the man's own hands is just as certain as that others have succeeded. Carnegie, Schwab and several like them fought their way to the front in the steel business. Many presidents and general managers of the great railroads started in as operators, train hands or in some other humble capacity. Demonstrating their fitness to manage small matters they were made managers of greater things, for in all respects it is the survival of the fittest.

Some millionaires are pleased to hoard their wealth and others, realizing the responsibility it imposes, take the better course and distribute it. Of the latter class Carnegie is the name which first comes to every mind. Nor has his generosity been all in a public way. He remembered those who were largely helpful to him in his business and the distribution of much money among them made his gratitude practical. No man can become rich without the assistance of others. He must be directly or indirectly an employer. It is a curious contention now and then suggested that a Carnegie library gift should not be accepted because Mr. Carnegie made his money out of the steel business, which after his retirement went into a trust, and because just before his retirement and in his absence there were labor troubles at some of his factories which were stubbornly contested and attracted large attention. Irrespective of right or

wrong at that time it is far more creditable to him that he generously distributes his money during his lifetime where it will do the most good. There is nothing in these library gifts or their conditions which need stand for a moment in the way of their acceptance. Those who raise such an objection put prejudice before the welfare of their families and their children, sure to be materially advanced by the facilities which public libraries afford. The good which comes from a library is substantial and permanent. Every city and village that has a library appreciates it and those which have not ought eagerly to seize the first opportunity to get one. Right minded interest in this and succeeding generations demands it.

Maine persists in being a prohibition State; but the people are a thirsty lot, all the same. In the lumber camps a mixture of alcohol and water, known as "half and half," is considered the proper beverage before breakfast, and in Lewiston what purports to be non-alcoholic beer is quite popular. Professor J. G. Jordan, of Bates College, recently analyzed it at the request of the Sheriff, who had seized a quantity of it with the intention of confiscating it as illicit, and this is the professor's report: "I should say that it was composed of the rinsings from a sour molasses barrel, the suds obtained in washing a bar-room floor and all of the moldy grain the liquid would absorb. It is 2.75 per cent. alcohol, but a man ought to be prosecuted for selling such stuff." Evidently abstinence has vitiated the taste of Maine drinkers.

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Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—Few manufacturers are willing to make any further fair contracts and, as a general understanding, although prices have been advanced, they are not by any means on the level that they should be, considering the cost of raw cotton. Still, we do not look for any further very heavy changes until something more is settled in regard to the cotton market and it may be a week or two before this occurs. Buyers do not appear to be in as great need of general lines as they were a few weeks ago, yet there is little doubt but that purchases would be made if some slight concessions would be granted. Exporters have been buying a little, but not enough to be of any great account. Denims, ticks and chevrons are well sold up and there is very little in the way of nap fabrics to be found for anything like nearby delivery.

Linings—Buyers show a decidedly indifferent attitude in regard to linings now and feel quite independent, considering the fact that they have been buying pretty heavily and must be pretty well stocked up. The higher prices can no longer affect them, although some of the last buyers had to pay considerably more than they liked in order to get their stock.

Dress Goods—A strong note in the fall dress goods lines is sounded by the many handsome lines of zibelines, mohairs and similar hairy surfaced effects. Knotted effects are also strongly considered. The importer talks strongly regarding zibelines in which the hairy surface is of medium length, yet on some lines of fairly close sheared effects good business has been done. Included in the handsome collections of zibeline novelties which have attracted attention are neat semi-invisible plaid effects in three or four shades. The best sellers in these goods are in quiet colors. In some lines, however, such bright colors as yellow, red, white and black combinations are shown. These colors are not used to a sufficient extent to give loud effects, however. Black, brown and navy blue zibelines have also attracted good attention. In mohairs plain and fancy effects have attracted the buyer. Some are shown in jacquard effects. Some with contrasting dots of color. Good business has been done on a number of lines of blind cheviot effects. Boucle effects are giving fair promise in a variety of color combinations, including black and white, red and white, green and white and blue and white, turquoise blue on black, green or blue on brown, brown on green, etc. Some fair orders have been taken on pin checks and Scotch mixtures. As a foil to the popularity of rough, hairy effects of the mohair and zibeline order is the strong drawing power of the sheer fabrics. Good business is reported on voiles, eoliennes, wool crepes de chine, etamines in plain and flecked effects, canvas weaves, etc. These are ideal fabrics for use in building up the artistic, clinging gowns which have won such popularity with the fair sex. The strong position of the perennial broadcloth is a feature of the fall situation. The thibet has also sold into a strong position. In fact, leading staple goods mills are assured an active season. There is no reason to doubt that the larger proportion of the season's business will be done on staple effects. The orders already in hand tell a good story

to that effect. Prices have been advanced in many instances since the opening of the season and predictions are heard of further strength as the season develops. Here and there a discordant note is sounded. Some lines of dress goods have not come up to expectations as sellers and as a consequence it is said original prices on some lines have not held. On most lines of goods, however, there is little to suggest price weakness. The expectations of the trade, initial factors and jobbers run to a big fall business. The passing up of the heavy cloth effects in favor of light weight cloths has been a blow to many manufacturers who in recent years found a good outlet for goods in the skirt and suit field, yet several manufacturers have changed with the wind and are now weaving out a large yardage of light-weight fabrics on looms that formerly turned out fabrics of extreme weight. The taking up of the fine yarn sheer fabrics, however, has enabled foreign mills to secure a good slice of business. The foreign manufacturer is also sharing in the zibeline novelty business to a considerable extent. The spring dress goods situation is one of marked strength on all popular lines of goods. Fine yarn sheer fabrics, leading staple fabrics and cream white effects in mohairs and broadcloths are particularly strong.

Waistings—The popularity of mercerized and plain cotton waistings for both spring and fall wear is a serious impediment to the manufacturer of wool and worsted waistings. According to the homely expression of a prominent operator, "the cotton fabrics have the wool and worsted product 'skinned' to death." The possibility is suggested in some quarters of a revulsion of feeling in connection with cotton waistings during the next few months, which will open up the way for a more favorable position for wool and worsted fabrics in the fall retailing. Maybe the wish is father to the thought. The fact that business has been taken on mercerized cotton waistings as far ahead as 1904 would seem to indicate that somebody was confident of the continued popularity of such goods.

Underwear—The underwear market appears to have assumed an air of lassitude, due perhaps to the enervating influence of spring, although more probably to a lack of interest on the part of buyers and the consciousness that the initial season has been more than usually good, and the sellers as a consequence care little about the duplicate season. Perhaps, however, it is a little early to assume this position. There have been seasons in the past that looked just as comfortable as this, but a month or two later showed a very different condition prevailing. Now we do not mean to be troublemakers or prophets of evil, but a feeling of over-security is apt to have a reaction and because the manufacturers are well pleased with to-day's situation, it should make them all the more careful about the future. Prosperity has been general throughout the country and created a demand that otherwise would not have existed. While the stocks carried over from last year were not very great, yet, if the general condition of business as a whole had not been particularly good, the underwear mills would have found it somewhat harder selling this season than they have, and the business accomplished has been due more to the necessities of the trade than it has to the efforts of the agents or manufacturers. The present year can

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. 55. 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.,

87, 89, 91 Campau Street,

Grand Rapids, Michigan

not be compared with past years in any way, for the under-lying principles are all different. The working people and the financiers alike have been on the lookout for every indication of financial trouble, and so carefully have they watched it since '06 that it really has not had a chance to start, for the first signs of trouble have been met with an intelligent vigor that has put things on even a better plane than before. Still, comfort in business is apt to cause neglect in time and this will result in trouble if not speedily overcome. Over-confidence is the worst enemy of commercial prosperity.

Hosiery—The initial ordering in the hosiery market is practically over and what remains to be done will be spread over a considerable period and probably very thinly at that. Manufacturers are not making up stocks any longer, preferring to lose sales by and by rather than run the risk of being obliged to sell out a surplus at a loss. Some lines that are pretty well sold up have been advanced, but this is not general throughout the market.

Carpets—The carpet manufacturing situation has shown but little change during the week. Prevailing conditions are very similar to those existing for the past month or two. Manufacturers are working on orders placed some time ago and this alone will keep them well occupied up to the time the usual preparations are made for exhibiting the new season's fabrics, or some time in the early part of May. Under these conditions new business can not be expected to be placed very generally at this time and even if the business could be had, it is very doubtful if much of it could be accepted. All the orders connected with the jobbing end of the trade have been placed, and all that remains now, to satisfy all concerned, is a few small duplicate orders usually placed at the last moment by the larger retailing houses. Relatively speaking, this business is of little consequence, but where mills are not wholly sold up for the entire season, it is very gratefully accepted. As soon as present orders have been filled the weavers' attention will be directed to the making of fall goods. In fact, some of the manufacturers have a few sample pieces under way now, but, generally speaking, preparations have not gone farther than the designers' hands. From what is learned from the different manufacturers, which in itself is not a great deal, the new sample pieces will not show much of a change over those displayed last November. Designs, it is said, will tend to simplicity, and yet Oriental ideas will, it is expected, be largely in evidence. Color effects will be in reds and greens in particular and old gold will figure to quite an extent. The lighter shades, it is thought, will not show up so prominently. A summary of the season's business is quite in order at this time. The $\frac{3}{4}$ goods manufacturers have had an excellent demand for their fabrics right from the start and at the present time the business in hand looks promising for active times considerably beyond the period usually given over to the making of samples. Jobbers and other distributors have done all within their power to make production as large as possible and it is doubtful if goods produced in other seasons will go beyond the aggregate amount of this one. Prices have been low in comparison with the cost of stock used, but this, it is hoped, will be overcome when the prices for the new season are announced. Ingrain

manufacturers have had a very satisfactory demand for their goods up to within a few weeks. Since then several manufacturers complain that orders have come in in very small volume. Quite a number of the mills are still well supplied with a goodly amount of business which will keep them busy for some weeks. The quietness on the part of some of the mills can not be accounted for, as the trade in the South and West was supposed to be in exceptionally good condition this season, and it was anticipated that on this account mills would lose no time through dulness. Prevailing prices are considered by all to be considerably under just valuations and strong steps will no doubt be taken to adjust them at the opening in May.

Lace Curtains—Lace curtainmakers report an excellent business in progress in the cheap and medium-priced curtains, and although the spring season is well along, it will be some weeks yet before their attention will be directed to a new season. Tapestry curtains in the cheap grades sell very well, as do also table covers. Chenille goods are improving in demand.

Character in Perfumes.

A violet scented atmosphere makes those who are surrounded by its influence religious, affectionate and peace-loving. Women of lovable natures are always fond of violet.

Heliotrope generally finds devotees among the dainty, neat and rather unassuming dispositions, who dislike fuss or notoriety.

Rose perfume is most frequently used by warm-hearted, imaginative temperaments, who are inclined to extravagance and have a disregard of the more serious issues of life.

Lavender numbers its admirers among natures with high aims, and with a love of detail and exactitude.

Eau de cologne is accepted by honorable and reasonable natures having high aims and ambitions.

Lily of the valley is used by women of imaginative temperaments, who are both affectionate and demonstrative, but obstinate to a fault.

Strong perfumes, such as jockey club, opopanax, musk, single out their users as ambitious and strong-willed, but of uncertain temper and mean spirited. A heavily perfumed atmosphere is enervating and deteriorating.

Only One Wellington.

That was a graceful compliment which was paid to the Duke of Wellington by Queen Victoria. Not every one recalls the fact that a certain style of high boots, not commonly worn nowadays, bore the name of Wellington.

When the Duke was Prime Minister he once visited Windsor Castle to consult with the Queen on an important state matter. The day was damp, following a heavy rain, and as the Duke left the castle her majesty remarked, "I hope your grace is well shod?" "Oh," said the Duke, "I have on a pair of Wellingtons and am proof against dampness."

The Queen retorted, "Your grace must be mistaken. There could not be a pair of Wellingtons."

W. H. Smith, dealer in general merchandise, Wallin: Enclosed find \$1 in payment for the Tradesman for another year. It has been a great factor of my prosperity and I appreciate a good thing when I have it.

Rugs from Old Carpets

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

Petoskey Rug Mfg. & Carpet Co., Limited
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BUY ONLY THE BEST
LATEST IMPROVED, UP TO DATE, NO BACK NUMBERS
ANCHOR COG GEAR ROLLER AWNING

NO CHAIN TO RUST OR BREAK
ANYBODY CAN PUT IT UP, EASY TO OPERATE
THE AWNING THAT IS BUILT ON SCIENTIFIC PRINCIPLES

OUR ANTI-FRICTION CENTER SUPPORT CAN PUT OUT THE CLOTH
MAY 9, 1917, 1918

OUR SELF-LOCKING GEAR BOX IS ALWAYS LOCKED
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MADE ONLY BY
ANCHOR SUPPLY CO.
AWNINGS, TENTS, COVERS ETC.
WRITE FOR CATALOGUE
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Ginghams

We have a full assortment of

- Lancaster Staple Ginghams
- Amoskeag Staple Ginghams
- A. F. C. Fancy Ginghams
- Bates Seersucker Ginghams
- Amoskeag Seersucker Ginghams

We also have None Such staple Ginghams at 5c per yard, which is the best gingham on the market for the price at present.

P. Steketee & Sons, Grand Rapids
Wholesale Dry Goods

A Big Assortment of Handkerchiefs



helps make a store attractive if properly arranged. We have a good line at 12 cents to 12 dollars per dozen. Give us an idea of what you can use and we will sort up a lot for you.

Grand Rapids Dry Goods Co.

Grand Rapids, Michigan
Exclusively Wholesale



Overhead Show Case and Counter Fixture

for displaying merchandise. Write for complete catalogue of window display fixtures and papier mache forms, also wax figures.
WESTERN MANUFACTURING CO., Milwaukee, Wis.
Patent applied for
306-308 Broadway.

COLLECTING ACCOUNTS.

How It Can Be Cheaply and Effectively Done.

Success in collecting varies, as it does in all other undertakings of men, according to the energy and intelligence applied to the work. And the best method to be used in each case must be decided on according to the nature of the case. The great variation in the conditions of delinquent debtors is such that it would be difficult to make any minute classification of them, but to consider debtors as being composed of two classes—the honest and the dishonest—may be the most comprehensive, for these are the main elements to be considered in dealing with the public. You will have some customers in whom you have confidence, for whom you have great respect, and to whom you will take pleasure in being a friend; while you have others whose promises you will doubt, and whose characters you will despise. Between these extremes there will be many degrees of variation, requiring as many variations of method in their treatment.

Although always entitled to the first consideration, the honest man need not receive the collector's greatest attention. But as collections must sometimes be made from the best people, it may be well to briefly consider collections of this character. Many people allow accounts against them to run delinquent longer than they should, without any intention of evading them. It is not easy for most people to put themselves in others' places, and without any bad intention, they often do an injustice to the merchant in need of his money because they do not happen to find it convenient to pay in proper season, and fail to realize the inconvenience, annoyance and loss they cause him by their neglect. It is the business of the merchant to make every customer realize that he expects his money when it is due, and that waiting for it is worth something. Have an understanding with every customer to whom credit is extended as to when the payment is to be made, and when the time comes, if it is not forthcoming, go after it, and get it, or get a valid excuse. The demand need not be made in any offensive manner, of course, nor should it be made with any timid reserve. Assume that it is yours by right. You have furnished the goods. Now you want your money. Let it be known that you were expecting it, and that it is your business to look after it, just as you need to look after anything else liable to waste. With many merchants their hardships on account of giving credit are not so much blamable to their debtors as to their own slipshod way of extending credit. They allow people to carry away their goods without anything to remind them of paying, and then complain because their customers do not rush to their relief when relief is needed. With honest people, about all you need is to have a definite understanding as to when the accounts be paid, and then act promptly, as occasion may require, in looking after your own side of the deal.

The dishonest debtor presents a problem more complex and one that requires even more energetic and aggressive methods in dealing with it. In this class I would include all who are inclined to get your goods without paying for them in due season, and in full amount. The truly honest man wants no advantage, and asks no accommodation that he knows will unfairly burden the man he deals with. He is satisfied with what is

right. The man who tries to get more than what is right, whether in the quantity of goods for the money given, or in extension of time of payment, or in evading payment entirely, is, to whatever extent he does any of these things, a dishonest man. He may excuse himself for his delinquency by manifesting his own difficulties, and by entertaining the good intention of paying in the end. But if he long defers a payment that he could reasonably have made sooner, he is taking advantage of an opportunity to ease himself at another's expense, thus taking by stealth what he is not entitled to. It is not honest dealing, and he who makes it a practice is in some degree dishonest.

With all classes of debtors statements of accounts should be made promptly each pay day, when there is one, and where there is not the first of each month unless the parties call promptly at the store and settle. Many would rather call than be called and will much more promptly come in and pay, if they know that failure to do so will bring you after them. And statements should be presented—not sent by mail, but presented by some person authorized to collect, and in a manner that carries with it the impression that payment is expected. No rule can be given to guide a collector as to the manner of presenting an account. No two could act alike, even if trained by the same teacher. But the collector should know enough to act his part effectively, and do it in the way natural to himself, only keeping within the bounds of good behavior. Failing to see any chance of excusing himself, many a debtor yields and pays an efficient collector when he had not intended it. The merchant should make it his business to know the circumstances of each debtor, and the collector should have this well in mind when he starts out on his mission, for in many cases it will enable him to avert an effort to stand him off.

Where an account can not be collected within a short time after it is due, a settlement should be insisted on, and the account closed by a note, bearing the signatures of all the parties to the debt, who will usually be the man and wife. This renews the promise and obviates the annoyance of having the correctness of the account afterwards disputed. If a debtor refuses to give a note a judgment should be taken. This can generally be obtained without expense, for most justices of the peace make their offices a collection agency, to some extent, and will enter judgment without requiring the fees to be advanced, taking chances with the creditor in making collections. Here again promptness will be in your favor, since your debtor may move, while you are waiting, beyond the jurisdiction of your local courts, and make it impossible for you to obtain judgment without advancing fees. As a general rule there should not be such delay indulged about suing on either notes or accounts. The older a debt gets the harder it is to collect, other conditions remaining unchanged. And you have no assurance that conditions are going to change in your favor. More likely they will change against you. A debtor will generally exert himself more actively to pay a debt recently contracted than after it gets to be old, and will often pay it rather than let it go to judgment. A large percentage of your outstanding accounts are against people who simply stand you off because they can; that is, they neglect to pay because they

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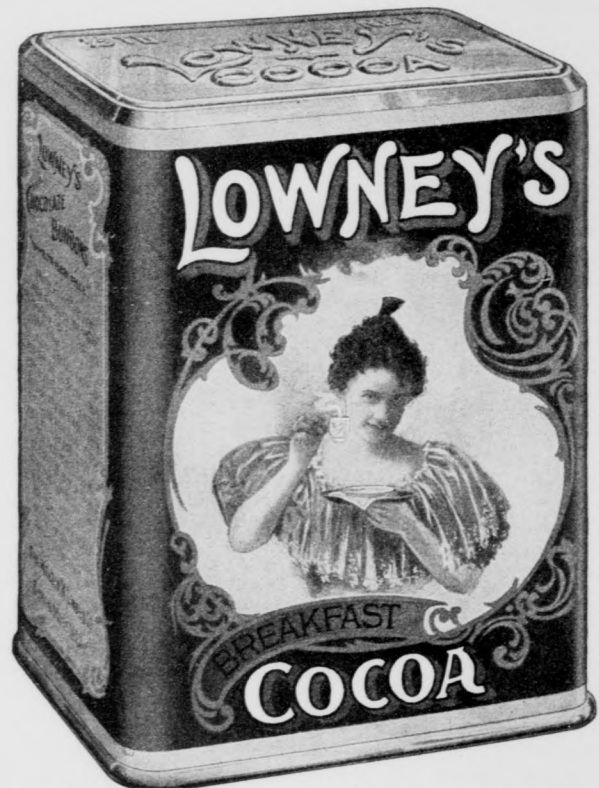
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Highest Award

GOLD MEDAL

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The full flavor, the delicious quality, the absolute PURITY of LOWNEY'S COCOA distinguish it from all others. It is a NATURAL product; no "treatment" with alkalis or other chemicals; no adulteration with flour, starch, ground cocoa shells, or coloring matter; nothing but the nutritive and digestible product of the CHOICEST Cocoa Beans. A quick seller and a PROFIT maker for dealers.

WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

think you will stand it rather than make any trouble. Thus they rebuke your lack of courage, and withhold your money besides. After judgment has been obtained, if there is nothing to be commanded by an execution, and if the parties own any real estate, or there is a probability that they may, a transcript should be filed with the District Court, for there it becomes a cloud on the title to land, that may induce payment. This may seem slow, and probably will be, but slow pay is the kind I now speak of, and I am only trying to point out a way by which it may finally be secured.

The policy of employing attorneys to make collections I believe to be generally wasteful. It is wasteful not only in the paying of the attorney, but also in the failure to make many collections that might be made if you attended to them yourself, or had a regular employe attend to them under your immediate direction. The attorney can do nothing that you can not better do yourself, unless it is to conduct a trial in court where there is an answer to your petition for a judgment. Of course, when it comes to a trial of that kind you will need to employ an attorney to appear and conduct your case. But as the attorney, or professional collector, has nothing at stake but his time, he will most naturally be inclined to employ himself in such work as promises the best rewards, and your bad accounts are apt to be neglected in his hands. I am not forgetful of the fact that by far the most delinquent accounts are against people who have little or no property, and are generally supposed to be execution proof; and that suing such people is generally thought to be useless. But with a large percentage of such people there will come times when you can catch them with something subject to execution. A tradesman may take a contract and his pay is not exempt, as wages; a drayman may get an extra wagon or horse, or a wage worker may get some piece of property not enumerated in the exemptions, that will be worth the meats or groceries of yours he has eaten and not paid for. If you have your judgment ready you can pounce on to it on the afternoon of the same day you make the discovery. The time to sue on a bad debt is when the debt is fresh. The time to collect a judgment is when you find the debtor with something subject to execution. A judgment will sleep quietly for many years, if left alone. You can wake it up in all its vigor in an hour's time when you find something for it to do. When you obtain one, and can not use it immediately, let it lie in the docket while the other fellow forgets it, if he will, but be sure you remember it, and watch for the opportunity of using it.

In all this the spirit of aggressiveness must be dominant. Not in the sense of unjustly assailing the rights of others, but to the extent of going after others to gain your own rights. Do not be afraid of your debtors. Losing a non-paying customer is saving money. The timid man is the deadbeat's victim. Do not allow yourself to be made anybody's victim, but rather seek to be the victor. Be in the right; be just. And then bring others to your terms, if possible.—J. Garretson in Butchers' Advocate.

Some Tales About Children.

A little boy had been naughty, and his mother, who wished to work upon his feelings, said: "Your naughtiness will worry me to death, and what would you do if I were dead?" The unex-

pected reply was: "I'd go to the cupboard and take an orange."

A kindergarten opens each session by singing a hymn. Each child is given his turn to choose the hymn. One little fellow, on being asked what he wished sung, replied: "While shepherds wash their socks by night."

A little girl at the breakfast table asked her mother the question: "When you die and I get married can my husband have your watch and chain?"

A little one whose uncle had died saw him in his coffin, and was told that he was going to heaven. The day after the funeral she startled her mother by asking: "Mamma, do you think God has had time to unpack Uncle Edward yet?"

A little girl calling at a neighbor's house sat near a plate containing some apple parings. At last, unable to keep quiet any longer, she said: "I smell apples." "Yes," returned the hostess, "It's those parings." "No," said the little girl, solemnly, "I smell whole apples."

The baby of the family had her first view of a zebra the other day. After gazing at him in some surprise she exclaimed rapturously: "Oh, see the little horse with a blazer on!"

A minister made an interminable call upon a woman of his acquaintance. Her little daughter, who was present, grew weary of the conversation, and whispered: "Didn't he bring his amen with him?"

Thomas, on being asked by the teacher where his brother was, replied: "He's laid up with a sprained arm. We were trying to see which could lean out of the window farthest and he won."

A little girl, happening to hear her mother speak of half-mourning, said: "Why are we going into half-mourning, mamma? Are any of our relatives half dead?"

Mabel was presented with a doll house, and on being asked how she liked it, said: "Very well, but I've let it to Mary for 5 cents a week."

A little boy on his visit to a farm saw the farmer's wife plucking a chicken and asked: "Do you take off their clothes every night?"

Shoe Store Suggestions.

A wide awake Philadelphia shoe shop has adopted an exceedingly clever idea that may be used by others. Samples of shoes in stock are spread out on a table with price tag attached. On one table are specimens of the various styles of children's shoes carried in stock, on another, samples of men's slippers; women's shoes and slippers are exhibited in the same way.

The customer inspects the varied styles, notes the prices and makes a selection before calling for the size.

This saves a good deal of pulling down of stock and has, in this particular store, proved very satisfactory.

This plan might be extended a step farther.

Samples of shoes adapted to the needs of firemen, policemen, engineers, nurses, etc., could be packed in a grip and a bright salesman could take the orders for these much as does the drummer from the manufacturing and jobbing concern.

A correct fit would be assured by taking exact measurements. A profitable business could be worked up in this way, as the clerk could easily be spared from the store three or four days a month and the cost would be practically nothing. And it would help to advertise the store.—Advertising World.

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

Easter Eggs

and other novelties

Putnam Factory

National Candy Co., Grand Rapids, Mich.

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

STATE AND LOCAL TAXES.

Valid Reasons Why They Should Be Separated.
Written for the Tradesman.

Many years ago the United States Government granted to the State of Michigan certain lands for the encouragement of education. The sixteenth section of each township was given for the assistance of primary schools. Other lands were given to help support the Agricultural College, the University and the Normal schools. The State adopted the policy of selling these school lands and borrowing the proceeds for the use of the State Government, paying the interest only to the schools. In this way the educational funds were established, which consist simply of a perpetual debt which the State owes to the schools. At the end of the last fiscal year these school funds amounted to \$6,499,036.49, of which a little over \$5,000,000 belonged to the primary school fund. The interest on these funds for the last fiscal year amounted to \$433,347.14, distributed as follows:

Normal School.....	\$ 4,070.76
Agricultural College.....	58,562.01
University.....	37,603.14
Primary schools.....	333,111.23

The interest on the primary school fund amounted to about 45 cents for every child of school age. This money is distributed among the school districts of the State in proportion to the number of children. But the constitution requires that specific taxes and taxes on corporations which were paying specific taxes under the laws in force Nov. 6, 1900, shall, after satisfying the interest on these educational funds, be added to the primary school moneys for distribution annually. Under this provision a surplus of \$1,668,768.23 was, during the last fiscal year, added to the primary school interest fund, so that the total amount distributed among the district schools of the State was \$2.52 for every child of school age, instead of 45 cents. This money, both interest and surplus, came from the following sources:

Railroad companies.....	\$1,430,434.62
Insurance companies.....	307,776.83
Express companies.....	30,213.26
Telephone and telegraph companies.....	55,516.36
Plank road companies.....	930.11
River improvement companies.....	769.00
Canal companies.....	750.00
Inheritances.....	209,772.94
Water power companies.....	10,000.00
Franchise fees.....	55,925.78
Freight, palace and sleeping car companies.....	26.57

Under the constitution, no matter how much revenue the State secures from these sources, it can not use any of it to pay the expenses of the State Government, but must continue to distribute it among the school districts of the State. The primary school money can be used according to law only for the payment of teachers' salaries, and in some of the Northern districts there is a surplus left after paying the teachers, which, if the law were obeyed, would have to go on accumulating in the district treasuries to no purpose. After distributing its revenues in this fashion the State is compelled to go back to the counties and levy a direct State tax on general property to secure funds for carrying on the State Government. Last year sixty-four out of the eighty-three counties paid more direct State tax than they received primary school money, while the remaining nineteen got more school money than they paid State tax. If the direct State tax had been abolished and only the interest on the primary school

fund distributed, all but eight of the counties would have been gainers, and the total amount of gain for the entire State would have been \$2,348,794.61. The counties that would have lost by this exchange of burdens are Alcona, Alpena, Arenac, Chippewa, Clare, Iosco, Leelanau and Mecosta, and the total amount of their loss would have been less than \$12,000. The reason all counties would not gain alike is that the primary money is distributed according to school population, while the State tax is levied according to assessed valuation.

In order to bring about the separation of State and local taxes two things are necessary: First, the constitution must be so amended as to permit specific and corporation taxes levied by the State to be used for State purposes after paying the interest on the educational funds. Second, the Legislature must extend the system of specific and corporation taxes so as to secure enough money to run the State Government. The railroad taxes are being rapidly increased, and a glance at the table given above showing the sources of State revenue will make it clear that these revenues could be largely increased without putting an undue burden upon the corporations. Take, for example, the freight, palace and sleeping car companies which last year contributed \$26.57 to the State of Michigan in the way of taxes. Ex-Attorney General Oren and others who have given this subject study are of the opinion that the State would have no difficulty in securing a sufficient revenue from other sources than the direct property tax.

The immediate need, therefore, is for the constitutional amendment. This has been introduced into the House at Lansing by Representative Combs of Lenawee county, and is sleeping in the archives of the Committee on General Taxation simply because the intelligent citizens of Michigan do not make themselves heard in favor of the proposition. Two years ago the House passed the measure and the Senate let it die. This year both Houses should put it through so that the people can vote on it next year.

The separation of State and local taxes as above proposed would bring the following benefits to the people of Michigan:

1. It would directly benefit all but eight of the counties by decreasing their tax burdens.
2. It would save the State about \$200,000 a year now expended in the Auditor General's department in clerk hire, advertising tax sales, etc., all on account of the direct State tax.
3. It would do away with about 100 clerks in the Auditor General's office and thus relieve the crowding in the capitol, and save for years to come the necessity of building an extension, the cost of which would probably be in the hundreds of thousands of dollars.
4. It would do away with the State equalizations, with all the expense, injustice and irritation attending them. Then it would make no odds to one county what the rate of assessment was in another, as each would bear its own burdens.
5. It would open the way for progress in our system of taxation, which has long been condemned as unequal, unjust and out-of-date.

This question of the separation of the State and local taxes and the other question of the abolition of double taxes are the two great taxation issues before

the people of Michigan to-day. Let every man interested in these reforms make it known now while the Legislature is in session. Letters in regard to the separation of taxes should be addressed to Hon. J. H. Combs, at Lansing, or to your local Senators and Representatives. Delos F. Wilcox, Secretary Civic Club of Grand Rapids.

Disposition to Call For More Comfortable Surroundings.

The Traveling Men's Associations of Minnesota and Dakota have taken up the subject of hotel reform. They say they do not object to paying the regulation \$2 a day, but expect something in return for it. As a step toward reform they propose to notify the hotels complained of that unless their service is bettered the commercial travelers will be compelled to give them the go-by, or words to that effect.

Need of reform among the hotels is not confined to Minnesota and Dakota by any means. The commercial traveler has his troubles, lots of them, but the poor hotel is the worst of all.

In almost every village in the land, no matter how small, there is a \$2 a day hotel (\$2 to traveling men). The citizens and the farmers who patronize it pay \$1. Why these little hotels, devoid of all accommodations, where their table fare consists of fat pork or sausage, mashed potatoes and canned corn, should ask the same price as the city hotel, replete with all accommodations and an elaborate cuisine, I could never understand.

There is an element among the traveling men largely responsible for the poor \$2 hotels. For instance, in most towns there are \$1.50 houses, often conducted by a woman, where the fare and the beds are clean and wholesome. The traveling man may be aware of this, but he has not the moral courage to be seen going to the cheaper house. He is afraid of being taken for a "cheap skate." If the town is new to him he does not ask where the best hotel is, but enquires, "Is there a \$2 house here?" and there is where he goes.

The \$2 landlord is aware of his weakness and he knows as long as he keeps the higher priced house he has no competition and can be as independent as he pleases.

Last season, while making a trip down South, I traveled several days with a drummer who had made that territory for ten or twelve years. At one little town where we stopped over, the hotel was about the worst I had ever seen—pork and cabbage (no potatoes), bread and heavy custard pie and dishwasher coffee, for which we paid 50 cents. "I remember," said my companion, "when that man set a fairly decent table and the price was 25 cents a meal, but drummers kept coming along and telling him he was a fool for not charging 50 cents, the house allowed them that much, etc. There is always a lot of fellows making grand-stand plays, you know. Well, he began charging 50 cents and when he found he could get that just as easily as 25 cents, he began to get swelled and careless about his table and you see how it is now."

The commercial traveler lives a greater part of his time in hotels and there is no earthly reason why, as long as he pays for wholesome food and clean beds, he should not have them. In the average town there is a good big money to be made in the hotel business. Rents and expenses of all kinds are low and an army of traveling men visit even the smallest places, but seven out of ten

landlords seem to think that all that is required of them is to sit around the office, smoke fat cigars and jolly the guests, while the same old tin sprinkling can with a broken spout does duty as a wash pitcher from year to year.

There are some good hotels scattered around the country where the guests get all they pay for, and the fact that these very hotels pay big is proof conclusive that a man can run the right sort of a place and make money. I have in mind a town over in Illinois of only 1,600 people where there is a hotel as good in every respect as you will find in towns of 50,000.

The proprietor started in a small way and to-day he is quoted at \$50,000, almost all made in the hotel business. He recently built a new house that cost, with furnishings, \$30,000. His table is the best to be found anywhere and literally groans under the weight of good things, including game of all kinds in season. And his own cows furnish the good, nice cream you always get there. If this man could accumulate a fortune running such a hotel in a town of 1,600 people, there is no excuse for poor hotels anywhere. If the traveling men will take this subject up as a body and handle it in an intelligent way they can accomplish something. Individual kicks will do no good, but united action will start things in the right direction.

It Ran In the Family.

That boy will be the death of me some day, declared the head of the family. I am sure I do not know where he gets all his impudence and self-assurance; surely not from me.

He returned home from college the other day and, entering my office, he threw his hat on the floor, selected an easy chair, put his feet on my desk, lighted a cigarette, inhaled a few puffs and then, turning languidly to me, he drawled:

I say, dad, do you remember the time when you were sent home from college?

I did. There was no use denying it, for one day, in a burst of confidence, I had told him some of my escapades as a boy, and lived to regret that I had been so indiscreet.

Well, said he, history has repeated itself.

What do you mean, you young scallawag? I roared.

Oh, said he, easily, I have been sent home, too. Astonishing, is it not, dad, how such things will run in a family?

Glass Bricks For Hot Houses.

"Glass bricks are the latest. Here is a sample one," said the bricklayer.

The glass brick was transparent. It resembled the paperweights of glass that are often seen. It would have made, indeed, an excellent paperweight.

"The idea of these here glass bricks," the man went on, "is to build hothouses out of them. They are just as transparent as panes of glass and they keep out the cold better. Thus they would save much fuel."

"A hothouse is the most poorly protected place, you know. A small one will sometimes need a ton of coal a day to keep it warm. And so it is the idea that a hothouse of the kind that needs a ton a day can be supplanted by a glass hothouse of the same size, and then it will not burn more than a quarter, or, at the outside, a half-ton of coal a day."

"These bricks are made in Germany. We will soon be making them here, though, if they prove to be a success."

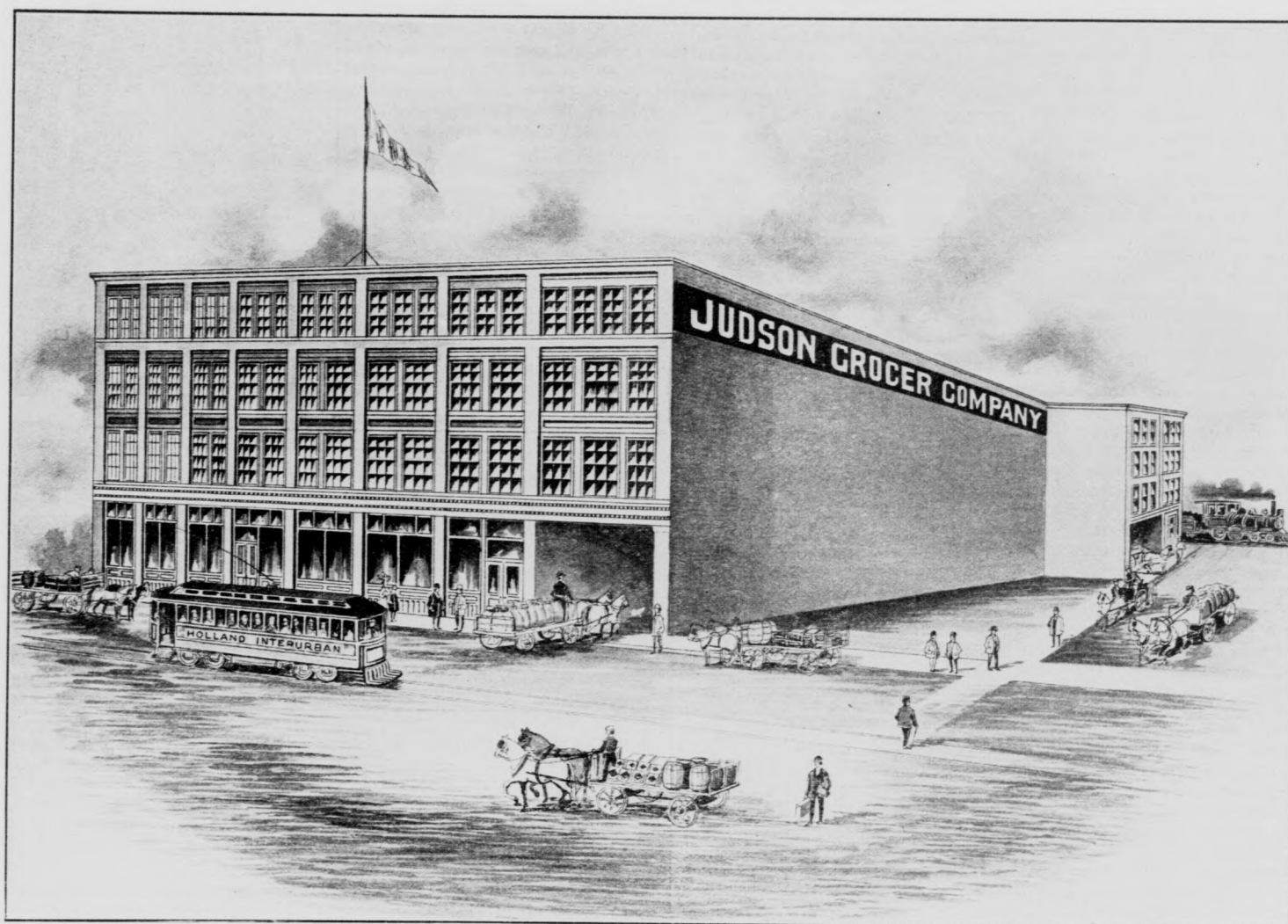
Perfection never is reached in advertising. Because an advertisement "pulls" it by no means follows that it may not be bettered.

When a man is in love he does not know the difference between a brass band and a band organ.

Largest Wholesale Grocery In Western Michigan

Model office and warehouse building now being constructed at the corner of Market and Fulton streets.

Strictly modern and up-to-date in all its appointments.



All loading and unloading of teams done under cover. Double railroad track on our own land and facilities for loading and unloading six freight cars at a time, enabling us to handle merchandise at a smaller ratio of expense than any other wholesale grocery house in the Middle West.

JUDSON GROCER COMPANY, Grand Rapids, Mich.

Clothing

Mitchell Fashions For Spring and Summer.

John G. Mitchell & Co. have issued their fashion plates of men's clothing styles for spring and summer. As usual, they show a complete, well illustrated array of stylish garments, which will be of much interest to the clothing trade as a whole. In the general review of fashions accompanying the plates the following comments on the latest styles are made in substance:

Colors in fabrics comprise mellow drabs, browns in endless variety, leather shades, wood colors and grays in the widest variety in stripes, plaids, checks, from the pronounced to the subdued.

Fancy vests are more popular than ever and fabrics for them cover the widest range of colors and patterns. In overcoats, coverts, chevots and worsted vicunas will be used. Trouserings in subdued patterns in worsteds and chevots will be used.

Less amplitude will characterize all garments, with shoulders lessened in width and squareness, hips less effeminate in appearance, and more pronounced side curves to the legs. Overcoats of the sack type will be shorter and less boxy, and all overgarments will be narrower and lower of shoulder and longer and lighter of roll. Undercoats will have narrow shoulders, with little padding, and will open somewhat lower and be a trifle narrower of roll. Frocks will be shorter by an inch, with more bell to the double-breasted styles, while cutaways will be more sloped away below the waist, with more flat braiding used.

Sacks will be shorter and less shaped to the waist. Vests will close higher. Double-breasted styles will have less button spread, but retain the decided down tapering of the button rows. The single-breasted styles will open more below the lowest button. Both styles will be much slanted at the bottom from the front center to the hips. Trousers will be a trifle closer at the hips and smaller of leg.

The Chesterfield overcoat will have shoulders of natural width and finish, will be about one-third shaped, and be longer by six or seven inches than half the height of the wearer. The street covert will retain its popularity in a straight hanging box style about one-half the wearer's height. The roll will be a trifle shorter than for a Chesterfield. The fly front, peaked lapel, straight box oversack, about nine to eleven inches more than one-half the wearer's height in length, will be fashionable. The paletot will be about forty-six to forty-eight inches long, fits closely, and has considerable bottom fullness.

In evening dress the convex crease will be a stylish feature. Dress coats have a waist length of between eighteen and nineteen inches and a total length of thirty-nine or forty inches. The narrow roll will extend to the waist seam and the shoulders will have a narrow width and finish. Single-breasted evening vests will be preferred with low openings and widely U spaced. Collars will be narrow and bottoms have a pronounced downward slant to the front center. Trousers are moderately close about the hips, with pronounced side curves and narrow dress braid on the seams, while the widths are eighteen inches at the knee and sixteen and one-half at the bottom. Dinner sacks are made with peaked lapels or shawl rolls and convex or straight creases, with

double-breasted vest of same material as the coat.

The double-breasted frock in gray or black has a waist length of between eighteen and nineteen inches, well curved side seams, shoulders of natural width, skirts more belled and French pressed. Among suits for half dress are the cutaway frock without side pockets and with peaked lapel, and the three-button cutaway frock, which will be the most popular.

For business wear the single-breasted sack, one-third shaped, with four buttons, about twenty-nine inches in length, and three seams in the back, will be the favorite. Breast pockets on three and four button sacks may be omitted, and for all sacks pockets may be patched on.

The plaited blouse will be worn for outing purposes. Single or double breasted vests may be worn.

Union Suits for Men.

Many of Chicago's large retail dealers assert that the union suit underwear, in men's styles is constantly advancing in popular favor and in placing orders for the coming season they have bought this style more freely. As one buyer remarked: "It is the natural garment, free from the undesirable 'bunching' over the abdomen, usual with the two-piece articles." Manufacturers, too, are paying more attention to these goods than ever, producing them in every conceivable weight and texture.

As with all underwear, good laundry work goes a long way in making the union suits thoroughly comfortable, and in general, the complaints about shrinking and faulty shapes may clearly be shown to be the result of careless laundry work.

Haberdashers are not quite sure enough of their ground yet to put in stock the union suit cut off at the knee, although one of the leading retailers said: "We have lots of suits sent to the factory to be cut off in just this way, and believe in another year we can carry them in stock. We carry the sleeveless union suit now."

Belts Made of Pennies.

One of the most original of belts and also a necklace were finished during the week for a woman who is enthusiastically interested in Indians and their progress. An Indian silversmith did the work, which was in copper, and after it was completed the material for a gown was selected and made up to go with the ornaments.

These latter were of fanciful disks of copper, the copper used being all United States pennies. There were thirteen large disks in the belt, each made of twelve pennies. An idea of what was required was given the Indian workman, and he made his own design. The necklace was of smaller disks, each made from a penny, but thinner and larger in circumference, and made in a design to match the belt. The necklace was rather long, falling to the bust line. The disks were not flat, but raised a little in the center and, in the beautiful red of the copper after it had been worked, delightfully effective.

To wear with the necklace and belt a gown of golden brown cloth was bought which exactly suited the ornaments. The work was so entirely satisfactory that the originator of the idea immediately ordered another belt and necklace for a friend. Indian workmen do not work always by scale, and the disks of the second necklace were slightly larger than those of the first, and the chain was made longer to give it a better pro-

portion. The woman who received it, not caring for this extra length, had several of the disks removed and sent for three more to add to them, and this gave her a bracelet of the copper. The set of belt and necklace cost about \$30.

The only person who was not pleased with the work when it was completed was the Indian. He is a Navajo, and a particularly intelligent man, but he is a silversmith, and he does not believe in working in "the red," as he calls the copper, and which he considers to be very commonplace. As a matter of fact, the Indian work in copper is more artistic than that in silver.

Cameos to Be a Craze.

We are rapidly acquiring a taste for cameos for personal adornment, and it is prophesied that before many weeks have passed the taste will have developed into a craze, and the craze will show symptoms of becoming an epidemic. One sees a few very handsome ones now, although not many, the vogue being still in its infancy, but a number of people possess quite a little store, owned by their mothers and grandmothers, which have been laid aside in odd corners of their jewel cases from time immemorial; this year, however, they will one and all see the light again.

Even cameo buttons will be produced, and the prices of handsome brooches and bracelets, especially the antique specimens, will naturally go up with a rush, while even the most colossal of old-fashioned shawl brooches will be brought into requisition to fasten the fashionable lace echarpes, which are almost indispensable with the theater toilettes of the moment.

The older a girl gets the more respect she has for the wisdom of her mother.

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

Clothing Merchants

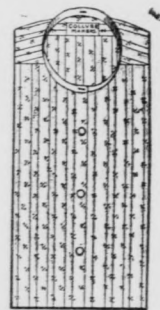
will please take notice that the

Wm. Connor Wholesale Clothing Company

28 and 30 South Ionia Street

Grand Rapids, Michigan.

have just received instructions to close out a number of job lots at considerably reduced prices, and still have a few lots to close of Kolb & Son's manufacture at a discount of 25 cents on the dollar. Remember every kind of ready made clothing, including UNION MADE. Low prices. Just fancy \$3.25 for men's suits, and up to the very highest grades. Children's suits and all kinds of summer goods. Customers' expenses allowed. Open daily from 7:30 a. m. to 6 p. m. except Saturday, then 1 p. m. Mail orders receive prompt attention. Goods have an upward tendency, so you cannot do wrong to secure some of these lots.



Artistic Shirts

According to your measurement, are my specialty. Satisfaction guaranteed or money refunded. Let me send you samples of latest patterns and my measuring blanks.

POPULAR PRICES. TRY ME.

COLLVER

The Fashionable Shirt Maker, Lansing, Mich.

Reaping a Good Profit by the Rise of Price.

From all parts of the country come news of a good spring trade, or at least that is what all classes of business men are looking forward to. In times of great prosperity it seems easy for a merchant to dispose of his goods, provided he has what the people want. To say what people think, gives an orator prestige, and the merchant who buys what the people want gains their trade. To say what people think and to buy what they want, is the study of the orator and the merchant. Both are governed by the same law of thought. What will sell in one locality is often a drug in another. That is because the people in different localities think differently. The merchant, therefore, who would suit the people in his buying must be a close observer in order to comprehend fully the possible desires of the people. He should know their habits of life as well as their thoughts. It is through their habits, as shown in outward actions, that the method of thought is reached.

A shrewd buyer will always be on guard, and buy only what he can sell quickly; he prefers fresh goods at all times, for he knows the value of newness. It is not wise buying to load yourself up with a large stock of goods because they can be bought cheaply. The market may rise, but if the goods will not sell, what difference will a rise in price make to you? People are not in the habit of making large purchases of goods to lay by until needed for use. They reason that by the time they would need the goods something else might come into the market that they would like better.

No matter what the conditions of trade may be, it is always safer to buy amounts of goods that experience has shown the demand may need. That is to say, every community has its limit, and the yearly purchases made will form an average of the degree and class of goods consumed.

We have in mind a store that makes this feature a special study. The buyer has reached such accuracy in adapting his purchases to the probable demand that when the season ends he has either sold out, or has only a few garments left. Remnants of odd sizes are few in the store. The buying and the selling seem to move along like clock work. This has been brought about by many years of observation. Sales of certain kinds of goods have been tabulated and classified, and averages made up at the end of the year.

That prices of nearly all commodities are higher now than for some time in the past is a fact obvious to the most careless observer; and it does not appear that the maximum has yet been reached, for there seems to be a tendency to still higher prices in all manufactured goods. During a period of low prices demand and supply are usually at a minimum. Competition exercises its influence tardily; consumption is limited to actual necessities, and production adjusts itself to these conditions. Good crops and a fair market for all farm products stimulate agricultural activities and bring money into the pockets of the tillers of the soil. Their purchasing power is increased, and they proceed to buy to better their means of production and to supply their homes with more of the pleasures of life.

A demand begins to grow and spread over areas of renewed prosperity, until it reacts upon the source of all supply. The advance in prices of cotton and

wool affords a good example of how prices are influenced by a rise in demand. There are two extremes: the one consumption, the other production. Many interesting changes fill the gap between these extremes; these changes are really links that bind the two extremes and afford a medium through which consumption manifests its influence upon production.

The mills, quickly recognizing the pressure of demand, compete for raw material, and this competition affects the price in proportion to the facilities with which the raw material can be supplied. If such supply is apparently greater than the demand, prices of raw material will not be affected, but should the holders of such material be limited in the amount of supply, or should they hold onto it for a rise in prices, the mill people will be forced to pay better prices for all raw material entering into their manufactured products.

This has been the case with cotton and wool, and hence the cotton planters and wool growers have obtained, and are now getting, better prices for their products than in years. This condition is the outgrowth of the influence of competition, created by an increase in consumption, and shows how one extreme may affect the other. Thus the demand caused by consumption influences the supply in the mills and that influence again reacts on the producer of the raw material. Prices now go up, and, passing along the line, react in turn upon the consumer, who has to pay his proportion as to all price accretions.

The man who buys clothing and furnishing goods, therefore, will pay a certain part of all expenses entering into the manufacture and make. There will be the cost of raw material, the mill cost of manufacturing the cloth, cost of marketing, transportation, taxes, insurance, rents, storage, labor and many other little details of expense which are sure to rest upon the consumer who buys his apparel of the retailer at a profit. The producer of the raw material must have a small profit, or else production would come to an end. Labor is worthy of its hire and can not thrive when wages fall below the minimum cost of living. In times of great depression, labor barely receives more than a meager subsistence. Under the influences of prosperous conditions of trade it is different, and thus we see wages going up in mills, and in nearly every line of trade.

This condition having started with the betterment of the consumer's conditions, has moved around the circle to the consumer again, but bringing to him as compensation for his thrift and prosperity, higher prices for all he buys for his consumption. This rise of prices is assumed to follow a normal condition of business transactions, uninfluenced by combinations that may for a time hold up prices by controlling competition so as to limit its influence. When prices, therefore, follow natural conditions, such as grow out of the law of competition as manifested in supply and demand, all classes of industry will profit thereby, some more than others. The retailer, standing as he does at the end of final distribution, occupies a difficult position in his relation to his customers, and to higher or advanced prices. His customers, not understanding the causes producing an increase in price of goods, are apt to think the retailer is trying to take advantage of them. They point to the fact that a few months ago such and such an article

cost them thus and thus, and now we are asked a price nearly double that we have been paying. The retailer must acquaint himself with all the details and be ready to explain; but oftentimes it is no easy task to satisfy the doubts of a customer.

The farmer coming into his store finds that his commodities will not buy as much as before. He can not understand that the conditions that regulate the prices of farm products are not exactly the same as those that influence the prices of manufactured articles. The wage earner, finding that the price of a day's labor will not go as far in the purchase of necessities of life as before can not understand why wages should not rise commensurate with commodities for subsistence. He can not understand the underlying causes that influence the price of labor, or those gov-

erning the price of commodities, and hence he grows restless and dissatisfied with both labor and commercial conditions and readily jumps to the conclusion that the so-called "trusts" and industrial combinations of capital are solely chargeable with the burden he is made to bear.

There is still another class to satisfy. Many know that the retailer has on hand a large supply of goods bought before prices went up, and it is difficult for these to see why these goods should not be sold at the old prices. The retailer explains to them that he can not buy similar goods for the prices now asked for them. He has an article that he sold for \$1.25 and made a small profit, but now its duplicate will cost him \$1.50. Can he afford to sell the article at the old price? He might were he going out of business, but, expecting to continue



BROWNIE Overall.

LOT 117.

Sizes 4 to 15
\$3.00 per Doz.

Sizes 8 to 15
\$3.25 per Doz.

Sizes 11 to 15
\$3.50 per Doz.

THE IDEAL CLOTHING CO.
TWO FACTORIES
WHOLESALE MANUFACTURERS.
GRAND RAPIDS, MICH.

in business for the profit he gets out of it he can not. He must mark his goods in stock upon the basis of the price of similar goods to-day, and so continue marking up whenever the market price goes up. It is a true business principle, the violation of which may in time bring ruin upon the retailer. His customers, however, do not comprehend this sound business principle, and hence continue their fault finding with the retailer. Adhering strictly to this principle, the retailer will in time reap a good profit by the rise of prices.—Clothier and Furnisher.

Some Sensible Ideas for Easter Trims.

Of the Easter window trims that especially caught our fancy in recent years, one of the most effective was the arch and pillars with the words "Easter," "Easter Greeting," or simply "Greeting," effectively displayed on the arch. Gold letters on a white background are very effective. After dark the most striking way to display the words is by electric light after the manner of the electric signs now so much used, especially in the larger towns and cities. The pillars can be easily constructed of boxes or boards, and appropriately draped in white and gold, purple, or other color that will aid, or at least not detract from, the brilliancy of the goods. Smilax or green vines can be used for the decoration of the pillars and flowers can be used in profusion. Pots of azaleas between the pillars or placed on short pedestals are appropriate and tasteful.

It is customary with some window dressers at this season to attempt elaborate religious displays. This is not altogether advisable, for the reason that the religious susceptibilities of many people are offended at what they deem an attempt to utilize religion for the purpose of gain. This is a view on which opinions differ, however, judging from the popularity of religious displays with all classes of traders. But as long as there is any possibility of giving offense it is to the interest of the storekeepers to eschew displays of a pronouncedly religious character. Of course, it must not be inferred that the religious feature should be totally eliminated, but in our judgment the use of the Sacred Tomb, the Cross, etc., should be dispensed with. The religious spirit of the season may find inoffensive expression in a display representing angels ringing joy bells, and for this idea the arch design above referred to is well adapted. The bells may be constructed of barrel hoops, or a wire frame, covered with plaster of paris, and, if, advisable, painted with gold bronze. To add to the effect the decorator may borrow a pair of seraphs at an art store and place one on each side on the floor of the window, each holding a cord suspended from the bells as if in the act of tolling them. Other embellishments may be added and goods set forth so as to receive the ample share of attention which the trimmer should contrive to insure for them at every stage of his work.

There is no scarcity of seasonable features and catchy symbols for the Easter window. Rabbits, eggs, chickens, flowers, etc., are at the service of the trimmer. A centerpiece which has done effective service consists of a number of clean broken eggshells from which doll shoes are being hatched in lieu of the orthodox chickens. Instead of a number of real eggshells, one monster broken shell with a lot of articles protruding from it may be used. If the

storekeeper has a motor which would enable him to have the large egg opening and closing automatically, so much the better. The large egg may be constructed after the manner of the bell of wire or barrel hoops, covered with plaster of paris, or white satin. The shell may also be counterfeited by an application of carpenter's glue to tissue paper. If the legend of the goose and the golden egg be used, the shell can be gold painted. Limitless, indeed, are the ideas for Easter trims. Flowers, birds, nature, music, almost everything can be utilized. A pretty lyre makes an attractive centerpiece and is easily constructed. Cut it out of light lumber, cover it with white and gild the edges, the four or five central strings to be gilt trimming or insertion over wood or wire strips to make them stand straight. Another poetical idea is a female figure, symbolizing spring, holding a cornucopia. On her head should be a wreath of lilies, and protruding from the cornucopia a shower of spring footwear. Cupids playing pasteboard mandolins are also attractive. A pretty rural scene of the springtime kind may be made thus: First, paint a forest scene the size of your background. If there are two posts in the department space put cloth around them and paint to look like tree trunks, or use natural bark if you can get it. To these fix tree boughs, apple or peach, and cover them with blossoms; along the ceiling suspend fine thread and tie onto it strings of blossoms. Get one-half dozen or a dozen stuffed rabbits, and have them in the act of running away with a chariot made from a large egg on wheels. Seated in the egg and holding the reins should be a doll prettily dressed.

Hints For the Clothing Trimmer.

There is much to be said for the use of artificial flowers in window trims, no matter what their character. Trims of men's apparel are apt to be plain and sombre in effect if composed wholly of outer clothing. Flowers will relieve this and if not used in exuberant masses will give an effect of good taste. Artificial flowers can be used to good advantage in spring trims and their low price makes it possible for trimmers to use them with sufficient profusion to enliven a window trim of considerable

size. Palms, artificial vines, natural foliage, or branches on which the buds are just beginning to appear are very useful accessories. Branches of willow, showing the delicate velvety buds of the willow tree, can be used in masses with very good effect in windows. Anything about a trim of spring goods that will give a hint of the freshness and newness of the springtime is a good thing.

Window trimmers very often make a practice of going into a trimmed window and walking about in it without taking any precaution to wipe their shoes or clean the dirt and dust of the store from them. It is a good idea to have a pair of socks made of cotton flannel, which can be kept near the window or under it, and when the trimmer has occasion to go into the window he can slip these on. The use of big pieces of cloth tied on the feet is inadvisable, as they are cumbersome, and liable to trip up the trimmer or cause some other accident.

If you are obliged to do much carpenter work in connection with your window trims, provide yourself with overalls and jacket. Keep them in your work room where you can slip them on while doing your carpenter work. It is not at all a bad idea when cleaning a window to make use of these articles. Windows should be cleaned thoroughly at regular intervals. Nothing is more unsightly than a window where a floor-covering has been spread over a mass of dirt.



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.



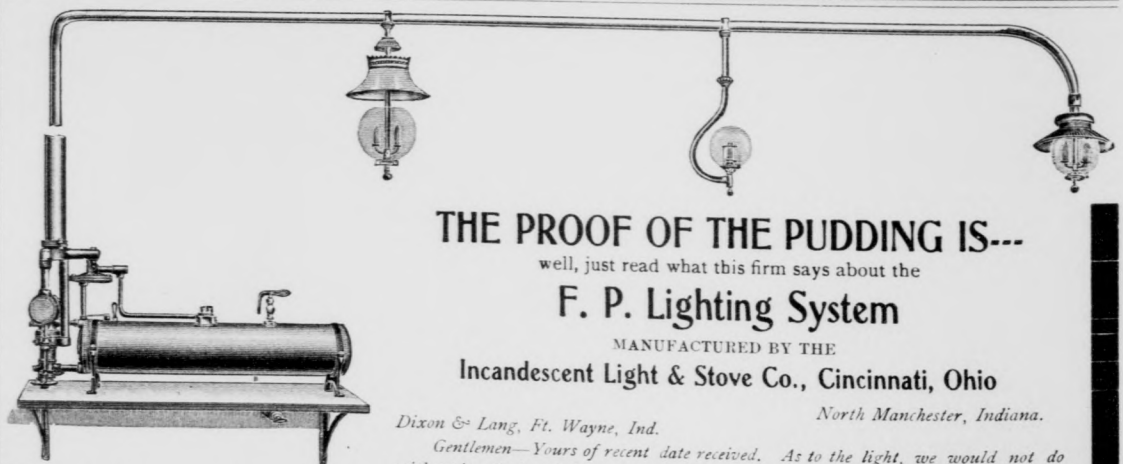
If You Sell Suits you want them to please your trade—garments that fit well, are durable, that look right—a make that they will want again.

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.



THE PROOF OF THE PUDDING IS---

well, just read what this firm says about the

F. P. Lighting System

MANUFACTURED BY THE

Incandescent Light & Stove Co., Cincinnati, Ohio

North Manchester, Indiana.

Dixon & Lang, Ft. Wayne, Ind.

Gentlemen—Yours of recent date received. As to the light, we would not do without it; the best light we ever used. It is no trouble at all. Wouldn't have it out for \$1,000. Get the F. P. and you get the best there is.

Yours very truly,

Helm, Snorf & Co.

Are you using Electric lights in your store? If you are, we can put in a plant that will save you enough money in a year to pay for itself, and after the first year it will pay you 100 per cent. on your investment. Are you using coal oil lamps? If you are, we can give you twenty times the light at the same cost and with less trouble to operate than one coal oil lamp makes you. If these points interest you and you want to learn more about the best Gasoline light on the market, write us and we will tell you.

Dixon & Lang, Michigan State Agents, Ft. Wayne, Ind.

P. F. Dixon, Indiana State Agent, Ft. Wayne, Ind.

Fads and Fashions Noted in Gay Gotham.

The man of fashion has nearly as many overcoats as he has suits or other garments. It is not considered good form to wear the same coat day in and day out for the entire season, but it is best to vary it. The weather for two days in succession is seldom the same, and the coat should be made to correspond with the weather. For instance, on the very cold, stormy days of winter a long, belted ulster overcoat is the correct garment. On the clear, cold days a somewhat shorter, plainer overcoat should be worn, and so it should be graduated for various degrees of temperature in winter. When it comes to the warmer weather in spring, this season for instance, a lightweight coat is, of course, correct, and I have several that I wear according to the occasion. A long coat fitting snugly in the back and with pleated skirts for the early part of the season, and the cooler weather; a loose cravenette coat for the rainy days, which are apt to be quite frequent; a moderately long top coat of dark material to wear over my frock coat when necessary, although, by the way, I do not believe in wearing an overcoat over a frock coat except where stress of weather actually demands it; and a short top coat for walking on pleasant days. To this last might be added a lightweight Inverness for evening wear, for the weight of these garments should not of course be the same in summer as in winter, although I do not really think it necessary to have three weights as some of my friends do.

In speaking of the coats for this spring, the one that we will see worn most generally is the short topcoat, and the style for this season is bright and snappy, and is made of covert cloths and vicunas in black and neat shades of color.

The newest spring overcoat is the long one mentioned above, reaching nearly to the ankles, two pleats in the skirt, fitting snugly at the waist and back. Perhaps by some this would be termed a sporty coat and looked upon as being the same that is seen at the races, and so it is in a way, but it is such a comfortable garment and looks so dressy that it has been adopted for general wear in the early spring months. This coat is made in olive, tan and brownish colors, also Oxford and black vicuna. It will be worn this season very largely over evening dress.

The habit of wearing spring top coats varies from season to season. One year the ultra-fashionable young men will scorn to wear a coat at any time except in the most severe weather in winter, or a cravenette on a stormy day; another time we will see them wearing coats even on warm summer days, but this year I predict that top coats will be worn generally until the warm weather sets in, after that they will be worn early mornings and evenings only, but will always be worn during those hours except in case of extreme heat.

There are two classes, however, who will not wear top coats this season; one is the sport, who wishes to show his contempt for dress and everything in the way of comfort in clothing or otherwise, and who defies the chilly spring winds by going without an extra garment, and the other is the impecunious youth who can not afford a top coat, but wants us to think that he is above such things. For my part I believe a top coat adds to almost any man's appearance when the weather is suitable. I do not believe in wearing a top coat in hot

weather any more than I would believe in wearing an outing suit in January. The eternal fitness of things must guide well dressed men.

The double breasted sack suit will be a popular style again this season, although I do not believe the two-button style will have very much demand, the three-button coat probably being in best favor. It is particularly adapted to the man who has a good physique and thin men, but not as pleasing on stout persons. Young men favor it, for there is a certain amount of snap to this style that is pleasing to them. These suits are made in plain black and blue dressed and undressed worsteds, chevots and thibet, blue and black serge, and for the young men in fancy chevots, cassimeres and worsteds.

The cutaway coat, which seemed to have lost caste to some extent, has revived interest in itself this season; perhaps all on account of the more graceful lines on which it is built; perhaps because it is found a most useful garment and supplying a needed change in men's apparel. The newest style for this season is close form-fitting and the skirts have a decided cutaway in the front with slightly rounded corners. These coats and waistcoats are made in black Clay weave, diagonals, worsteds, undressed worsteds, black and Oxford vicunas and thibets, and with these coats and waistcoats are generally worn soft effects in striped worsteds or fancy cassimere, although the former is preferable. There are a number of men of my acquaintance, however, who wear an entire suit of the same material.

Although the cutaway coat comes in again for this spring, it does not mean that the regular double-breasted frock coat goes out, although perhaps it will not be worn to quite the same extent that it is during the fall and winter season, the cutaway coat being a little better adapted to the warmer weather than the frock coat, which contains considerable more cloth. While the cutaway coat is permissible at an afternoon wedding, calls and church, yet the man who has the greatest care for good form will wear a double-breasted frock coat to the formal afternoon functions, whatever they may be, and weather will have no effect on him.

The little fellows this season have an abundance of styles from which parents

and guardians can make selections to suit the individual needs of the boys and the taste of the parents. For top coats we have the diminutive covert coat similar to that of the men's, also the little reefers and fancy coats. A reefer which we have seen is a very handsome style for the boys 3 to 10 years of age. It is made of navy blue serge and undressed worsteds and while warm enough for any of the cool spring days, it does not retard the little fellow's play in any way. The Russian blouse suit for the boys 2½ to 6 years of age is beautifully finished with a long, plain collar to the belt, and the shield is prettily embroidered with suitable designs. The suit is made up in lightweight woollens and also washable fabrics in white, tan and other light effects.

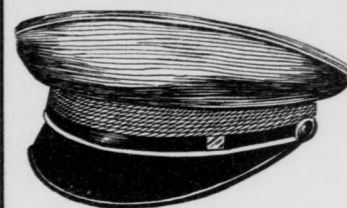
Other styles of garments made for the little fellows are the Norfolk top coats, sailor blouse suits, regular Norfolk suits, regulation sailor suits with man-o'-war trousers, Norfolk sailor suits, many of which show elaborate trimming and rich designs.

Only Executed Intentions Count.

The paving of the road to a very uncomfortable place is said to be composed of good intentions. We all know people whose houses burn when they are just going to insure; who lose a horse or a cow when they are "just going to mend the fence"; who are "just going to buy stock" when it goes up like a rocket; who are "just going to help a neighbor" when he dies. In fact, they are just going to do things all their lives; but never get them started. "To be always intending to live a new life, but never to find time to set about it," says Tillotson, "is as if a man should put off eating and drinking until he is starved to death."

DONKER BROS.

Carry a full line of



Men's or Boys' Yacht Caps

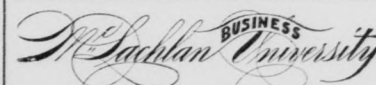
From \$2.25 up.

Also Automobile, Golf and Child's Tam O'Shanter's all in colors from \$2.25 up per dozen.

Give us a trial order and be convinced.

29 and 31 Canal Street, Grand Rapids, Mich.

Citizens Telephone 2440.



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.

All Kinds of Solid

PAPER BOXES

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

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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.

Shoes and Rubbers

Unjust Allowances Too Often Made by Dealers.

Right on the start I want to say that in my opinion not one pair of shoes out of a thousand should be returned for allowance. The fact that the percentage is much larger is due to these facts:

First, people expect too much of shoes, and make no allowance for the fact that they can not give the best wear unless they are properly fitted and are suitable for the service for which they are used.

The percentage is further increased by the fact that there are people who are actually small enough and mean enough to kick when they know they have no kick coming; people who perjure their souls so as to beat a dealer out of a quarter, or perhaps a dollar. They justify themselves often by saying that the dealer can get it out of the jobber, but to do that the dealer in turn must do a wrong, innocently or otherwise. And, at any rate, why is it not as wrong to beat a jobber as anyone else? Most shoemen think it is, and prefer to stand those little hold-ups they feel they must give up to themselves rather than to pass them on to the jobber.

I say hold-up, because that is just what it amounts to. If a man gets money from you in broad daylight that does not belong to him I do not know any better name for it.

The reason that any man submits to it is, of course, because he thinks it is the best policy (that seems to give the old saying, "Honesty is the best policy," a hard knock, does it not?) Now I won't question that in many cases the best thing to do is to submit to imposition. But I do believe that shoemen let themselves be robbed in that way oftener than is really necessary. It is a great problem to know just when to and when not to make an allowance. The facts in the case are that most shoes wear longer than they ought. They do, because most people continue to wear shoes after they should be thrown away.

Of all articles of wearing apparel no other receives the strenuous wear that shoes do. Let almost any person not used to it go barefoot a single day and give no more care to save their feet from hard knocks than they give their shoes, and at night their feet would be torn and bruised so they would need weeks to heal, and in some cases it is doubtful if they would have any feet left. Take, for instance, the boy who grabs the back of a wagon with his hands and slides along on his feet! And yet that boy's parents are likely to be in and want a new pair free if the shoes fail to stand a month of it! Why is it? If he sits down on a nail and tears his pants a man does not ask for a new pair free. If he wears holes in his socks he does not ask for a new pair free. Same with everything else, except shoes, and yet shoes get the hardest wear of all.

I tell you, brother shoe men, it is not fair. Any man of ordinary common sense ought to be able to see that it is not fair, if you call his attention to these facts. For every one who is entitled to an allowance on a pair of shoes that have been worn a week or more there are ten who are not entitled to it, but who get it just the same.

If there is any real defect in a shoe it will show before it has been worn a week. If by any chance poor material or poor workmanship has weakened a shoe so it will not hang together as it

should, in such a case the defect will show within a week.

I have had people come to me with shoes that had been burned and ask for an allowance or a new pair. When I said that the break in the shoe was due to a burn I have had them tell me that in that case the leather must have been burned before the shoe was made, as they never had them near the fire. And I have known dealers to allow such claims as that.

But your brother Ham was taught better before he had been in the store long. It is a practical impossibility to make a shoe out of burned leather. Every shoe must be lasted—which means that the leather must be drawn very tightly over the last; very tightly. One tenth the pull that is put into lasting would tear a piece of burned leather in two in a second.

When you tell them that they do not know quite what to say. So as not to make it appear that you think they meant to deceive you it is well to add that leather can be burned very easily and that it must have been burned when they did not know it. They have to yield the point; just as ignorance always must yield to knowledge, if knowledge only has the courage to assert itself.

It is not only on burned shoes that unjust allowances are made. I mention this detail because it illustrates the general principle. More than nine times out of ten you can show a fair minded customer that the shoes are not to blame.

Every time you make an unjust allowance you encourage the customer to make unjust claims; you reduce your profit; you increase your trouble.

I believe many shoe stores could cut the number of their allowances in two, and do just as much business, and with more profit and less worry and nagging. I believe, too, many are too much afraid of losing customers. An unjust allowance made may retain a customer, but it lessens his desirability, because he will make more unjust claims; while had he been dealt with fairly and politely shown that his claim was unjust his future trade would have been of increased desirability, and the chances are ten to one he would not have quit the store because he did not get the allowance.

Furthermore, the chances are that a customer who will leave you because he can not bamboozle you is not worth very much anyway. Also, if he is as touchy as that, he is liable to get in trouble at the next store he goes to, and then when he comes back to you, quite likely he will be good.

There is a lot more to be said on this subject. I'm going to say part of it later.—Brother Ham in Shoe and Leather Gazette.

Desirability of Keeping Yourself Well Informed.

We hear so much in these days about the wonderful strides made by American industries and commerce that our ears have become pleasantly dulled to the significance of the facts as they affect us personally. We unconsciously assume that if progress is being made, if the world is moving forward more rapidly than ever before, we are also moving with the procession and are sharers in the general advance. Sometimes we get a jolt that reminds us that we may be out of the procession instead of in it.

A couple of years ago a man died in desperate poverty in one of the tenement houses of one of our great cities. The

proprietor of a shoe store in that city, happening to see mention of the fact in a daily paper, recognized the deceased as his former employer, a man who ten years before had been the proprietor of one of the leading shoe stores of the city. Out of regard for old times this man became responsible for the charges and saw that his old employer received a decent burial.

In speaking of the matter he said: "It was a great shock to me when I read the notice of X—'s death. It set me thinking of the times when I worked for him, when X— had the best business in the city. The beginning of the end for him was when he got into the way of thinking that he was so well established that he did not need to change his methods. He had spent years in building up his business and he had attained such a position that he honestly



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

Send for Catalogue and see what we offer.

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

GEVER since we commenced making Shoes it has been our highest ambition not only to make GOOD Shoes, but the BEST Shoes that can be put together out of leather. Our ever increasing output proves that we have succeeded. Try them.

Herold-Bertsch Shoe Co.
Makers of Shoes Grand Rapids, Michigan

Wanted 500 Live Merchants

To buy our No. 104 Ladies' \$1.50 Chrome Kid Pol, all solid and warranted. The best shoe on earth for the money. Send for a sample case at once. If not just as represented return at our expense.

WALDEN SHOE CO., Grand Rapids, Mich.

Michigan Distributing Agents for the celebrated Hood Rubbers



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,

Toledo, Ohio

Factory at Northville, Mich.

believed that what he did not know of the shoe business was not worth knowing.

"His methods were the best always, in his own opinion, and he concerned himself very little about what other dealers were doing. I was with him for three years and in those days, the height of his prosperity, I have seen customers go out of the store because they could not find exactly what suited them. X— did not trouble to comply with what he considered unreasonable demands on the part of his trade. Competitors introduced new methods of handling stock and store decorating, but X— would not adopt what he considered absurd and expensive methods of doing business. When he woke up at last it was too late. He could not recover lost ground at once, became impatient, sold out at a loss, went into another business, that he did not understand, lost his money, got into a snarl of family trouble, lost his grip and dropped out of sight until the notice of his death appeared in the paper."

The point of this incident is that no man, not even an experienced shoe dealer, can afford for one minute to think that his own ideas are sufficient to insure his continued commercial success. The world is full of bright men who are always on the lookout for a new idea and who are ready to adapt it to their own needs. A new idea in buying, a new way of engineering a sale, a new method of stock-keeping, or a bit of advance information about styles may make a very considerable difference in the profits of a season or a year. The brightest business man is the one who knows his own limitations well enough to be ever ready to learn from others.

It is a matter of wonder that many shoe dealers are not sufficiently interested in their business to subscribe for a trade paper covering their line of business. A good trade paper giving at frequent intervals news of trade happenings in a man's line of business should be considered as necessary for him as the books in which he keeps his accounts. It is the one good way in which he is able to watch what other men in his line of business are doing throughout the country. It is not only valuable because it gives news of what lines of goods are taking and what are not selling, but its advertising pages are equally valuable, showing as they do the offerings that manufacturers are placing before their trade.

The press of competition is such that old ideas are continually reappearing in new guises, new features are being sprung and exploited, and every new

departure in wholesale or retail methods is heralded abroad with the expectation that it will reach some person as a matter of profitable information.

Just because a thing appears in an advertisement is no reason why it should be of no interest except to the person making a purchase. A careful perusal of advertising pages should give a retailer very valuable information of the latest advances made in his line of business. With such information at hand he can observe the success or failure of new ideas as they are sprung. He can keep informed about tendencies in his own line of business. He is not dependent upon his own limited observation or the information of salesmen. He has a third valuable source from which to derive knowledge of what is being done in his business.

It is not too much to say that any intelligent man can, if he will, find time to peruse a journal covering his own line of business. It is to his interest to know what wholesalers are doing among themselves, and what their attitude is on questions of trade interest. If a dealer is not interested in knowing what is going on in the world outside him, the chances are that before long the world will cease to find anything in him to make him either a matter of concern or interest to others.

In one of the smaller towns of Indiana there is a store whose proprietor is one of the most influential men of his section. He is the best known merchant in his line of business in the country for miles around. While not up-to-date in the metropolitan sense of the term, his store in its methods and its merchandise offerings keeps quite abreast of the demands of his patrons and provides in every respect what could reasonably be demanded by the enterprising people of the locality. Commercial travelers are usually surprised to find how well informed this man is on what is going on in his line of business throughout the country.

One of them spoke about a new scheme of displaying goods that had just been put in operation in a neighboring city and suggested that it would be a good thing for that locality. "I know about that plan," said the merchant, "I knew about it when it was first tried. I usually manage to keep well informed on what is going on through you salesmen and the trade papers. I make it my business to know about these things even although I do not make use of these plans in my business. I study my trade and know about what they want, but I also keep informed on what is going on so that I shall not be behind the times in case there is any demand for a thing that I may have thought it inadvisable to put in. A man can not know too much about the things that he may do. The next most important thing is to know what he does not want to do."



Mayer's

Shoes



Mayer's Shoes for the

FARMER, MINER, LABORER, etc., are made of strong and tough leather. They are reliable in every respect and are guaranteed to give satisfactory wear.

Dealers who want to sell shoes that give the best satisfaction and bring new trade want our line. Write for particulars.

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

This Shoe

looks well

fits well

wears well



Made by us from cordovan, velour and box calf in child's, misses' and women's sizes. Is especially seasonable for inclement weather.

LADIES' CORDOVAN

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Michigan

Never Gussed Where the Shoe Came From.

Ten years ago Drury Lane was even dirtier than it is now, and appealed with even un, leasanter insistence to the olfactory sense. But the smells and the squalor were delightful, in the opinion of two handsome, well-bred-looking boys of 14 and 16, who strolled along arm in arm, shouldering and being shouldered, chaffing and being chaffed.

Both bore the stamp of a public school in dress and manner. Both had come up for the day on "dentist's leave," and both had made up their minds to dodge the man of teeth, have a rattling spree, and take the switching that must indubitably follow with resignation.

He cheerfully nudged his cousin in the ribs, as he spoke, with such force and effect as to send him staggering off the curb and upset the charcoal brazier and tray of an itinerant chestnut vender. Then he elaborately apologized to the indignant old woman.

"You must overlook it," he said, as she dived after her scattered stock-in-trade. "In fact, my friend is often taken in this way. He suffers chronically from staggers, and sometimes is a good deal worse than this, but we hope that he will outgrow the—"

"Oh, shut up! You are always trying to be funny," growled Maynwarding Minor. He had helped the old women to pick up her tray and brazier, and thrust sixpence into her hand, and now he hurried away, anxious to escape the bombardment of blessings that ensued. "And that sort of practical joke—played on a poor old bundle of rags—makes the fellow who does it look like a beastly cad."

"So I'm a beastly cad, am I?" asked Maynwarding Major, flushing a dull red.

"You are—when you do that kind of thing," replied Maynwarding Minor, with conviction.

"All right! I'll lick you for that!" remarked Maynwarding Major, placidly.

"If I don't lick you!" retorted Maynwarding Minor.

They were chums, and had shared the same study and sleeping room since Maynwarding Minor came to school. They fought and fought bitterly, about six times a year. It was whispered by scandal mongers—there are gossiping cliques in schools as well as in clubs—that the elder owed to the younger a grudge about the baronetcy.

"But that's all my eye and tommyrot!" said Maynwarding Minor, when the thing came around to him. "He's the elder son of the younger branch of our family—the set that went into the shipping line and made a pile—and I'm the elder son of the elder branch, don't you see? Of course, the title goes to my son." And Sir Philip went off to play racquets.

Now the cousins were having their second quarrel since the autumn holidays, and it would be settled in the usual way—by the baronet's getting fearfully pounded.

"You will have it, you know," said Maynwarding Major; "and, of course, I'm not going to let you off easily. You're blown up with all sorts of notions about honor and chivalry and loyalty, and all that kind of thing that doesn't pay. If it does, why is your side of the house so beastly poor to-day? Didn't a Sir Philip Maynwarding hand over all the cash and jewels and plate belonging to himself and his heir to that sneak Charles Stuart, without even taking an IOU?"

"While your side sucked up to Cromwell like the cads they were!"

"Look at that little kid going on in front of us," interrupted Maynwarding Major, and Maynwarding Minor looked, and saw a small, shabbily dressed female child progressing along the greasy pavement with a dancing step.

An organ played to the tune of a horn-pipe, her small feet covered with darned stockings, shod with trodden-down slippers of adult size, kept time as she went, and her evident unconsciousness of observation and absorption in her steps brought a grin to the squalid face of many a lounge.

"I wouldn't mind being able to do a cellar-flap like that!" said Maynwarding Minor.

As he spoke, the small girl slipped upon a piece of orange peel and recovered herself adroitly with the loss of one of the old slippers, which, after describing an airy parabola, came to the pavement at the feet of the Maynwardings.

"Oh come, here's a lark!" said the bigger boy. He swiped at the deplorable old shoe with his stick, and then, impaling it on the ferrule, dangled it contemptuously aloft, as courting popular derision.

The small girl, standing on one leg, looking back, screwed a dingy little fist into her eye, and sniveled softly.

"Drop that, you cad!" shouted Maynwarding Minor, and hit the muscle of the uplifted arm smartly with his clenched fist. The stick descended, the shoe flopped to the pavement, the champion picked it up and carried it to its owner.

He got a timid murmur of thanks and a swimming look of passionate gratitude from a pair of the darkest blue eyes he had ever seen. Then he rejoined Maynwarding Major, who was still rubbing his numbed biceps.

"How I will lick you to-morrow, you young beast!" he murmured, anticipatively.

"All right," said Maynwarding Minor. "But it's unlucky to brag, and it's just on the cards that I may lick you. Here we are at the theater! The front entrance—where you pay—is around this way."

"That was a pretty little girl that danced at the end of the second row, in the children's flower ballet," said Maynwarding Minor, as their train steamed out of Euston station.

"Jolly little thing! A bit like your sister Clare," agreed Maynwarding Major. "Shouldn't wonder if she was a lady," he added "Poor, you know, and obliged to dance for her living."

"You didn't treat her like a lady when she dropped her shoe!" observed Maynwarding Minor.

"Was that the—? Phew! Paint does make a lot of difference," said Maynwarding Major with a whistle. Then he added, "Don't forget I lick you to-morrow, after we've been up before the head."

And ten years went over and the Maynwarding cousins met to dine pleasantly together at Sir Philip's regimental club. After dinner they went to see a new dancer at the Terpsichore theater.

The guardman of 24 and the junior partner in the great shipbuilding firm of Maynwarding & Son were still friends and cronies. Something of the old physical likeness between them remained, although the elder man was more heavily built and attired less plainly than the younger.

"For eleven hundred a year to supplement a lieutenant's pay does mean poverty to society mothers with mar-

It is Wet Weather Wisdom

To order your Mackintoshes, Rubber Coats, Drivers' Coats, Oiled Clothing and Cravenettes

NOW

DON'T wait until the wet weather is upon you and then run short of goods. Now is the time to look up your stock and see what sizes you are short and what you are out of, and order up and when the wet weather does come you will be in good shape to serve your trade. Swatch cards and catalogue for the asking. Waterproof Clothing of every description.



Goodyear Rubber Co., 382-384 East Water St.

WALTER W. WALLIS, Manager

Milwaukee, Wisconsin



A time for work
And a time for play;
The first of May
Is fishing day.

Therefore prepare ye for the fray.
Buy sporting boots without delay
Of GLOVE BRAND, as you ought to know,
To the angler comfort they do bestow.

Price Reduced to \$3.46 Net.

HIRTH, KRAUSE & CO.
GRAND RAPIDS, MICH.

Distributors of Glove Brand Rubbers—"The Best Made."

DON'T ORDER AN AWNING



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

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

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

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.

riageable daughters," Sir Philip had said at dinner that evening; "while you, my dear fellow, can take the top off the market."

Maynwaring the elder looked at his cousin reflectively.

"I don't think I am going to take my wife from the ranks of society," he said, slowly. "I have made up my mind to look elsewhere."

And Sir Philip said: "Upon my life, my dear fellow, there's something in blood relationship! I had arrived at the same determination myself."

And the two men looked at each other as they drank their liquor, as though each estimated the other's strength. It was the look they had exchanged in the old boyish days, and some remembrance awakened in the mind of the elder cousin, for he said, with an uneasy laugh:

"The last time we fought at school, you licked. Do you remember?"

"That was because you were so sure you would," said his cousin.

"It was a lesson," said the elder man. "I have never bragged since then. When I am most sure of a thing I keep it most quiet. It is a capital plan to pay."

Then they got up to go, for it was late, and a man at an adjoining table said to a man with a shiny bald head:

"There go two men who are in love with the same woman."

"Have they got it bad?" asked the man with the shiny head.

"Very," said the first man.

"And who is she?" asked the second.

"The Fariel," the first man had answered, "the dancer who made such a 'hit' in the new ballet at the Terpsichore."

"I know a score of fools who are running after that girl. The richest man will pull off the race. It is the way of the world—and women! I suppose those men are going to see her dance to-night. I heard one of them say, 'She comes on at 9.'"

The bald-headed man was right. The Maynwaring's were sitting together in the stalls at the Terpsichore, waiting for the dancer to appear. She made her entrance from a classical temple wreathed with roses, and, as the crowded house burst into applause, she dropped a little careless courtesy.

"Who is that man at whom you look so often?" asked the guest of the evening, the son and heir of an imperial house allied by blood to the throne of England, of the beautiful dancer by whose side he sat. "What is his name?"

"Sir Philip Maynwaring. And," said the dancer to the prince, "I look at him because he reminds me of a boy I saw once—years ago. A common little street girl was dancing to the music of an organ and lost her shoe. And he—this boy, you know—picked it up and gave it to her, when other boys made fun of her, the shabby little thing!"

"Ah! And your friend is like that boy? You are romantic—is it not so? But I wish I could bring into your eyes that look that I saw in them just now!"

"I haven't any heart," said the Fariel, quite gravely. "I have danced it all away; there is no more left. And now I am going to marry a rich man. He is a cousin of the man who is so like that boy I knew, and when I am married I shall dance no more."

"Mademoiselle, I congratulate you and the fortunate gentleman. You will permit me to see you to your carriage when you take your leave?"

And he smiled, as, at the movement

of the Fariel's finger, the elder Maynwaring moved to her side like an obedient dog.

"I want you to tell them to bring my carriage around to the royal entrance," she said. "His Imperial Highness is kind enough to wish to take me down."

And she drove away alone in her luxurious brougham, with tears upon her cheeks. For the Prince had broken the news of her engagement to Sir Philip, when, in his presence, he congratulated the wealthy shipbuilder, and the white change upon his face had gone to her heart. When she reached her boudoir—a very nest of luxury—she threw herself down upon a couch and cried her heart out. And then she started up as her maid entered the room, carrying a card.

"Sir Philip Maynwaring, miss. And he begged so hard for just a word."

She was very pale, and her great coils of silky black hair were in disorder; but when she went down to her pretty drawing room there was a flush upon her cheek, and Sir Philip thought he had never seen her look so beautiful.

"Forgive me," he said, "but I had to come. I felt that I must hear it from your own lips. Is it true you are going to marry my cousin?"

"It is true," she answered.

"Thank you. Do you know," he said, drawing a hard breath, "that I almost believe you would have married me? I have asked you so often, and every time you said the 'No' you looked at me more tenderly. I always believed you would say 'Yes' at last. Why didn't you? Is it because I am too poor?"

She did look at him tenderly now. He was not deceived. She gave him both hands and her voice was infinitely soft as she said, "No. Because I am. Not in money; I have made plenty"—and she threw a careless glance about her—"but in the things that your wife should have. The want of them won't make him unhappy; he will never miss them. But you—"

"Ah!" he cried, "you don't believe in my love! Why, I could defy the whole world for you, forfeit every friendship to gain your love!"

"One man against the world," she said, with a strained little laugh. "It would be an unequal struggle. And even a wife can not make up to a man for the loss of his friends' respect. I have kept my honor clean, but I am a low-born woman, dear, uneducated, and no wife for you. Go away—go away and forget me; and some day, when you marry a lady—well, nobody will wish you more happiness than I. Once, when I was a little girl who danced in the children's ballet at Drury Lane, and father had taken away my new shoe and pawned them—so that I had to go to work in an old pair of mother's, bless her—I saw you, and you saw me."

Her eyes were full of tears, but she laughed as she ended: "Do you know, Phil, when you picked up that shoe you picked up my heart with it? And that, dear, is why I am sending you away. You are very miserable now, but you will get over it—in a year or two."

Sir Philip did get over it in a year or two. Last season, one saw his marriage announced. The bride was an heiress, very young, very high-bred, very pretty.

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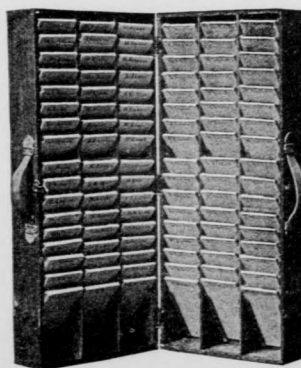
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Woman's World

What Constitutes the Real Thing in Love.

It is rather an odd coincidence that penitence and matrimony should walk hand in hand and that the season devoted to self-scouring and sackcloth and ashes should be the time of universal lovemaking; nevertheless, it is a fact that during Lent Cupid reaps his heaviest harvest and the crop of Easter brides is as unfailing as the crop of Easter lilies. This is explainable upon the hypothesis that religion and love are closely akin. It is easy to mistake the exaltation of spirit caused by a purified conscience and a renovated digestion for sentiment, and before one finds out the difference one is only too often safely tied up tight and fast in the holy bonds of wedlock.

Strictly speaking, it is never any trouble for a woman to fancy herself in love. She is always in love, from the cradle to the grave, either with some man or some ideal her fancy has conjured up. From the time a girl baby is old enough to know anything she is taught, directly or indirectly, that love is to be the business of her life, the profession on which she must depend for her bread and butter and jam. Her emotions are cultivated, instead of her intellect, and every appeal is made to her feelings instead of her reason.

This naturally gives girls a facility in loving far in excess of that enjoyed by men, and explains why women can festoon their affections around the bald, the fat, the unshorn, the drunken—anything so long as it is masculine. Like the Pretty Maiden in "Florodora," they have "got to love." It is a cultivated and highly developed faculty that must be exercised upon somebody, and probably the woman who loves the most unworthy and brutal of men is not so unhappy as the one who does not love at all.

Now if girls could only be convinced that their ability to fall in love at sight was only an inherited malady that could generally be cured by a dose of good spring medicine, they would save themselves and the world much suffering. But they can not. They take themselves seriously. They believe every thrill of the pulses to be undying devotion, every heart throb to be genuine, lasting affection and only too often a slight and intermittent attack of love ends in a fatal wedding.

Of all the dangers that beset a woman, none is so great as this of fancying herself in love, when she really is not. It is an error that has broken thousands of hearts and wrecked thousands of lives, and if I could say one word more, earnestly than another to girls, it would be to entreat them to be careful on this point—not to mistake a passing tenderness for the grand passions. There need be no apprehension that a woman will not know when she really falls in love for keeps, for love is like the grip: You may mistake a dozen slight symptoms for the disease, if you have never had it, but when the real malady lays hold of you, you do not need any diagnostician to tell you what is the matter with you. You know through every nerve and fiber of your soul and body.

The mere fact that women are brought up to live in their emotions and to keep their affections always on tap makes them predestined victims to their illusions, but before a girl decides that she is irretrievably and hopelessly in love, she owes it to herself to put herself

through the third degree of investigation.

In the first place, she should take time and place into consideration. There is all the difference in the world between a. m. and p. m., and she should ascertain if she feels as sentimentally towards a man at 11 o'clock in the morning as she did under the sheltering palms at a ball the night before. Given a moonlight effect, music pulsing a passionate strain, a man who is not actually repulsive murmuring soft words into her ear, and any woman can imagine herself in love with him. Unfortunately, however, life is not lived under a palm in a ballroom, and it is not set to cracked ice music. For most married women, the long years of matrimony are passed in close conjunction with a kitchen range and a sewing machine, and they are set to the wail of teething babies. It takes love to stand that; love that is dyed in the wool and woven in the warp, and nothing but the affection that will assay just as much romance to the ton in the broad light of day as under the glamour of a pinkshaded parlor lamp will do it.

A famous coquette once laid it down as part of the ethics of a flirtation that a woman should not take a man seriously unless he came and proposed in the morning. Girls should apply the same test to themselves, and unless they can face a life that is prose instead of poetry with a man, unless they are willing to share hard times and hard work and narrow means and sickness and ill-temper cheerfully with him, they shouldn't take themselves seriously. Their love is only a passing indisposition, from which they will recover with no bad consequences if they will only give themselves time.

The next test that a girl should apply to herself, in determining whether the liking she feels for a man is genuine love or not, is the important one of companionship. More love is bored to death than is killed in any other way. "Unless you can dream in a crowd all day on an absent face that has fixed you, then never say you love," declares a poet. That is dead easy. Anybody can. It is no trouble to be sentimental about a person who is absent. The real question is whether you can listen all day to the person who is by your side, and still want to hear more. And that does not apply to lovemaking. Any of us can hang enraptured on the words of the one who is singing our praises. It is when we come to listening to a person prose that love counts, and if a girl finds that she is taking a genuine heart-interest in a man's account of his grocery business, and that she can laugh when he tells a joke over the second time, she may be sure that she is up against the real article, and that her affection will stand the wear and tear of daily intercourse.

One of the commonest errors that girls make is in thinking themselves in love with the first man they meet who resembles the hero of their romantic dreams. All of their lives they have been imagining the man with whom they would fall in love when they were grown up and did up their hair and went out to parties. He would be an Adonis, with large, dark, soulful eyes, a sweeping mustache which he would gnaw savagely, a melancholy expression and a lurid past, and he would make love in beautiful Booth Tarkington language. To meet this vision is like being exposed to the measles. With the very young, especially, it is almost

sure to take, but, fortunately, the attack is seldom serious.

During its short and violent hectic flush, however, it leads a girl to do things that she blushes to remember the balance of her life. More often than not the object of it is some matinee hero, and she spends her money going to see him play and buying his photographs, before which she burns candles and keeps violets, and if she has it very bad indeed she writes him silly love letters that he laughs over with his wife. Finally, though, the disease expends itself, and the girl begins to recover, and it gives her the cold creeps after she has really fallen in love with some unromantic, freckled-faced, honest-hearted man to think what would have happened to her if she had married the first hero of her untaught, childish imagination.

Another mistake that girls make is in persuading themselves that they are in love with a man because he is in love with them. This is a peculiarly dangerous and insidious error, because it is so easy to fall into. You are bound to have a tenderness for anybody that is fond of you. It shows so much good taste and good feeling and appreciation that you can not help liking them for it. It is hard to be firm with them, and it hurts you to hurt them. It is infinitely appealing to a woman to know that she is making a man unhappy, and when she sees the look of dumb pain in his face that some word of hers has caused, she feels exactly as if she had hit a baby in the face with her fist. She simply lacks the courage to repeat the offense, and by and by she comes to believe that her pity for him and her sympathy for him is love. It is not, though, and some day, after she is married to him and wakes up to the fact that he

would not have died for her even if she had not married him, she knows in all bitterness that she has sold her birthright for a mess of pottage.

A woman's virtues are always her undoing, and the nobler she is the more apt she is to make a mistake in love. This is why so many good women are married to drunkards and thriftless ne'er-do-wells. The man throws himself upon her mercy. He makes her believe that she alone can save him, and that if he only had her influence he would never thirst for a highball again, or desire to see the ponies run. The girl is naturally flattered. There is a strong element of the reformer in every woman's nature, and just as every boy passes through the period of life when he yearns to go forth and fight Indians or be a bold pirate, every girl has a period when she dreams of becoming a missionary or a sad, sweet-faced Sister of Charity. Here is her opportunity of saving a soul, besides, there is something romantic in a man with a dark past, and she easily fancies herself in love, and by the time she finds out that she is not, it is forever too late. There ought to be state asylums in which a girl could be safely incarcerated and isolated who has been bitten by the microbe of reforming a man until she has a chance to get over it.

The girl who thinks she is suffering from blighted love and a broken heart will find that work is an unfailing specific for it. The reason men never die of such complaints is because they have something to do besides sit and think of the state of their affections. Love is an exotic that requires leisure in which to grow. It is only the idle who are overly sentimental, and the girl who finds that she is the victim of unrequited affec-

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tion has only to get busy in order to have a complete cure effected and her heart left in good working order.

In all seriousness—for there is no other thing in life so important to a woman—I would say to girls to guard well their heart and to keep its treasure safe for the right man. Do not think a passing fancy for a man because he dances the two-step in time with you, or has dark eyes, or curling hair, is the love that makes the world go round. Do not mistake pity or a desire to help a man for the affection that will make just being by his side one long picnic of life. But when the time comes when a man's faults are dearer to you than another's virtues, when you never weary of being with him, when you think his commonplace utterances the embodiment of wit and wisdom, when you do not care whether he is handsome or romantic or distinguished or rich or poor, but only that he is he, when you want to tie blue ribbons on his cigar stumps and hang them on the wall, and when you have heart failure every time he leaves you, for fear he may have lost his way going home, then, my daughter, you are in love for sure. It is the real thing. Go ahead and may heaven bless you and preserve your illusions! Dorothy Dix.

Crowning Charm of the Ideal Woman of Fifty.

There was one thing, at least, incident to the good old days for which the modern woman never sighs, and that is that definite line which marked the boundary between youth and old age. The woman who to-day is celebrated for distinctive charm and beauty, ripe views, disciplined intellect, cultivated and manifold gifts, would, two score years ago, have been relegated to the heavy ranks of the dowagers and grandmothers—forced by the stern conventions of prevailing opinion to confront the bitter knowledge that, just as she had gained a mastery of the rules, she was expected to retire from the game.

Consequently, when the elder novelists drew a heroine, she was beautiful seventeen; and her antithesis and foil was the snubbed spinster governess, invariably described as nine-and-twenty, with lines of age and grief graven deep on her face. The feminine novelists, never dreaming of deviating from the accepted masculine standard, all followed suit until Charlotte Bronte depicted Jane Eyre, and the novel-reading world trembled as with a volcanic shock and awaited chaos.

In those happy days forty was a respectable age, if viewed from the matronly standpoint; but at fifty one prepared for death. The woman who had reached that age must smooth back her locks, perhaps unthreaded with gray, under a snowy cap, crush her heart's aspirations under the Juggernaut car of convention, adopt garments suitable to the age—rich, perhaps, but dark and unbecoming—and keep ever before her mind the fact that she was an old woman, until in utmost truth she was.

A question which might elicit considerable interesting discussion is: Why are the typical modern women at twenty and even thirty years younger in manners, dress and appearance than were their grandmothers at the same age? One might reply very pertinently that, in the first place, they have decided not to grow old; and, believe me, it is largely a question of will. Having made this decision, they seek the means which shall enable them to retain their youthful appearance. They understand that beauty and ill-health are not con-

genial companions; consequently, the women of to-day live much in the open air, loving the sun and the breeze far more than the easy chair and the open fire.

We can hardly realize what outdoor life and outdoor sports have done for our women until we gaze on a collection of gowns worn by their feminine progenitors. One may well believe that oft-told tale of tying the staylaces to the bedpost in order to pull the stays in sufficiently; and even thus, those scant-skirted, straight bodied gowns look as if designed for maidens whose slender frames had been crushed in the embrace of the Iron Virgin before a fitting; but tennis, golf, horseback exercise, basket ball and the wheel have changed all that.

To-day, the typical woman of fifty is possessed of ripe beauty, charm and intellect. Her face does not exhibit the unwritten page of lovely sixteen; and it is inscribed with the sensitive, beautiful lines of character, thought, experience and sympathy, but no disfiguring wrinkles. It is generally conceded by wrinkle specialists that this bane of womankind arises principally from the indulgence of moods, of temper, discontent and worry. In a nutshell, wrinkles come from a lack of self-control.

To-day, the woman of fifty who is not a tolerated nonentity stands for something in her particular world. Her opinions are no longer tentative or in the formative period. She has had years wherein to observe events, to study persons and conditions, and to weigh and test the value of her beliefs. She is careful, however, not too let them solidify. She holds them flexible, ready to be extended or contracted; but they are definite. "They say" is a phrase which has no particular weight with her. Her "I say" is assured and perfectly satisfactory to herself, although never imposed on others.

The charming woman of middle life is very tolerant, and very chary of pass-

ing judgment. In fact, she has a greater horror of intolerance than the devil of holy water. Why should the rose cavil at the catnip? The world is wide, and it would be extremely monotonous if this earth were not one vast garden. Neither is the delightful woman sensitive. That is a form of egotism which may be excused in sweet eighteen, but it is impossible at fifty. She has learned, with patience and humility, life's most difficult lesson—self-control. She has also been courageous enough to cultivate the "art of forgetting," and she seasons all the dishes at the banquet of existence with her sense of humor. Without it, the feast would be as flat as a vegetarian dinner.

The man who said that a woman was not worth looking at after thirty, nor worth talking to before, would have no standing for sincerity in regard to his first clause, although he was right, in the main, on his second. Many young women desire to make social history for themselves by being considered brilliant conversationalists, but the woman of riper years is able to exert a far more subtle attraction. She understands that the true art of conversation

is the ability to draw out the best in a man or woman. The light of her sympathy is so clear and perfect that all the dull faces of their wit reflect it.

But the last and crowning charm of the ideal woman of fifty is repose. She does not fuss or bustle. She has sown for many years; now it is time for her to begin to reap some of the harvests, to gather up "her fruits and tears." And she is content, because, as Mr. Howells expresses it in one of his most charming stories, "she has glimpsed, in certain luminous moments, an infinite possession, encompassing our whole being like a sea, where every trouble of our sins and sorrows must cease at last, like a circle in the water."

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INTERURBAN COMMUNICATION.

How It Is Being Assisted by the Electric Railroads.
Written for the Tradesman.

Few people realize that it is now possible to travel from Chicago to New York by trolley. It is necessary in a few instances to take the steam road or adopt some other means of transportation for very short distances, but the rest of the journey may be made entirely by electric power.

A few years ago, when electricity first became a means of locomotion, people looked upon it as adaptable only to urban railways, but in the past few years there has been a remarkable development of another feature of electrical transportation, which promises to outstrip the original electric roads, which were confined to city travel entirely. Twenty years from now the city electric lines will hold a second place beside the great electric systems which will bear people about the country.

It has been argued, perhaps with some reason and truth, that the electric road will never supplant the steam road as a means of transporting freight. That is for the future years to determine. Such statements have been made before about other things, but disproved by later development. We are an ingenious people and we readily adapt a new power or a new method to old conditions, and things that at their inception were declared impossible become matters of course.

It will be remembered that when it was proposed to introduce steam into the English navy, which even at that time possessed the greatest fighting and sailing fleet in the world, no less a mind and statesman than Pitt, the man who had foreseen the inevitable result of our American revolution before the people of England appreciated its portent, declared in the House of Commons his undying opposition to the introduction of steam engines on British ships of war. He declared that British seamen enlisted ready to and willing to die for their country in battle, but not a man of them enlisted willing to be boiled alive! Yet to-day the English fighting craft is propelled by the power which to the English statesman appeared at the time so deadly.

The carrying of freight by electric roads may in some such manner become a possibility in the future, and those things which interfere with this as yet undeveloped feature of electrical transportation may be overcome by future inventive genius.

However, the electric road between cities appeals particularly now to the traveler because of its cheapening the cost of transportation. Wherever an electric road parallels a steam road it has resulted in a marked reduction in fares. It has also resulted in a marked increase of business, and it has raised the interesting question whether the steam roads can not in any event, whether placed on a competing basis with the electric roads or not, carry people for less than they have been doing and the increase of business resulting from lower rates more than make up in the loss by the reduction.

The thing which recommended the electric road to the people who live in cities was the fact that it was a means of transportation adaptable to city streets, something that can not be said of steam roads. No steam road ever traversed a city street which was not objectionable because it interfered with travel and made the vicinity practically

untenable as a place of residence. The electric road was therefore welcome not so much as a cheap mode of transportation about a city, but as a quick and easy one which did not interfere too much with other traffic. It was a vast improvement on the horse car, which was slow, and was a step from the cable lines, just as the cable lines were a progression from the horse lines.

Now the electric road is coming to be recognized as a means of transportation across country and a means of communication between cities.

To satisfy himself and his friends and to awaken the public to the growth of the electric road as a means of uninterrupted communication, an Eastern man recently made the trip from Chicago to Boston by electric road with only five short gaps where he was compelled to employ other means of travel. From Muskegon, Mich., to Auburn, N. Y., he rode upon electric cars entirely, never once being compelled to employ any other means of transportation in that entire distance.

The places where the steam roads were employed, therefore, were between Auburn and Boston. He covered a total distance of 926 miles almost entirely by electric roads. From Chicago to Muskegon he traveled by steamer. At Muskegon he boarded the Grand Rapids, Grand Haven and Muskegon Electric Railway and made the trip to Auburn, N. Y., entirely by trolley. From Auburn to Schnecktady he was compelled to use the steam road, but from Schnecktady to New York City he employed the trolley car almost entirely. Between New York and Boston he was twice compelled to resort to steam roads, it being a very remarkable fact that the electric roads show greater progress in development in the West than in the more populous East.

Heretofore the steam roads have held passenger travel from the fact that they afforded a quick means of travel and the high development of modern railroads has increased this argument in favor of the steam road, but it has been demonstrated that modern electrical construction has not been standing still and that electric motors and the application of electrical power are also progressing rapidly.

Over many stretches of his journey of nearly one thousand miles, this trans-continental traveler was carried at a speed of sixty miles an hour. But recently a new record for speed on the Flint division of the United railways in this State was made. A car was due at Rochester at 8:25. It was fourteen minutes late when it reached that place, but it made up the time by running from Rochester to Big Beaver in nineteen minutes. At one place in the road the car made six miles in four minutes. On the Grand Rapids, Grand Haven and Muskegon Railway some very high speed records have been made. The trip from the Grand Haven city limits to the Muskegon city limits has been made in less than forty minutes and the trip from city to city is repeatedly made in an hour.

It will be seen, therefore, that the argument that the electric roads are slow will not long hold good in making comparisons with the steam roads. It is the frequent stops peculiar to electric railway service which make schedules slow, and not that the electric cars are incapable of high speed.

"There is no doubt," a Chicago paper remarks, "that within the next decade further extensions of the trolley

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system will permit of an entirely uninterrupted trip from Chicago to Boston by way of trolley car. As a factor in bringing together urban communities and promoting closer interchanges socially and commercially, the importance of the trolley system of electric traction is beyond estimate."

Ten years is altogether too long a time to set for the accomplishment of an unbroken electric railway from Chicago to Boston. At the present rate at which electric roads are being constructed five years will make such a thing possible.

It ought to be a matter of some pride to Michigan tradesmen that Michigan ranks among the first both in the total mileage of electric roads built as well as in the standard of her electric railways. With our neighbor, Ohio, closely linked to her by electric bands in the triumphant march of electrical progress, these two States have seen in the past three years a remarkable development of the electric road.

The building of these roads has not been a wild speculation. They necessitate an enormous outlay of money and they must have looked good as an investment to the bonding companies before they could have been induced to put their money into them. Now that they are in actual operation, the people who hold these bonds seem satisfied that theirs has been a good investment, and capital, instead of being chary of such enterprises, is now much more easily interested in electric railway propositions.

Some years hence, when the electric road has reached even greater popularity and development, the people of the United States may feel that they owe some mead of praise to the men who

believed the electric roads a good thing and had the courage and ability to interest capital in their construction.

The Grand Rapids, Grand Haven and Muskegon Railway is perhaps the only road in the country which is owned by the Westinghouse interests, for the Westinghouse people are builders of electric roads for other people rather than promoters of such roads for themselves. Yet the Westinghouse people seem very well satisfied that their Western Michigan road is a good investment and it has recently been declared that they will refuse to dispose of this road, which would indicate that the road has been a profitable investment.

The electric roads touch the merchant very closely. The people of Muskegon, for instance, have recently been made to feel this. For years they have suffered with very bad morning mail service, particularly in summer, but they have confidence that the electric road will do something toward bettering this condition. Some time ago the Government made the experiment of carrying mail by electric railway as well as steam railroad between Grand Rapids and Muskegon. All the Muskegon mail from the East reaching Grand Rapids during the night is sent by early electric cars to Muskegon and arrives there some hours in advance of what it would if it had to wait for the steam road schedule.

It is not only the large cities which are apt to receive benefit in this direction. The village of Fruitport, where the headquarters of the interurban road is located, has had particularly bad mail service, but this has been improved by the appearance of the electric road, which now carries mail to that village. By the introduction of the electric road

the small village is apt to get more mails than formerly.

The electric roads are a new factor in our commercial life and, like all new enterprises, they are glad to get new business. The Government has as yet not waxed enthusiastic over the carrying of mail by electric roads, claiming that they are much more liable to interruption than the steam roads and therefore more irregular in the delivery of mail. Your Uncle Sam was always inclined to be somewhat conservative, but the higher development of the electric roads may overcome his objections in regard to the carrying of mail by electrical power.

There has been more discussion about the effect of the electric road upon the merchant, but, like much other discussion, it has been quite freely wasted, for the electric road is not a theory, but a condition. It is not something which may be avoided, but something to which we must accustom ourselves. It is fair to presume, without further investigation of the subject, that the effects of the electric roads are good, and not bad, but, good or bad, all the merchant can do is to make the best of it. It is hard to believe that anything that makes for progress can be detrimental to the people.

It will be remembered, when the repeated inventions of machinery made machines of all kinds a new and important factor in American life, that there were those who argued that machinery would be a curse, yet machinery has been accepted as a blessing in spite of the argument of years ago that machinery would drive men out of work and make its own products unpurchasable.

The Great Northwest has now all the

machinery that the inventor of agricultural implements can devise, yet each year the Northwest wheat raisers are begging for men to come into their harvest fields and the railroads have been compelled to lend a hand in importing farm help for the Northwesterner's busy season.

It is fair to presume that the electric road will have no worse effect than the introduction of labor saving machinery. The demand for quick transportation is becoming greater with the increase in the strenuousness of American life; and the electric road, because it is cheap and because it is quick, stands in relation to the people as a solution of a problem rather than a new and strange something to worry about.

Charles Frederick.

Marshall Field & Co.'s Ideas About Telephoning.

The manner in which a person uses a telephone indicates his character to a great extent, and makes either a good or bad impression. And this impression is reflected directly upon the establishment from which such a message comes.

It is a pleasure to do business with a house which performs every detail in a clean-cut, satisfactory manner; but it leaves a sting to be answered abruptly or discourteously over the telephone. It is folly to lose one's temper because one does not get immediate connection. This is rarely ever the fault of the telephone operators, who are nearly always courteous and prompt.

When one is called to the telephone he should respond quickly, and the person calling should not be left to hold the wire too long—something decidedly irritating and often unnecessary.

Let us throughout the whole house strive to excel in satisfactory telephoning.



Stop! Stop! Stop!

- STOP working nights on credit accounts.
- STOP losing customers because of disputes over credit accounts.
- STOP giving customers too much credit because your clerk "didn't know the limit had been reached."
- STOP your clerks forgetting to charge goods sold on credit.
- STOP LOSING MONEY ON YOUR CREDIT BUSINESS in these and perhaps many other ways.

We have a new credit system which will stop these things for you. It is the most simple and effective system of keeping credit accounts known.

If you want to know how to "STOP," cut off the attached coupon, fill it out and mail it to us today.

It costs nothing to investigate it, and very little to buy it.

National Cash Register Co.
Dayton, Ohio



CUT OFF HERE.

NATIONAL CASH REGISTER COMPANY.
Gentlemen: Please have your agent call when next in my locality. I am interested in learning about your new credit system, but do not promise to buy. Saw your "ad" in MICHIGAN TRADESMAN.

Name _____

Address _____

Hardware

Necessity of Cleanliness in the Hardware Store.

It is absolutely necessary, in taking up the subject of dressing a hardware store, to quote emphatically that time-tried old maxim, "Cleanliness is next to Godliness." This should be applied not only to the storeroom, but to the store keeper and his clerks as well. It costs nothing to be neat and clean and is always appreciated by the customer.

No matter how systematic you may be, nor how tastefully you dress your window, you discount the effect when you fail to enforce cleanliness.

Do not allow the boxes on your shelves to become so covered with dust that you must make a blow-gun of your mouth before you show the goods to a customer.

Adopt a systematic plan of cleaning. In a store in my home town each clerk has so many spaces or tiers which he is expected to keep clean and is held accountable for, and not less than once each week he is expected to thoroughly dust his allotted space and front his shelves, and if a certain section is in disorder or dirty, the proprietor knows precisely who is to blame. All do not dust at the same time, but while one is cleaning his division, another is ready to wait on any customer who may come in and handles the trade unless they come too thick, when of course the brush is dropped until the rush is over, when the cleaning and fronting are continued, and by following this plan there is no confusion.

There is a marked difference in the appearance of the various stores you enter. One has absolutely no system; the goods look as if they had been shot out of a cannon; butcher knives are in the front of the store, center and rear. In another the same class of goods are kept in one tier, but not classified or placed according to size or grade. In a third, system is apparent and the goods are classified in every sense of the word.

Does it pay to sample goods? Yes; providing the sampling is intelligently handled. Some dealers advocate sampling on swinging doors, and there are arguments for and against this method. The system which seems to be gaining favor is sampling on the front of the box or drawer containing the goods sampled, and this brings us to the best method of facing the shelves to overcome the ragged appearance of the irregular-sized boxes in which the numerous articles are packed, and boxes of uniform size and color seem to be chosen. However, I went into a hardware store in Springfield where an unusually tasty clerk was busy sampling their stock of padlocks. He had hinged the proper-sized board to the bottom of each shelf with a small French window catch at the top to hold same in position when closed. This board front, of course being flush with the front of the shelves, a number of cup hooks properly spaced furnished the necessary support for the padlocks to hang on, the hooks being crooked sufficiently to prevent the samples dropping off when the front was lowered and still open enough to allow the salesmen to lift off the sample and sell it, thereby avoiding a shop-worn sample, which oftentimes occurs when they are fastened tight by wire or otherwise. At each end of this front were short pieces of safety chain, which held it as an extension of the shelf, and prevented its dropping down. The im-

pression created was decidedly favorable.

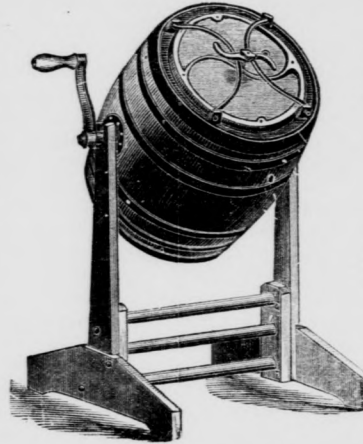
Since writing this paper the following suggestion has been handed me: "One point you could bring to the attention of dealers in regard to sampling their goods is to have all the points of all tools, knives, etc., point one way. Very few dealers think of this little point in arranging their samples. In most stores you will see the point aiming both front and back. When I was on the road I suggested to several customers that they start the points back from one side of the front door, carrying the points around to the back, and have the points pointing forward on the other side. It is just as easy to sample in that way and it gives a more systematic effect."

There are several firms in existence today whose sole business is to furnish outfitting for a store of shelving, cabinets, boxes, drawers and counters, all systems having merit peculiar to themselves, and all are preferable to the back-number jumble which frequently causes a fair stock of hardware to look like an "Old Curiosity Shop."

The talisman by which the up-to-date, live merchant draws his transient trade is the show window. Some stores we see, if they have a show window, use it as a catch-all for any old thing, just so it is hardware—they don't seem to think it of any moment that kindred articles be placed in the show window, but will drop a pair of skates alongside of a scythe, a corn knife next to a pair of ice-creepers, and not infrequently a show window is allowed to remain not only weeks but actually months without making any change whatever. The consequence is that passers-by come to consider the window an ancient landmark and cease to be aware of its existence. It happens to be my good fortune to call upon one of those live, wide-awake merchants who knows what a show window is for. On one Friday the clerks were dressing his corner window. It happened to be trap week; pyramids of traps—2-0, 3-0, 4-0 and 5-0 choker mouse, out-o'-sights, E. Z. Ketch, Rex, Catch 'Em Alive and, in fact, every kind of a trap this dealer carried was stacked in the window. The question, "Don't you put anything but traps in the window?" brought the reply, "No, indeed; we want them to think of traps; we have tried it before and one after another will come in with some remark such as, 'That window of yours just reminded me about a trap, and my wife has been scolding me for a week about forgetting it;' and I always fill my window with a single line of kindred lines—if tools, I use planes, draw-knives, spoke-shaves or hatchets and hammers, and put in the window such a quantity as will impress the passer-by with that particular article."

But I asked, "How do the boys know what to place in the window each week, especially when you are absent?" "Oh, that is easy," replied he. "We have a fine window book, and we never allow a window to stay over a week, under the date of each Friday, for weeks ahead, are specified according to the season the articles with which to fill the window for the following week." Another dealer, who opened the first hardware store in a suburb across the river from a large city filled his window with tacks of all descriptions and sizes and, dropping several worn-out and dilapidated shoe among the tacks, placed in the back of the window a placard bearing this inscription: "These shoes were worn out tramping over the bridge for tacks. Come in and save shoe leather." S. W. Gano.

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



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

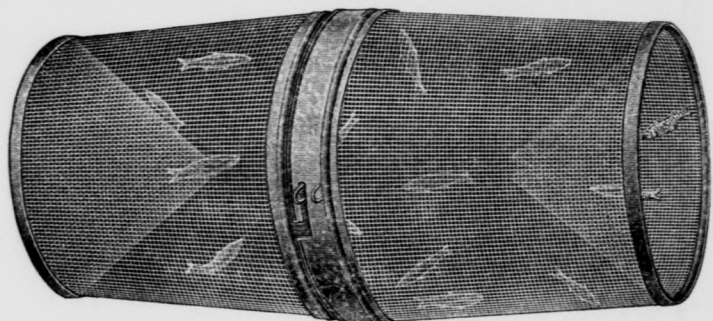
Mixed Paint, White Lead, Shingle Stains, Wood Fillers

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

"Sure Catch" Minnow Trap



Length, 19 1/2 inches. Diameter, 9 1/2 inches.

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

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

Our line of Fishing Tackle is complete in every particular.

Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.

113-115 MONROE ST.

GRAND RAPIDS, MICH.

German Ideas On Clean and Truthful Advertising.

Consul Warner at Leipzig informs the State Department that the term "unfair competition" is held in Germany to cover all methods that tend to injure a competitor. The law strikes at the veil of fraudulent advertising, false declarations of methods of production and sources of supply and reasons for selling, and especially against false statements of the cost and selling price of goods. Any business man may sue his opponent who does these things, and the penalty is a fine and for the second offense imprisonment. Mr. Warner says that the law has been pronounced very beneficial by the Berlin business men and it is being enforced with great strictness.

Why could not a few laws along these lines be enacted by some of our state legislatures? I picked up the first Chicago daily that came to hand and found the following statements in some of the advertisements:

(A) "Flannelettes, thirty-six inches wide, very desirable patterns for ladies' wrappers, regular 15-cent quality, at, per yard, 8½ cents."

(B) "Fine gold fillings half the usual rates."

(C) "Dress suits 'for a whirl with your girl,' \$30. Just like the tailor's \$65 all silk lined one."

In glancing over a catalogue sent out by a local mail order house, I picked out three statements at random:

(D) "Look out for your hardware merchant on locks, doorknobs, hinges, latches, sash fixtures, etc. These are big profit goods with retail dealers. We can save you 25 to 50 per cent. on everything in this line, and no matter how little you wish to buy, you will save enough to well pay you for sending to Chicago for the goods. Freight rates on hardware and building material are low and will amount to next to nothing compared with what you will save in price."

(E) "Out of nearly 15,000 of these saws sold, but one has been returned to us and that showed plainly that it had been abused. No other saw has ever claimed such a good record."

(F) "\$8.50 skirt for \$5.95. No. 6,438. In offering the skirt as shown in illustration at \$5.95, we are giving better value to the purchaser in this line than any other business concern can possibly offer. Made of genuine gros grain silk, full three and one-half yards wide, percaline lining and interlined with crinoline. Has corduroy binding, plaited back with buttons and cording. Our special price (postage extra, 43 cents), \$5.95."

(G) "Our new 1898 Model Stanhope, only \$43.50, or for \$43.50 we build and offer our new Stanhope or phaetonette as the equal of buggies in this style that sell everywhere at double our price and upwards. \$43.50 is a price based on the actual cost of material and labor, with but our one small percentage of profit added."

None of these statements differ materially from those to be seen in every advertisement of a department store or every catalogue of a mail order house. The seven statements reproduced herewith are all very positive and they may all be true. There is no reason why I should question the veracity of the advertisers. Suppose, however, that the Illinois Legislature, a heavy percentage of whose membership is to be elected within a few days and whose personnel could be absolutely determined by the

co-operation of the retail merchants of the State, should pass a law patterning after the German law, then:

(A) The department store would have to prove that their 8½ cent flannelettes were identical with those commonly sold by the trade at 15 cents. This might be easy for them. Then again it might not be.

(B) An advertising dentist may do fine gold filling at half the usual rates, but there is a chance that a person could get prices on a gold filling job ranging from \$50 to \$70 from over 100 dentists, and that this advertiser might charge him \$50 or even \$100 for the same job.

(C) Perhaps a \$30 "hand-me-down" dress suit is "just like" a tailor's \$65 silk lined suit in fit, wear and materials. If so, the department store making this announcement would be safe from prosecution under the law.

(D) Turning to the catalogue house announcement I read in regard to locks, doorknobs, hinges, latches, sash fixtures, etc., that the man who receives this volume, be he a resident of Ozark, Ark., Grand Forks, N. D., or Celina, Ohio, "can save 25 to 50 per cent. on everything in the line" by patronizing the Chicago catalogue man. I may be mistaken, but it seems to me that if that German law were putting in twenty-four hours a day on the Illinois statute book I would not like to be in the shoes of the man who had to prove the absolute truth of this statement.

(E) How about those saws, anyway? It is, of course, probably true that but one saw out of 15,000 of a certain special kind was returned to this catalogue house; but suppose under this proposed law twenty-five men should come forward and swear they returned one of this special brand of saws, all I have to say is that the attorney for the mail order people would have to be a cracker-jack to get his clients off.

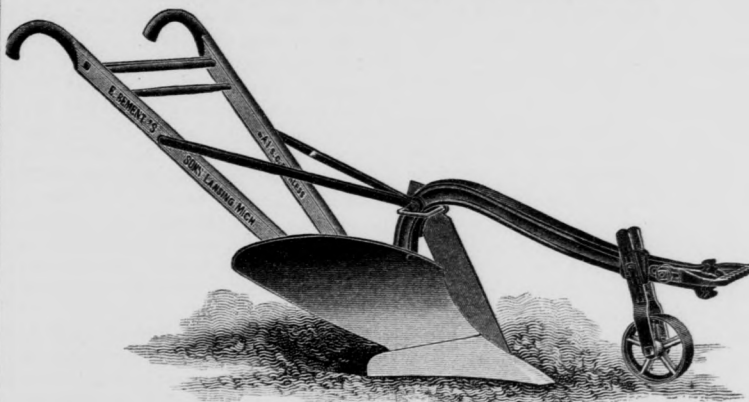
(F) Suppose some other firm should offer the identical skirt at the same money, how could this mail order firm justify their statement? Probably they could, of course, but I do not see how they would set about it.

(G) A Chicago catalogue house offers a Stanhope for \$43.50, a price based on the "actual cost of material and labor, with but our one small percentage of profit added." Of course, as is well known, the profits of catalogue houses are very small, but suppose, for sake of argument, some mean man should prove that the labor and material in the Stanhope in question cost \$21.75, would not the supply men have trouble in proving that they were adding their "one small per cent. of profit" to the actual cost? What is a small percentage of profit? Can 20 per cent. be so considered? Well, perhaps it can, but I do not think so. I do not see where the retail trade would suffer from such a law as this one proposed, but it does look as though some catalogue houses and department stores would have to do a powerful lot of revision of catalogues and announcements when the law went into effect. I am afraid, though, that it will be a long, long time before this German law is generally adopted in this country.

E. L. Wachter.

John L. Pittinger has lost a job worth \$10,000 a year because he could not hold his tongue. He was United States Consul General at Montreal. Major Edwards, a North Dakota editor, has been appointed to succeed him, on the theory, probably, that editors have some idea how careless utterances look when put into print.

E. Bement's Sons Lansing Michigan.



Bement Peerless Plow

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

Bement Plows
TURN THE EARTH.

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

E. Bement's Sons
Lansing Michigan.

ALL GENUINE BEMENT PEERLESS REPAIRS
BEAR THIS LABEL

Beware of Imitations!
Our Legal Rights as Original Manufacturers
will be protected by Law.

SPRING IMPROVEMENTS.

Hank Spreet Makes a Few at His Kelly Center Store.
Written for the Tradesman.

"The grocer over to Beeneville has been making a good many improvements lately," remarked Bill Blivens, ostensibly for the benefit of the Kelly Center Debating Club, but really for the benefit of the Kelly Center grocer, about whose hospitable stove that company of local Websters and Calbouns was gathered.

"Signed the pledge, has he, or joined the church?" asked Hank Spreet, who knew that his Beeneville rival stood in need of some such improvement.

"No," replied Bill, "that feller is a good joiner when somebody says, 'Won't you join me?' but when it comes to joining a church, or an anti-booze society, he shuts up like a clam. The improvements he is making are not to himself, but to his store. I reckon from the way things look over there that he's going to get a good deal of the trade."

"Why don't you slap on a little style, Hank?" asked Eli Grasslot.

"Well," drawled the grocer, "I did think of putting in a brown stone front in the front of the building, electric lights in the basement and some upholstered settees 'round the heating stove for the regular customers, but that all takes money and money is something I haven't got. I read in the paper a short time ago that some bacteriologists is figuring out that money, next to the kisses auctioned at a church social, is the worst thing for communicating diseases that there is—that it is all full of them German germs from Germany and any man that sleeps with a twenty dollar bill in the house is taking his life in his hands. It don't worry me much 'cause money never gets close enough to me for me to catch any disease from it. If the paper money in this country is going to spread the whooping cough and the measles, there's going to be an awful killing in the ranks of the politicians long before any of the grocers pass away."

There was hardly a man about the stove who had not at one time or another felt some financial stringency, and the grocer's excuse was accepted as a very sensible one, even although he spoke in a joking manner. Other people always seem to have more money than ourselves.

After the club had adjourned, however, the grocer sat and thought over carefully what had been said. It did not worry him much that the man over at Beeneville might get some of his trade. Some way Hank had confidence that the people of Kelly Center would stick by him no matter what happened. Some of them had traded with his father before him thirty years ago—and owed his estate yet. Yet there was no reason to believe that these people at least would desert him for the newly established grocery at Beeneville.

Hank, however, was enough of a Yankee not to wish to be outstripped or beaten by anybody and if the man at Beeneville was making improvements, Hank figured that it was high time that he was doing something of the same kind. He did not like to be an imitator, but he wisely concluded that it was better to be an imitator than a stagnator; better to follow than to stand still. The state of his finances was not as bad as he had pictured it to the Kelly Center Debating Club, nor were they as good as many people supposed they

were. A grocer very often has much better credit among those who want to owe him money than among those from whom he wishes to buy things on time. The wholesale houses, had they heard Hank's statement, would have been quite ready and willing to give it credence, while the people of Kelly Center would have been as prompt to attribute his statement to what they would plainly and impartially term stinginess.

Hank balanced all of these things in his mind. In spite of the fact that the Kelly Center Debating Club had not pursued the subject farther and was apparently satisfied with his excuse he knew that invidious comparisons would be drawn between his store and that at Beeneville. Comparisons are odorous, Shakespeare has said, and if odorous comparisons were made in this case Hank knew who it would be who would be in bad odor.

It was this cogitation behind the stove that night that worked the change in the store at Kelly Center. Will Day, who was something of a paperhanger, was employed half cash and half credit, on his account, to redecorate the walls of Hank's emporium, and they soon blossomed out with paper of brilliant hue and impossible design.

This looked so well that Hank waxed enthusiastic and that particular corner in his store which served as his office received a square of linoleum that added wonderfully to its appearance. True, his office was like the miner's bedroom, which is separated from his kitchen by a rifle leaning against the wall, and his parlor from his dining room by a candle stuck into the post supporting the roof. Hank's office was simply that corner of the store behind the cheese case, but the linoleum gave it an air of distinction which it had never before enjoyed. When this much had been accomplished, Hank wondered if there was anything else in his stock that could be utilized, and his eye fell upon a box of soap. This gave him an idea; and a scrub woman was soon at work on his floors, which must have been astonished at the application of suds.

When this was done, the floors looked so well that the grocer became positively reckless and the woman was employed to wash the windows.

This did not cost much, but to Hank, when the work was done, it appeared to be the greatest improvement he had made. The store seemed twice as light. Of course it was the new paper which gave the effect, but Hank was not a student of reflection and all that kind of thing and he attributed it entirely to the windows.

Mrs. Bill Blivens is a woman of some excellent qualities, in spite of the poor judgment she displayed in the selection of a husband, when so many good fellows were standing around on the street corners nights. Mrs. Blivens, first of all, is extremely tidy, and her opinion on questions of household cleanliness is of value.

Hank has always had a warm, but purely platonic, feeling in his heart for Mrs. Blivens. He has never analyzed it himself because his analytical mind never considers the human nature of any but other human beings. He never turns the search light upon himself and that is why his wit is unconscious and his tact spontaneous. Hank has a warm regard for Mrs. Blivens, which may be fostered by sympathy and pity for the wife of Bill Blivens much as one sympathizes with a drunken man's dog. Hank, therefore, values Mrs. Blivens'

Cheap as Dirt, Almost

50,000

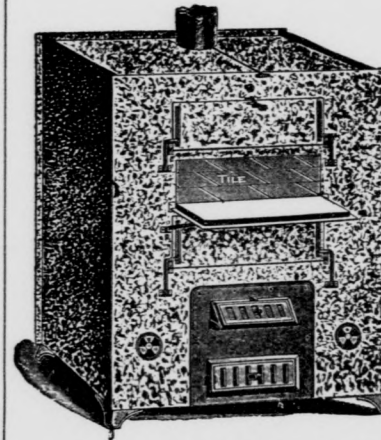
DUPLICATE ORDER SLIPS

Only 25 Cents per Thousand

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

THE SIMPLE ACCOUNT FILE CO.

500 Whittlesey St., Fremont, Ohio



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



"Search"

The Metal Polish that cleans and polishes. Does not injure the hands. Liquid, paste or powder. Our new bar polish (powder) in the sifter can is a wonder. Investigate. Send for free sample. See column 8 price current. Order direct or through your jobber.

McCormac Manufacturing Co.

Chamber of Commerce, Detroit, Mich.



Metal Fountain Syringe Tank

SENT ON APPROVAL

A handsome, indestructible fixture always ready for use. No bathroom complete without it. This brass, nickel plated tank can be hung in any bedroom or bathroom and completely replaces the old leaky, unsightly rubber fountain syringe; hose can be attached or detached in a moment by a swivel attachment. The tank has large opening, holds a gallon of water and is easily filled. It has a bar inside for making water antiseptic (destroys all germs). Neither hot nor cold water affects this metal antiseptic tank. It is an ornament to more than the rubber leaky outfit.

Order now to get an extra antiseptic bar free. Send for catalogue and special offer. Shipped on approval, guaranteed satisfactory.

Patented October, 1902.
Workman & Co., 92 Pearl St., Grand Rapids, Mich.

opinion rather highly and he really appreciated her judgment when she visited his store after the improvements had been completed.

"Fine!" exclaimed Mrs. Blivens. "Why, Hank, it is really a pleasure to come into this store now. There is only one thing more that you ought to clean out to make the place as tidy as a Dutch kitchen."

"What's that?" asked Hank. "That gang 'round the stove nights," replied Mrs. Blivens. "I'll think about that," said the grocer.

After Mrs. Blivens had gone, Hank sat down and figured, as he had a habit of doing whenever he found himself alone with himself.

"That wall paper," he said, "cost me three dollars and forty-five cents net. It has been kicking around here now for six years and nobody ever seemed to have the nerve to put it on their walls. That linoleum was worth about seventy-five cents and I guess I can be generous enough with myself to throw the soap in. Altogether I must have in these reckless moments blown in about eight dollars, but I'll be darned if the good opinion of a good woman ain't worth all of that." Douglas Malloch.

Advertising Is Not Guesswork.

A writer on advertising questions asks why merchants and others who are expending money to bring their wares to the attention of the public do not treat their advertising departments as part and parcel of their business and require from them business methods and accounting of results.

A few merchants have already placed their advertising on this basis. Those who have won national reputations for the effectiveness of their methods of publicity.

Advertising is not guesswork. It is a science. The kernel of its science lies in telling the public in plain, straightforward terms what you have to sell and why it should be purchased. The effect to be obtained should always be, first, attention, then interest, then the desire to purchase. It is not difficult to frame good advertising. Talk through your advertisements as you would to a customer. Results will follow.

Too much space is being wasted nowadays on elaborate verbosity, which can never bring one cent in return. Too many advertisements create a sense of aversion. Too many are framed by people who do not have a clear conception of the object they wish to attain.

Simplicity counts. Straightforward talk wins. Homely, everyday honesty, such as you would exercise in talking to a prospective purchaser, will help bring results.

Persistence in Advertising.

It is useless for a merchant to begin advertising if he lacks the nerve to keep it up. Some advertising pays from the start, and when this is the case it is not likely to be abandoned. But when there are no appreciable results at first, the merchant who is new to the business is likely to become discouraged. If this leads him to stop advertising he makes a serious mistake. He may be on the threshold of success, but he deliberately bars the door against himself. Of course the lack of immediate results may be due to a faulty style of advertising, and in that case change, and not discontinuance, is what is needed. It is not always possible to tell why advertising does not produce results as soon as expected, but in any case it does not pay to stop.

Pithy Pointers Relating to Advertising.

When you are busy, make arrangements to be busier.

No advertising is good advertising unless it is read.

It is the little more advertising that often brings the gains.

The only way is to know how to appeal to human nature and act upon the knowledge.

If, you once do good advertising you will be likely to do a good deal of advertising.

Good advertising is the greatest force in business to-day. It will be a greater force to-morrow.

There is many a job may be had for the asking. There is many a sale may be made by the advertising.

The business man who once makes a fair and thorough trial of advertising is ever afterward an advertiser.

Business men should be in business not merely for their health, but also for the health of their business.

The art of the modern engraver is a worthy handmaiden to the art of the modern printer. And the wise advertiser employeth both.

A living dog is better than a dead lion. The dead man to whom a circular is sent by an unreliable addressing agency is of no earthly use to an advertiser. The dead advertisement smells to heaven.

But that was in the days when men paid for having thousands of circulars printed and had them distributed by the bushel instead of an intelligent way to the people they wished to enlighten.

Some advertising mediums claim to be the only pebbles on the beach. But verily there are stones of more value and effectiveness than pebbles.

It was said of old Time by an observer: "No man, when he hath lighted a candle, putteth it in a secret place, neither under a bushel, but on a candlestick, that they which come in may see the light."

Before men invented alphabets they could read pictures, and mankind has never outgrown its love of a picture that tells a story. The well illustrated advertisement has an effect which mere type oftentimes can not produce.

The monkey can give a very good imitation of the roar of a lion. Almost any old kind of advertising chatter goes, until the advertiser who can roar, and can back up his roar if necessary, appears on the scene.

See that your employes take a hearty interest in your business. The outside co-operation of some of the least of your employes may often have advertising and other trade bringing qualities of far reaching value.

An advertiser owes it to himself to learn all he can about advertising. He should not bow down and worship someone else's say so. He should give ear to the still small voice of the humbler and less blatant advertising institutions.

Persistence is a good thing in adver-

tising, but variety is the soul of proper persistency. The man who always but- tonholes you in the same place, in the same manner and with the same story, is generally put down as of the genus bore.—Harry A. Woodworth in Retailer and Advertiser.

Use Moderation.

Much of the retail advertising that is done to-day contains too much brag, too much "smartness," too much of everything but plain common sense.

It is amazing how many advertisement writers think it necessary to turn

all, kinds of verbal somersaults and use the most impossible and absurd language in addressing the public.

Were they speaking to an individual in the store they would talk in an ordinary voice and use simple everyday words.

An advertisement is but a salesman who is not restricted to one customer, but whose voice really reaches an audience of thousands.

The door to success is open to all, but too many want to get there without the trouble of going.

CASH IN YOUR POCKET



Will be saved by using the ALLEN LIGHTING PLANT. Three years on the market without a fire loss. Absolutely safe. Just the thing to take camping. Light your cottage and cook your meals. Why not enjoy city life out in the camp? Responsible agents wanted in every town.

Hecht & Zummach

Manufacturers of

Mixed Paint, Oil and Water Colors, Putty and White Lead

Jobbers and Importers of

Plate and Window Glass

277-79-81-83 West Water St., Corner Cedar MILWAUKEE, WIS.

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.

One Quart of Gasoline

will give more light and burn longer in our

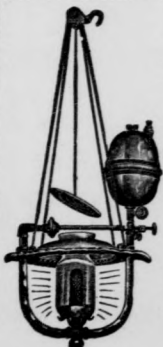
BRILLIANT OR HALO

SELF-MAKING GAS LAMP than 8 quarts of kerosene will do in any lamp, and the light is better than can be had from incandescent gas burners, electricity or coal oil, and less than 1-10th the cost. Over 100,000 in home and business use at an average expense of

Less Than 15 Cents a Month

Any one can use them; are simple and absolutely safe; can be hung anywhere. A beautiful light for almost nothing, without smoke, smell or greasy wick. Don't be persuaded to try imitations. Every lamp is guaranteed. Write for catalogue. Agents wanted everywhere.

BRILLIANT GAS LAMP CO., 42 State Street, Chicago



Halo Pressure Lamp, 500 Candle Power.



100 Candle Power.

BILL HELLER'S CLERK.

How He Acquired the Store at Slab Siding.

[Story in Seven Chapters—Chapter V.]
Written for the Tradesman.

Lena Maier was the oldest of five children, and as her mother had been dead for three years, the management of the little household had naturally fallen largely upon her and she had just as naturally arisen to the emergency. Although she was now not more than seventeen years of age, no better conducted farm house existed in the neighborhood of Slab Siding, and no dairy in the county sent out butter of better quality, or any that was in greater demand.

At one time there had been somewhat of rivalry between the store of Bill Heller and that of David Hackett at Black Ash Run as to which should handle Lena's butter. Hackett offered a good figure, but for some reason that he never quite understood, Heller's establishment outbid him. Harm Johnson looked wise when the outcome was announced and later in the day was seen winking slyly at himself in a convenient mirror; but he never admitted that he offered the additional two cents a pound on his own account, or that he made up the difference from his own pocket.

Lena was medium height, slight of build and quick of motion. Her face was not what is usually considered handsome, but when, as was frequently the case, it was lighted up with a cheery smile; when her eyes sparkled in merriment, and pleasant words were on her lips, no one could deny that Lena Maier was interesting.

Hers was a practical nature. Much of this was inherited from the sturdy German stock from which she sprang, and much might be attributed to the early lessons in economy and industry that go hand in hand with those who take up homesteads in a new country. And it would be strange indeed if all of these good points had escaped the sharp eyes of an observant youth like Harm Johnson.

He had admired and secretly worshipped the maiden at a respectful distance for a long time. He would like to have come closer—to have joked and laughed with her as carelessly and as freely as he did with girls of the Martha Hennings type—but an undefinable something, a feeling of inferiority or unworthiness in himself, and an intuitive knowledge that the lady would not appreciate that class of pleasantries, deferred his wooing for many a day.

Once he had bunted through the woods for game until long after the time for his mid-day meal, and happening by the farm, was asked by Mr. Maier to break his fast. This was the opening wedge, and thereafter he was a frequent visitor.

Maier was deliberate and methodical, Johnson quick, energetic and impetuous. Both were scrupulously honest. And between these men there sprang up a strange friendship. Maier liked the boy, liked his brusque, unstudied way of talking, and enjoyed his visits. Johnson would rattle on volubly while the old German sat in silence, blinking at him through ascending rings of tobacco smoke, and perhaps making no sign that he understood the drift of the conversation. But finally he would knock the ashes from his pipe and say, alluding to something that had been the subject for comment an hour before:

"Harm, dot vas a misdake. America is not der greatest gountry in der world. It is Russia. Russia don't say nottings. Russia ain't got her advertisements in

der daily bapers. Russia don't tell her oxperiences in der gamp meetings, und she don't care a d—n what beople say about her, but she yust keeps sawing stovewood up der whole time."

Lena and Harm strolled down the path through the pasture lot. The girl chattered gaily about this thing and that, but strangely enough Harm was pre-occupied and reticent.

"Let's set down here a minute," he suggested, as they approached a large maple log that was nicely shaded by convenient trees. "I believe I'm a leetle tired."

"Oh, that's too bad," said Lena slyly, "I might have known that so much of my nonsense would tire you."

"Gee! I didn't mean that," said Harm in confusion. "I didn't mean that at all. I could listen to you all day!"

"You might find it more of a punishment than you imagine," replied the girl. "Papa says I'm a regular Papelgruet."

"Aw, he didn't mean it, did he?" enquired the young man anxiously.

Lena laughed. "That's nothing bad. It's only the German way of calling one a chatterbox. Does it sound funny to you?"

"Well, I don't know as it sounds so awful funny, Lena, but it strikes me as bein' most mighty queer. Don't nobody never get cantankerous over any o' them pet names?"

"Why no; why should they? The Germans have a good many words that may seem peculiar to strangers. They sound all right to us, and they would to you if you understood them."

"Wisht I did. Will you learn me how?"

"Why, I could try. Where do you want to begin?"

"Oh, any old place. There goes a little yaller butterfly. What do ye call them?"

"A butterfly is called a schmaetterling; but that's a pretty hard word, I guess. Can you say it?"

Harm tried, but it didn't sound at all as he had expected, and they both laughed at the result. Then he tried again, and that was funnier still. At last he gave up in despair. The laugh was all gone. He just felt tired and discouraged, and he wondered what the girl thought of him. Many contending emotions surged through his brain, and once he thought of asking Lena to be his wife; but just then his glance fell upon his hands, his great brown hands that were so rough and so clumsy, and he changed his mind.

The evening sun dipped behind the forest trees, and their lengthening shadows fell across the path. The piping voice of little Gretchen came borne over the meadow as she called:

"Le-e-n-a! Wo bist Du?"
Suddenly Harm seized the maiden's hand.

"Lena," said he impetuously, "I've loved you for an a-w-f-u-l long time."

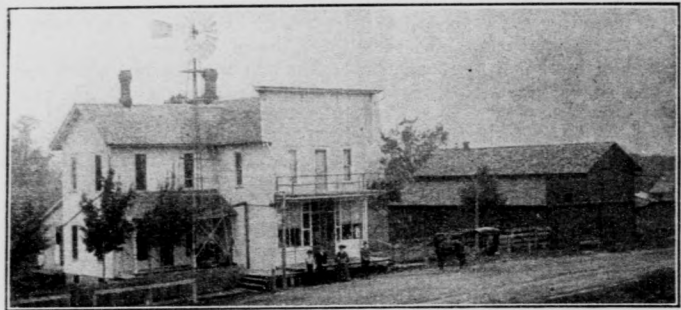
When they reached the house Lena darted upstairs with surprising suddenness, and for some time thereafter Harm might have been seen in earnest conversation with her father. Lena did not reappear. So after waiting around what Harm thought a decorous length of time, he shook hands with Mr. Maier and started back toward Slab Siding.

Geo. L. Thurston.

[To be continued.]

No woman cares so much about the loss of her purse as she does about losing the lucky penny it contained.

Are You Looking For a Bargain?



Located 17 miles south of Grand Rapids, 4 miles southeast of Moline, in the center of Leighton Township, Allegan County, in the best farming country. church and school near by.

General merchandise stock about \$1,000, such as farmers need every day. Dwelling and store 20x32, wing 16x20, all 20 feet high, cellar under both with stone wall, washroom and woodshed 10x37, one story. Bank barn 18x48, with annex 12x47, all on stone wall. Feed mill and engine room 18x64. Saw mill 20x64. Engine 25 horse (10x12) on a brick bed, 1 injector, 1 pump, 42 inch tubular boiler, 40 flues 3 inch 10 feet long, brick arch half front. Good well; 35 bbl. elevated tank, 45 bbl. cistern. Stone feed mill, Kelly duplex cob mill, corn sheller, elevators, automatic section grinder, emery wheels for saw gumming, plow point grinding, etc. We grind feed two days each week (Wednesdays and Saturdays) 6 to 9 tons each day. One 54-inch inserted tooth saw, slab saw, picket saw, log turner, (friction drive), sawdust and slab carriers.

Citizens telephone pay station in the store. Come and look at this property and see the country around it.

Yours respectfully,

ELI RUNNELS, Corning, Mich.

Facts in a Nutshell

BOUR'S COFFEES MAKE BUSINESS

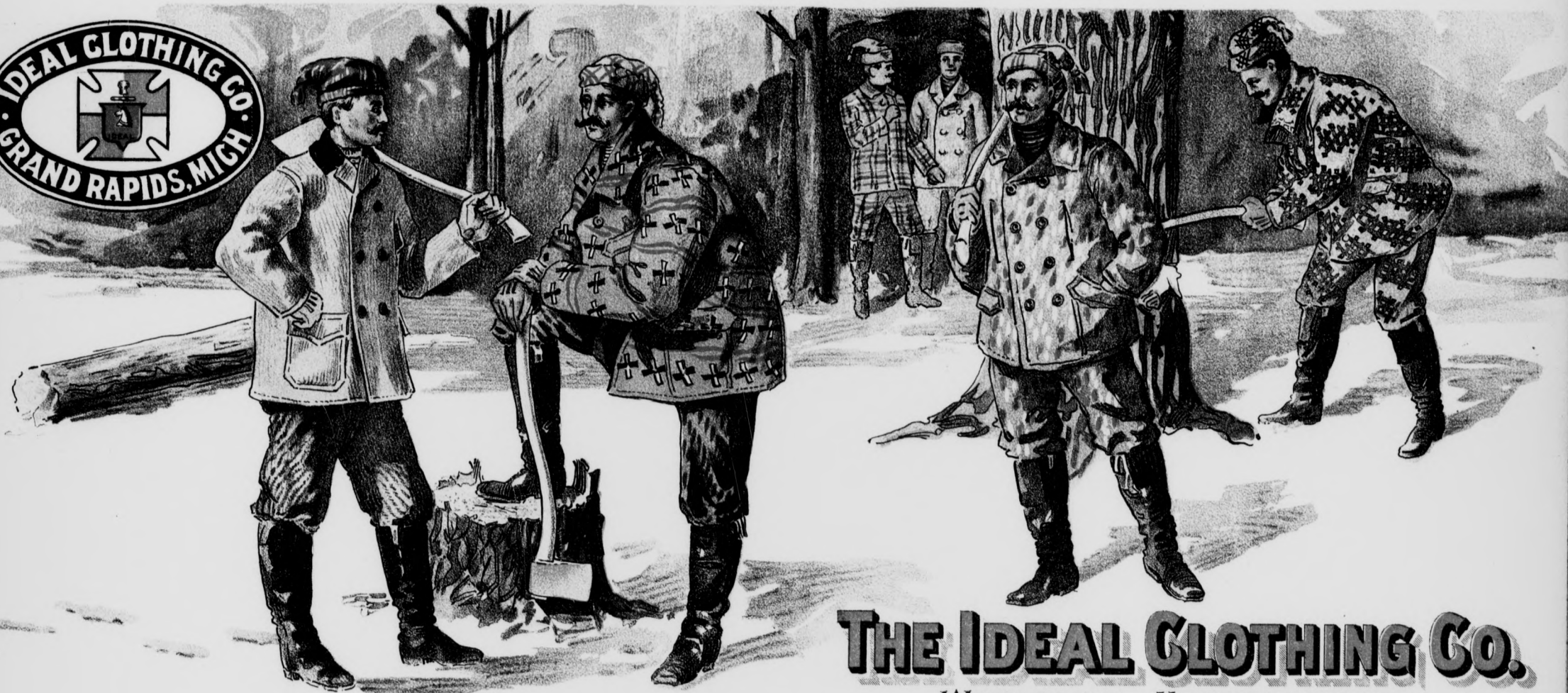
WHY?

They Are Scientifically

PERFECT

129 Jefferson Avenue
Detroit, Mich.

113-115-117 Ontario Street
Toledo, Ohio



THE IDEAL CLOTHING CO.
WHOLESALE MANUFACTURERS
TWO FACTORIES GRAND RAPIDS, MICHIGAN.

Our line of *MACKINAWS* comprises many new and novel effects in colorings and designs which are desirable in these garments, and the fabrics of our Mackinaw coats are of the best quality and heft that can be produced. We also make Covert and Duck coats which are unexcelled by any other manufacturer in make or quality. *We are the largest manufacturers of this line of clothing in the State.* We shall be pleased to send you a sample of any of our garments for inspection and comparison with other makes.

Trusting we may have a liberal share of your orders, and that you may desire to see some of our goods and order the same by mail, we remain,
Yours very truly,
THE IDEAL CLOTHING CO.



BROWNIE Overall.

LOT 117.

Sizes 4 to 15

\$ 5.00 per Doz.

Sizes 8 to 15

\$ 3.25 per Doz.

Sizes 11 to 15

\$ 5.50 per Doz.



THE
IDEAL CLOTHING CO.
TWO FACTORIES
WHOLESALE MANUFACTURERS.
GRAND RAPIDS, MICH.

CIRCULAR ADVERTISING.

Its Practical Value in the Smaller Towns.

A form of advertising prevalent in towns of less than 25,000 is the use of cheap "dodgers," "flyers," "circul-ars," or whatever you please to call them.

I have had some experience with this method, and I believe its value is very much over-rated.

Ordinarily the paper and printing are of very poor quality, and the matter consists of a large amount of small type calling attention to a long list of im-possible "bargains."

When the type used is not too small it runs to the other extreme, and the mer-chant defeats his object by attempting to display every line.

These circulars are pinned to goods displayed in the store or on the side-walk are handed to passers-by on the street, or are distributed(?) from house to house by small boys.

As the mission of an advertisement is ended when it draws people into the store, I fail to see much benefit from the use of circulars.

People on the street are going some-where, usually in a hurry, and an at-tempt to force a circular into their hands or pockets is resented by ninety-nine in every hundred, and if the name of the store is noted at all, it is accom-panied by a feeling of annoyance—very poor advertising, it must be admitted.

The circular that is left at the house may do a certain amount of good.

The probabilities are that less than 5 per cent. of all the circulars that are printed are ever read.

This is too small a proportion to make the method one that can be considered as good advertising.

There is, however, a way of doing this style of advertising that will bring splendid returns, and should be made use of more frequently than it is. I mean the placing of small, artistically gotten up folders or booklets in every package that goes out of the store.

This is a method by which every copy of the advertisement is reasonably sure of securing attention.

There must be no "cheap" work, though.

The folders may be simply two leaved affairs, or they may be small booklets, but in any case they must be gotten up in first-class style, neatly and artistically printed on a good grade of paper.

The shopper is almost certain to open the package immediately on reaching home, and the first thing that strikes the eye will be the attractive little bit of printing, or the cut that has been used on the outside.

The chances are ten to one that every word will be read and remembered, and if a judicious selection of articles is advertised, good results will follow in a large number of cases.

A merchant in any town large enough to support a newspaper has the means right at hand for getting out attractive advertising of this description.

Paper of the highest grade is com-paratively cheap to-day, and a few hundred folders or booklets can be had at slight expense.

Nothing prettier than the plainer styles of type, and any printing office in the country has an ample supply of everything necessary in the way of material for the production of this class of work.

By all means use a cut of some de-scription.

If you have nothing suitable write to

any one of the numerous engraving firms in the larger cities, stating what you want and how much you wish to pay, and you will receive whatever you de-sire, at moderate cost.

Devote a little time to getting up the matter that you put into these folders.

Have something novel and seasonable to offer.

Clothe your ideas in plain, forceful language; avoid "frills" and exaggera-tion; have something to say, and say it in a few telling words, and do not for-get to mention your prices as a final ar-gument.

All this takes some little time and trouble, but do not suppose this column will be read by any man who is not willing to go to a little trouble to make his business grow.

In order to attract new customers these folders may be mailed to selected lists of people who should be purchasers at your store.

In this case it is admissible to send several of these small messages in the same envelope.

Aim to have a variety of designs so that in sending several at one time there will not be too much of a same-ness.

What fails to attract in one instance may be just the thing in another.

Here is where the character of the printing, etc., will tell. A poorly printed circular on poor paper will be thrown aside without being read, where a dainty sample of your printer's art will be preserved at least long enough to have delivered its message.—George Murray in St. Paul Trade.

If there is any petty meanness about a woman it is sure to crop out at a euchre party.

If You're Pretty, You're Wanted.

"Pretty girls were never in such de-mand as they are to-day," said an ad-vertising agent. "We need them to use for photographs for almost every article that we advertise.

"We have found, you see, that noth-ing catches and holds the eye of the public like a good, clear photograph of a pretty girl. Hence, in thousands of advertisements you behold a charming young woman smiling at you.

"Are you advertising a camera? Then you must have a pretty girl taking pic-tures. Are you advertising a shoe? You photograph a pretty girl tripping dain-tily across a muddy street on a rainy day. Are you advertising a corset? Then you must have a pretty girl to wear it, and you are careful here to see that her arms and neck are beautiful. In fine, whatever you are advertising, the picture of a pretty girl will help more than anything else to bring you trade.

"Do you know that there is a firm in Chicago whose sole business is the pho-tographing of young women for adver-tising purposes? In this firm's stock are young women riding bicycles, playing pianos, skating, driving, combing their hair, bathing, doing a thousand things. Whatever you desire in their line they will send you almost immediately on re-ceipt of your order.

"I tell you, in these days a pretty girl has no need to be short of money. If she does not mind exhibiting her face and figure in advertising photo-graphs she can get all the work at pos-ing that she wants to do."

B D. Denison, baker and dealer in groceries, Galien: I appreciate your valuable paper very much and am al-ways glad when I see it in my mail box.



Royal Gem, 3 Lights \$30.00



Imperial System

Royal Gas Light Co.

Manufacturers of all kinds of

LIGHTING SYSTEMS

OUR POLICY:

10 days' trial on any system we make.

3 Light Imperial Pressure System

complete, ready to put up and light

\$30.00

A money making line for dealers and agents to handle.

Royal Gas Light Co., 210 E. Kinzie St., Chicago

Our Motto

The Best in the Market at Lowest Possible Cost

Imperial Specialties

MANUFACTURED BY US.

Make your

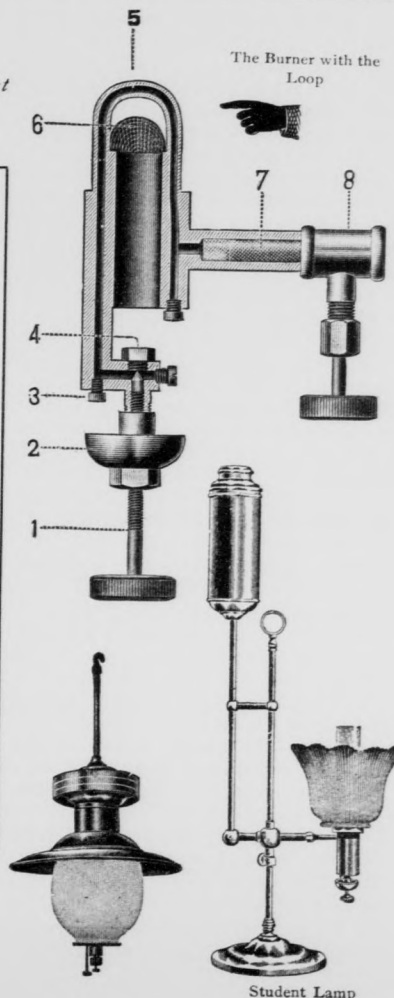
Old

lamps as good as

New

by putting on one of our Celebrated

Loop Burners



THE COMMERCIAL GRAIL.

Seeking Elsewhere For That Which Exists at Home.
Written for the Tradesman.

Every once in a while the trading world is appealed to to look after the business that is going to waste in different parts of the world and which other nations are going to have if we do not bestir ourselves. There stands China with uncouth millions begging with extended hands for the goods that only the American workshops can manufacture; the jungles of Africa, awakening to the needs and wants of civilization, are suffering for the implements of American husbandry to transform her wild wastes into wheatfields and gardens; South America is becoming a prey to European wolves that are seeking to devour first the trade and then the territory of the Southern Peninsula, while the American manufacturer and the American trader, full of brag and bluster, are letting slip through their indifferent fingers the chance of their lives. Why is it that the American tradesman is not up and armed and mounted and, like Sir Launfal, out in quest of the Holy Grail and so settling once and forever the question of American supremacy in commercial lines by bringing home to the American markets the much longed-for prizes?

Without detracting in the slightest degree from the importance of the foreign trading fields the American business man, understanding thoroughly what he is about, sees no advantage in rushing to the ends of the earth for what he can get at home, and while he has kept his eyes upon the foreign markets he has not been Sir Launfal enough to come back a beggar to get at his own gates the very thing that he went to find. "Untold millions" in Asia and Africa is as alluring as it is indefinite, but the American merchant, with an eye to the definite practical, concludes there is more real benefit for him in a good twenty thousand millions of dollars right here at home every year, in comparison with which the whole of our foreign traffic is a mere bagatelle—a fact a little better comprehended by the statement that the domestic trade of the United States is larger than that of any other country of the world by hundreds of millions of dollars, and is equal to the entire international commerce of the world.

The simple statement of figures is astonishing—\$20,000,000,000 and coming from the official statistics of the United States it need not be questioned. Nor does it detract from the astonishment to be told that these figures include only one transaction in each article produced, while a very large number of the articles produced passed through the hands of several middlemen between those of the producer and of the consumer. From that point of view the estimate is less than it should be. The manufactures of the United States are about double those of the United Kingdom and nearly equal to those of France, Germany and Russia combined, while the value of the agricultural products of the United States far exceeds that of any other single country.

In the face of these facts it is pertinent to ask whether the foreign trade is, after all, the stupendous thing it has been cracked up to be. American capital is interested in foreign trade only as that trade is remunerative. The sending of a cargo of goods to South Africa or to the Celestial Empire is not

done for the sound of the thing, but for the number of dollars there is in the sending and it does not require extended argument to prove that with an extensive, ready and profitable market at home capital will not over-exert itself at increased risks and rates for equally uncertain returns. All of which can be easily avoided by a preservation of the home market for the advantage and benefit of our own people. It is hardly necessary to say that the American people are the greatest consumers on the face of the earth. "What's good enough for me is good enough for anybody" is the sentiment of the popular heart. The "I" bone is no stranger to the poor man's table and his wife's sealskin is not a whit inferior to that of the wife of the millionaire living next door. The washerwoman's child, the seatmate of the President's son, suffers no humiliation by a comparison, and the mechanic's wages in every respect are devoted to the training of as goodly a citizenship as his employer's income. That makes the American home market the best in the world. For manufactures and choice foods it measures three times that of the next best nation on the globe. Our 80,000,000 of people consume as much as 240,000,000 of the population of Great Britain, a state of things which proves the wisdom and the expediency of protecting the home market and of continuing the policy which secured these results. The manufacturer, the farmer and the workingman are all interested in maintaining this great home market, nor is there any likelihood that the capitalist will turn from these rich fields of commercial endeavor for remoter ones where at greater risks and with a greater expenditure there will be much more meager returns.

No one knows from practical experience more certainly than the American trader that "a bird in the hand is worth two in the bush." He does not question the importance of an open door with China any more than he doubts the gains to be secured by closer commercial relations with peoples however remote, but with an appreciative market at his very doors he can not be expected to ride forth like the knight in the legend to find at his very gates the object of his fruitless wanderings.

R. M. Streeter.

A Natural Result.

An enterprising business man was very much concerned because of the dropping off of his business from a given portion of the county which was connected with his own county seat town with an electric railroad. One year, the first the railroad was in operation, he made a point of sending a bunch of advertising every month to that part of the county, and his business averaged nearly \$100 a day as a result from that section.

The next year—this year—in comparing his sales, he found he was suffering a serious loss in business from that portion, and that his business from there was less than \$10 a day. He wondered why it was, and finally his attention was called to the fact that now he was doing no advertising there, whereas last year he had spent a great deal in advertising to those people. He admitted that this was the case, but he believed the business ought to keep up, even if he did stop pushing in a given territory.

To be a successful advertising man one must have every good quality of a business man.

Announcement.

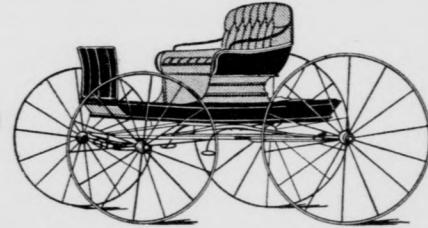
We are pleased to announce to our friends and to the trade that the business formerly conducted by W. J. Burton & Co. has been succeeded by The W. J. Burton Company, who will continue in the same line at Nos. 160-162-164-166 W. Larned St. The increased stock and facilities for business which the change brings to us will enable us to serve our patrons even more satisfactorily than before. With the largest and most complete stock of tinners' and roofers' supplies in the State, we are prepared to give your wants prompt and careful attention.

The W. J. Burton Company.

"Quick Shippers."

Tinners', Hardware and Roofers' Supplies.

DETROIT, MICH.



WOOD'S VEHICLES

are built on the principle that it is better to have merit than cheapness in price. Look for the name WOOD. It will assure you of the most artistic style and the greatest durability. We will send our illustrated catalogue and price list free on request.

Arthur Wood Carriage Co., Grand Rapids, Mich.

Wall Papers

Newest Designs

Picture Frame Mouldings

Newest Patterns

High Grade Paints and Oils

C. L. Harvey & Co.

Exclusively Retail

59 Monroe St., Grand Rapids, Mich.

H. M. REYNOLDS ROOFING CO.

Grand Rapids, Michigan

MANUFACTURERS

Ready Gravel Roofing, Two and Three Ply Tarred Felt Roofing,
Roof Paints, Pitch and Tarred Felt.

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

A MODERN STORE.

What It Means to Start in Business Nowadays.

A young friend of mine who is about to open a grocery store in a thriving little city of 100,000 is up against a tough proposition.

He only has about \$1,000 to start him with. His father is an old grocer, retired, and the two of them had imagined that they could get the necessary fixtures for a very few hundred dollars, and put the rest in stock.

When he came to count up the cost of the sort of fixtures he would have to get in order to make his store keep pace with others in the neighborhood, he found that the money he would have to spend for them would absorb so much of his \$1,000 that he would have a mighty little left to buy anything.

The father of this disappointed young man was talking with me about the matter last week:

"I tell you, boy," he said—and when he said "boy" I blushed with pleasure—"things have changed since I went in the grocery business. That was back in 1862 and, if I remember aright, I spent less than \$200 on my whole fixtures. There were no fancy counters in those days, nor any counting scales, nor these machines that ring up cash—what do they call them—regicides? You didn't have to have any of these baskets that run money to the office, either. Nowadays you have to have a lot of such things or your store looks like a back woods one."

That is as true as gospel, although it did not occur to me until this old retired grocer thrust it down my throat.

The grocer in the average country town is not bothered by this sort of thing so much, but try to open a new store in a city and, if you pick out a location anywhere near the heart of things, what do you find?

You find that most of the stores near you have a cash register. That means from \$50 to \$300 cold plunks right there. Then most of them have one of these folding counters with bins in front to store goods in. I do not know how much they cost, but I do not believe they give them away.

Not only this, but this kind of a scale that counts is getting into use, too, and the chance is that a lot of the stores near you will have them. A lot of manufacturers are making these scales now, and they are all pushing them pretty hard, and they are selling.

From my observation this cash-carrier scheme is not getting into small stores much yet, because the cash register takes its place. Still, I saw a complete cash carrier system the other day in a small store that had a register, too.

Well, if you start in to fit up a store that is going to compare favorably with those around you, you have to put in most, if not all, these things. If you do not, the people will notice it as sure as you live.

You do not believe they will??

I know they will. Let me give you a personal illustration.

Not long ago my wife said to me:

"Does So-and-So do much business?"

At home I am the great encyclopaedia of universal knowledge.

"I do not know, my dear," I said.

"Why?"

"Oh, because," she replied, "his store somehow never looks up-to-date. Instead of having one of those nickel-plated affairs that ring up the money you pay, he has one of these old-fashioned money drawers with a bell to it."

"Well," I said, "a man could do a large business and still have a money drawer with a bell to it, could he not?"

"I suppose he could," she replied, "but I do not believe it is the rule to do it, all the same."

My wife is a foxy little thing, even if she did marry me.

"And then, another thing," she went on in a minute, "everything he has in his place looks behind the age. Even his counter looks old-fashioned, compared with the counters you see in other stores. I like to deal at a store where everything is bright and modern."

There is a good deal in that, and don't you forget it. These things have their influence. An old-fashioned store in the midst of other old-fashioned stores creates no comment, but let it be put in the midst of new-fashioned stores and people will notice it as sure as you were born.

And the notice will be to your detriment, don't forget that, either, for a store that looks prosperous will soon get prosperous, and vice versa.

This means that the man who goes into the grocery business in the city must make up his mind to spend a good deal more for fixtures than he would if he lived in the country, or than he would in the city twenty-five years ago. It costs money to become a modern city grocer these days.—Stroller in Grocery World.

In the Schoolroom.

"Tommy, have you been vaccinated?"

"Yes, ma'am."

"Have you had your vermiform appendix removed?"

"Yes, ma'am."

"Do you use sterilized milk?"

"Yes, ma'am."

"Is your home connected with the city sewer?"

"Yes, ma'am."

"Have you shed all your milk teeth?"

"All but one."

"Have you a certificate of inoculation for the croup, chickenpox and measles?"

"Yes, ma'am."

"Is your lunch put up in Dr. Koch's patent antiseptic dinner-pail?"

"Yes, ma'am."

"Have you your own sanitary slate rag and disinfected drinking cup?"

"Yes, ma'am."

"Do you wear a camphor bag around your throat, a collapsible life-belt and insulated rubber heels for crossing the trolley line?"

"All of these."

"Have you a certificate of pasteurized baptism?"

"Yes, ma'am."

"And a life insurance nonforfeitable policy against all the encroachments of old age?"

"Yes, ma'am."

"Then you may hang your cap on the insulated peg set opposite your distinguished number, climb into your seat and proceed to learn along sanitary lines."

The Bicycle's Low Estate.

From the Boston Journal.

Five years ago the League of American Wheelmen had a membership of 103,000—a regular army. In those days the silent "steeds" were as thick as mosquitoes are in the Fenway on a summer night.

A year ago the L. A. W. had dwindled to 10,500. People said that the dwindling was over; that the cranks had fallen by the wayside; that those who were left represented the real enthusiasts.

To day, we see the L. A. W. has 5,380 members. In 1898 there were fifty cycling papers in the land. Now there is only one such paper.

Lo! the poor biker will soon be a lonesome figure. The day of the striped-shirt century meet is over and gone.

Cere Kofa

Why not handle the best substitute for Coffee when it pays you a greater profit and gives your customers more goods of a better quality for same money?

Grand Rapids Cereal Co.
Grand Rapids, Mich.

The Kent County Savings Bank

Deposits exceed
2 1/2 million dollars.

3 1/2 % interest paid on Savings certificates of deposit.

The banking business of Merchants, Salesmen and Individuals solicited.

DIRECTORS

Jno. A. Covode, Fred'k C. Miller, T. J. O'Brien, Lewis H. Withey, E. Crofton Fox, T. Stewart White, Henry Idema, J. A. S. Verdier.

Cor. Lyon and Canal Sts., Grand Rapids, Mich.

WORLD'S BEST

S.C.W.

FIVE CENT CIGAR

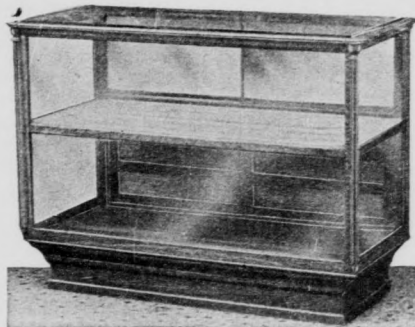
ALL JOBBERS AND

G. J. JOHNSON CIGAR CO.

GRAND RAPIDS, MICHIGAN

Grand Rapids Fixtures Co.

A new elegant design in a combination Cigar Case



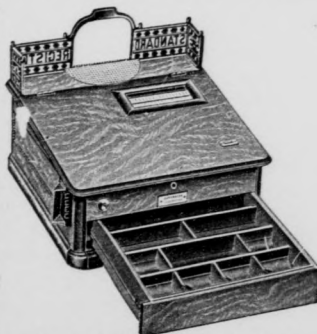
Shipped knocked down. Takes first class freight rate.

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.

Keep an Accurate Record



Style No. 2. Price only \$30

of your daily transactions by using one of our

STANDARD

Autographic Registers

Mechanism accurate, but not intricate. They make you systematic and careful. Send us order for

CASH REGISTER PAPER

Quality and prices guaranteed. Try us.

Standard Cash Register Co.

1 Factory St., Wabash, Ind.

EGG OLEOMARGARINE.

Mixture of Eggs and Lard to Beat the Anti-Color Law.

The following patent was issued from the Patent Office on March 10:

Be it known that I, Andrew Bergman, a subject of the King of Sweden and Norway residing at Chicago, in the county of Cook and State of Illinois, have invented certain new and useful improvements in butterin and method or process of making the same; and I do declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to new and useful improvements in a process of making butterin without the use of an additional coloring matter; and it consists in the combination of ingredients which will form a wholesome product having the natural color of creamery butter.

In carrying out the invention I employ 50 per cent. pure lard, 30 per cent. of eggs and 20 per cent. of tallow. In preparing the ingredients the lard and tallow may be melted either separately or together, it being desirable to raise the temperature of the lard to 60 deg. Fahrenheit, and when melted the whites and yolks of eggs are beaten for from fifteen to thirty minutes and are then mixed with the molten tallow and lard. The ingredients being thus compounded, the mixture is submitted to steam or other heat and allowed to boil for from fifteen to thirty minutes. After the ingredients have been boiled for from fifteen to thirty minutes the mixture is transferred to a tank, where it is allowed to cool off. During the time that the mixture is cooling off a constant stirring is kept up, and afterward the mixture is mixed with salt in the regular manner by means of a butter-machine.

The product resulting from the carrying out of my process is of the consistency of butter and has the natural coloring of prime butter or of the best grades of butterin.

Having thus described my invention, what I desire to secure by letters patent is:

1. The process of making butterin, consisting in melting lard and tallow in the proportion of 50 per cent. of the former to 20 per cent. of the latter, and mixing 30 per cent. of eggs thoroughly beaten together, and submitting the mixture to heat and boiling the same for from fifteen to thirty minutes, and afterward transferring the mixture to a cooling-tank and agitating the same preparatory to its being worked in a butter machine, as set forth.

2. As an improved article of manufacture, a butterin consisting of substantially 50 per cent. of lard, 20 per cent. of tallow and about 30 per cent. of eggs, and salt, substantially as set forth.

In testimony whereof I hereunto affix my signature in the presence of two witnesses.

Educational Contest For Butter Makers.

Agricultural College, March 6—Michigan will have a six months' educational butter scoring contest, beginning with May next and continuing through the month of October. Much enthusiasm is shown over this proposed educational feature in buttermaking, and we believe nearly every Michigan buttermaker will be represented in it.

In view of the large number of private dairymen in the southern part of the State, it was deemed well also to admit dairy butter in this contest. The dairy and creamery butter will, however, be kept entirely distinct from each other, each being placed in a class by itself. Diplomas will be issued at the close of the contest to the three having received the highest score. The highest three in each class will have the rank indicated in the diplomas.

The Governor of the State has very generously offered two gold medals, one to the person receiving the highest average score in the creamery class and one to the person receiving the highest average score in the dairy class.

The State Board of Agriculture has

also shown its interest in the work by offering \$150 to be used toward paying the expenses of the judges. After each scoring a letter will be sent to each participant, in which defects in the butter are pointed out, and remedies for overcoming them suggested.

It is to be remembered, therefore, that in this educational test the primary object is not to see who shall be the winners, but rather to offer a school in which the man with the lowest score shall receive the same, if not more benefit than the one with the highest score. And as the names of those with the lowest scores will not be known to the public, the man who has no idea of what his butter may score should not be deterred from entering this educational test.

Those who desire to enter the contest should at once correspond with me.

John Michels.

Recent Business Changes in Indiana.

Argos—Thompson Bros. have purchased the grocery stock of O. Disber & Co.

Evansville—Max Gatsch has sold his grocery stock to Maurer & Kingsbury.

Freeland Park—Evans Bros. continue the hardware business of Evans & Dean.

LaFayette—Haderle Bros., grocers, have dissolved partnership, Wm. Haderle succeeding.

LaFayette—The wholesale leather establishment of the Spitznagle & Kennedy Co. has changed its style to the Kennedy-King Co.

Liberty—Chas. R. Bond has purchased the interest of his partner in the department store business of Creed & Bond.

New Albany—The Anchor Stove & Range Co. succeeds Terstegge, Cobman & Co. in the manufacture of stoves.

Richmond—The Richmond Elevator Milling Co. has sold out to John B. Outram.

Royal Center—W. H. Walter has purchased the grocery stock of Day Bros.

Cocaine Causes Railroad Wrecks.

Investigation shows that the cocaine habit is widespread in Chicago society. Five druggists have been indicted for selling it without prescriptions. Wilhelm Bodemann, Treasurer of the Illinois State Board of Pharmacy, said: In one of the fashionable hotels of Chicago is a druggist who sells cocaine to young women, who purchase it from him in ounce bottles, for which they are required to pay \$10. In their rooms they saturate bits of cotton and inhale the fumes until the sensation of exhilaration and strength comes to them. This druggist's trade from the sale of cocaine amounts to hundreds of dollars a month. Railroad men are not allowed to drink. They fear to break this rule, for the odor of liquor would soon lead to detection. So in seeking a substitute many of them have become cocaine fiends. The stuff is easily carried concealed in their pockets and can not be detected until the user has been for a long time addicted to it.

Worth Striving For.

To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

Waldo P. Warren.

Most connubial ties seem to be bow knots—at least they pull out easily.

CROHON & CO.

DEALERS IN

HIDES, WOOL, FURS, TALLOW AND PELTS

26-28 N. MARKET ST., GRAND RAPIDS, MICH.

Highest market prices paid. Give us a trial.

BOTH PHONES

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.

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.

SEEDS

Timothy and Clover. Send us your orders.

MOSELEY BROS., GRAND RAPIDS, MICH.

Eggs Wanted

In any quantity. Weekly quotations and stencils furnished on application.

E. D. Crittenden, 98 S. Div. St., Grand Rapids
Wholesale Dealer in Butter, Eggs, Fruits and Produce
Both Phones 1300

WANTED

YOUR

EGGS & BUTTER

Highest market cash prices paid. A trial will convince you that we are the people to deal with. Let us quote prices on what you have to offer. WRITE

JAMES COURT & SON

COLD STORAGE

MARSHALL, MICHIGAN

BRANCHES—At Allegan, Bellevue and Homer.

References, Dun or Bradstreet or your own banker.

EXPORTING POULTRY.

Ways in Which It Can Be Made to Yield a Profit.

Poultry fattening is a most important branch of commercial poultry keeping. Of what use is it instructing the agriculturist to rear innumerable chickens, if, when he has them, he is at a loss to know what to do with them? Canadian markets can be quickly overdone, but Great Britain has apparently an inexhaustible demand for really prime quality, well-fattened fowls. But the breeder must either be capable of fattening the birds on his own place, or must be able to hand them to a fatter, if the fowls are eventually to find their way to England. Therefore it is that we look to the fattening industry as the pioneer that shall eventually enable us to compete successfully with other countries in poultry produce as a whole. There are many fattening establishments in England, especially in the counties of Essex and Surrey, where men make a business of fattening fowls. A fatter, and by this term we mean the actual man who performs the duties of fattening, does not care to put on paper his mode of operation, for they are wide enough awake to know that if they were to—so to speak—"give themselves away," their occupation might be gone. In giving the benefit of our experience, and the method we employ, no such so-called considerations bear weight with us.

The only branch of poultry keeping that will permit, with any certainty, of the profits or losses being accurately prophesied is, in our opinion, poultry fattening. That any one can, however, start in this line with a fair prospect of success is by no means to be taken for granted. But that one and all of the many thousands of poultry keepers would derive considerable benefit were a better knowledge of this branch more widely circulated is a fact. There are, we have no doubt, a number of poultry breeders who would, if they only knew that they were eminently adapted by their connections and surroundings to make a success in this business, start at once in the undertaking. Before entering into any new business, it is every one's duty to make himself as fully conversant as possible with the requirements of such trade or business, and when, having mastered these details, he is able to see an opening for his enterprise, he may start operations in the fattening line with a certainty that by strict attention to business he can provide himself with a steady income in proportion to his undertaking.

Lest it may be thought that we advocate the principles of fattening all and every description of fowls that come to hand, and forwarding the same to the English markets, we desire to say such is by no means our intention; but although England will always take the best and the worst, there is generally a "glut" of what we call "thirds," and "culls," and if these are sent there the returns would not be as much as what we could have obtained at our own door. This is where the difficulty with the novice comes in. He has lately commenced in this line of business and has produced better fattened fowls than he has ever done before, or seen in his neighborhood, and he at once jumps to the conclusion that they are really prime quality goods; but what he may call prime birds, and what the English poulterer would designate the same may be two very different things entirely. It is obvious, then, that the one thing necessary (outside of a practical

experience) to insure success, when starting a fattening business, is to find a demand for the lower quality goods that you will have for disposal.

To suppose that a fatter, if he has, say, 500 birds up, can, as they become fit, send them all off to the markets and make a profit is an idea possessed by many, but which, if put into practice, would, with few exceptions, result in failure. But we will suppose that the 500 birds previously mentioned are an average type of fowl, suitable for fattening, and these, for convenience, we will divide into the probable five qualities of which they will be likely to consist, and the quantity in each lot, thus: Prime, 50; seconds, 150, thirds, 150; culls, 125; bad, 25; total, 500.

England demands the best, and the 50 primes and the 150 seconds, as stated above, should, therefore, be sent there. It is the "thirds" and "culls" where the difficulty in finding an outlet is apparent. The 25 bad (that is the birds killed in transit), wasters and, we regret to add, diseased, also find their way to packing establishments and consequently have to be thrown on the manure heap. The market supply of prime quality chickens is dependent upon two factors: First, the selection of the breed possessing the most suitable frame and form as to readiness of putting on flesh. Second, the adoption of the best methods of feeding and fattening. Apart from the greatly improved quality of flesh produced by special food and improved feeding, there will be a vast increase in weight. For example, the average three-pound chicken, as it comes from the farm, carries about six ounces of bone, 18 ounces of fat, and, after being cooked, there are about 13 ounces, or 28 per cent., of edible meat left. Suppose the farmer receives 30 cents per pair for the birds in this condition. He may argue that they cost him little or nothing to produce, but is that a fair reason why he should throw away good opportunities of making more money simply because he has made so much without any effort? Suppose, instead of selling the birds for 30 cents per pair, he puts them in the fattening coop for 21 days and expends 15 cents more in food and then goes to the market with them.

The chickens then weigh ten pounds per pair, and after cooking them we find 80 ounces of edible meat, which is three times as much as they possessed at the beginning of the fattening period. Suppose he sells them at the same price per pound, he would receive 50 cents instead of 30 cents as before; but, like any other meat of extra quality, it fetches an extra price, as in the large markets to-day such poultry commands 2 cents per pound above common stocks such as is usually exposed for sale on the butchers' stalls.

The problem that has to be solved is how to capture the British markets. In other words, how to produce, how to fatten and how to sell. To suppose that every breeder of chickens has either the time or the means to learn the fattening industry is to suppose what is most unlikely. Even so, the cost of shipping in small lots to the cold storage and fattening establishments makes the business almost impracticable. What is required is a co-operative fattening station in every county, to form a connecting link between the producer and the exporter, with one or more branches, where necessary, from which the producers can receive a fair market price for their poultry, and at the end of the

season participate in the profits that have been derived by properly fattening and marketing their products, each contributor receiving a share in proportion to the amount of poultry that he sold to the association during the last twelve months. The principle of co-operation has been successfully adopted for the manufacture of cheese and butter, and we see no reason why it should not be successfully carried out in the fattening and marketing of poultry. Capital is, of course, required to make such a society a success, but compared to the numbers it would affect, and the great

benefits that each individual contributor would derive, the amount of capital would be insignificant, and we trust we may see the day when the Department of Agriculture will take this matter up and place it on a sound basis, or, that failing them, private enterprise may step into the breach. R. A. Ashton.

A New Yorker possessed of an unusually thick skull has sold it to a surgeon for \$50, retaining, of course, a life interest in it himself. This may be called a case of a man eating his own head.

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

They All Like 'Em—Grant's Berry Cooler

Toledo, Ohio, May 30, 1902.

Folding Bath Tub Co.,
Marshall, Michigan.
Gentlemen—Enclosed please find check for Berry Cooler. The Cooler is all right and gives perfect satisfaction. It is something every live grocer should have.

Very truly yours,

A. E. STREIGHT.

Fond du Lac, Wis., June 1, 1902.

Folding Bath Tub Co.,
Marshall, Michigan.
Dear Sirs—I enclose herewith draft covering your invoice of May 10th for Berry Cooler. It is just what I have been looking for and it is a pleasure to handle berries with it. Wishing you success, I remain,

Respectfully yours,

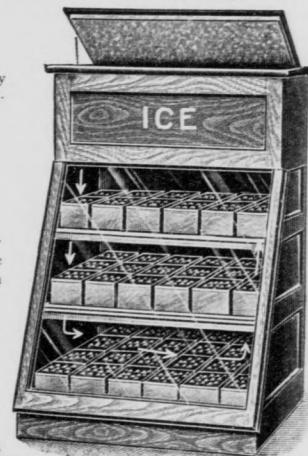
W. C. SOLLE.

FOLDING BATH TUB CO.

Marshall, Michigan

Manufacturers

"Peerless" Counters and Folding Bath Tubs



Butter

I always
want it.

E. F. Dudley

Owosso, Mich.

The New York Market

Special Features of the Grocery and Produce Trades.
Special Correspondence.

New York, March 21—The coffee market during the week has been very quiet. While prices are no lower than at the beginning, the feeling is that some decline may come at any moment. Cables from Europe show a weaker feeling abroad and, as receipts continue large at primary points, the general tenor is in favor of the buyer. Actual transactions have for the most part consisted simply of small purchases. In an invoice way Rio No. 7 is worth 5½¢. In store and afloat there are 2,684,274 bags, against 2,336,717 bags at the same time last year. In mild grades, Maracaibos have been in pretty fair request by roasters and jobbers and at steady prices. Good Cucuta is worth 8½¢@8¾¢. East Indias are doing as well as could be expected. Year in and year out the demand is only "so-so" and the demand equally "so-so."

There are bushels of rumors about sugar, the "largest" being that the trust purposes doing away with the jobber and sell to the retailer direct. To this end it is said that a firm here, acting as the go-between of the Trust, has offered retailers up the State granulated sugar at 4.65, less 1 per cent. discount, or 15 points below the printed schedule. It is hard to find the exact truth, as it seems to be where truth is said to dwell—"at the bottom of a well." There are some concerns like Armour in provisions and Hecker-Jones-Jewel in flour who do not "patronize" the wholesaler, but whether the Sugar Trust is to give them the go-by remains to be seen. At any rate, matters are badly tangled and buyers are acting very conservatively, as they are not sure when they are getting bottom prices. Still, matters might be worse.

As last noted the main call is for country green and pingsuey teas, although the market generally is fairly active—for tea. Prices are well sustained and weakness is nowhere observable. Stocks are not overabundant, especially of pingsueys.

Offerings of rice are light. The demand is fairly active and the market is generally holding firm. A late planting is likely to be caused by the floods and the acreage may be somewhat reduced if the wet weather continues, although, of course, rice will stand any amount of moisture that will kill almost every other grain. Choice to head, 5½¢@7¢.

Spice stocks generally are reported light, but there is enough to go around and the week has seemed to be a very dragging one, so far as the grocery trade demand is concerned. Not an atom of change has taken place in quotations. Pepper is the strongest article on the list and is well held at 12½¢@12¾¢ for Singapore black.

Really desirable grades of New Orleans molasses are in light supply, with a fairly active request. The market closes firm, although about unchanged. Foreign grades are firm and stocks are rather limited. The better grades of syrups are moving fairly well and prices are firm.

In canned goods there is nothing doing. Some little interest was occasioned by the announcement of opening prices on salmon, but the buyers were not rushing around to obtain stock and seem to be waiting for other opening prices. Stocks are working out pretty well and altogether the condition of the market is fairly satisfactory. Tomatoes show little change. There are enough to go around and the same is true of peas. Corn is firm with stocks rather depleted.

In dried fruits, the only thing to be said is that currants are firm. Aside from this one article, the market is easy and little actual business is going forward.

Lemons and oranges are both rather easy, although the situation might be much worse. Bananas are firm with the demand fairly active.

Supplies of desirable creamery grades of butter are moderate and, with a pretty

good demand, the market closes firm at 29¢@29½¢; seconds to firsts, 26¢@28½¢; held goods, 23¢@24¢; imitation creamery, 17¢@21¢; Western factory, 14¢@16¢; renovated, 16¢@19¢.

The cheese market continues strong. Best stock commands 15¢ and the immediate outlook is for a continuation of the present situation, if indeed there be not some slight advance, although this is hardly likely, as the season is advancing so rapidly. The export trade has been pretty good at a range averaging about 14¢. Stocks are very decidedly reduced.

Notwithstanding very large receipts, the demand for the better grades of eggs keeps the market well sustained. Fresh gathered Western goods are worth 17¢ and from this down to 14¢@15½¢ for discolored stock.

Effect of Grape Juice on Typhoid Bacilli.

In a recent weekly report of the Chicago Board of Health, it is stated that a study of the action of fruit juices upon the typhoid bacillus has brought out the interesting fact that, while lime-juice, apple-juice, and the juice of the grape fruit all had a more or less inhibiting effect on the growth or vitality of these bacilli, bottled grape juice gave the most conclusive results. The full text of the report is as follows:

The study of the action of lemon juice on the typhoid bacillus and on the colon bacilli, which are the cause of many forms of acute intestinal and other diseases, has been continued in the laboratory with very interesting results. The juices of different specimens of lemons were found to vary materially in germicidal action—that from some specimens requiring as much as 10 per cent. to kill all the exposed germs.

Experiments with other fruit juices have also been made on quite an extended scale. Lime juice, apple juice, the juice of grape fruit and grape juice have been tested. While all of these have a more or less inhibiting effect on the growth or vitality of these bacilli, the bottled grape juice found in grocery stores gave the most conclusive results—although there was a marked difference between the brands. With some brands a proportion of 1 per cent. effectually and permanently destroyed the vitality of both the typhoid and the colon bacilli—"no growth" at the end of seven days' incubation.

Cultures of these germs were used to infect both distilled water and water from the laboratory tap, in a strength of about 10,000,000 bacilli to a cubic centimeter—about one-third of a teaspoonful. The bottled grape juice was then added in proportions varying from 1 to 5 per cent. Examinations made at one-minute intervals showed that some brands had killed the germs at the end of the first minute, as also does the lemon juice if of proper strength. The effect is almost instantaneous.

The advantage of those brands of bottled grape juice which gave these results is that the quantity required—1 per cent.—does not affect the flavor of the water or disturb digestion, as lemon juice does with some individuals.

The freshly extracted juice of the grape prepared in the laboratory had no effect on the bacilli even in a proportion as high as 100 per cent.

The keynote to success in business is push, which is but another word for energy.

HERE'S THE D-AH

Ship COYNE BROS., 161 So. Water St., Chicago, Ill.

And Coin will come to you. Car Lots Potatoes, Onions, Apples, Beans, etc



Ship us your

Butter and Eggs

Highest Market Price Paid.

S. ORWANT & SON, Grand Rapids, Michigan.

Reference: The Fourth National Bank of Grand Rapids.

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.

"First Run"

NOW is the time to ask us for prices and get your orders in for the FIRST RUN of SAP, which insures the VERY FINEST FLAVORED MAPLE SYRUP and SUGAR.

We guarantee the quality and ask to submit you prices.

Michigan Maple Sugar Assn., Ltd.

119 Monroe Street
Grand Rapids, Michigan

WHOLESALE OYSTERS

We are the largest wholesale dealers in Western Michigan. Order early.

DETTENTHALER MARKET, Grand Rapids, Mich.

We Want to Fill our House with Butter, Eggs, Cheese, Dried Fruits, Etc.

Every Facility for First Class Storage. Engage space now. Write us for terms.
Connection by switch with all railroads.

THE TOLEDO COLD STORAGE CO., 120-126 Nebraska Ave., Toledo, Ohio.

Where Fruit Profits Vanish Into Thin Air.

It is a deplorable fact that many merchants can not tell whether it pays to handle fruit or not, simply because they have no system for keeping tab on the fruit stock. Most merchants are careless in this particular. They buy and sell, hoping that they are making money. They figure that their sales are so much, their average profit on the stock is so much, their expense is so much, and at the end of the year they ought to have a certain amount of profit cleared.

But they find that these calculations have gone wrong. Where the slump is none of them know. It is most probably lack of system.

I believe that nine out of ten merchants, that is general merchants and grocers, lose money on fruit. They work blindfolded. They take the invoice and figure a certain profit over the laid down cost. That looks nice, but they never see that profit. This applies to other lines as well as fruit.

What is the matter?

Simply that the merchant has not a close acquaintance with his business. He needs more method, and every merchant is coming to it. If he stays in business under the growing competition in every line he must have a more intelligent idea of what he is doing.

There is as great a loss to the retail merchant in dried fruit as in fresh fruit, if not greater. The grocer does not give his dried fruit as much attention as he does the fresh fruit stock. He thinks it does not need it, and there is where he falls down.

The merchant receives a shipment of dried fruit and puts it in stock. Part of it remains unsold at a certain period, but he orders more. The clerk puts the new fruit on top or ahead of the old and gradually the old begins to run down in quality faster than the profits pile up. Finally this old fruit, looking unrepresentable, is sold at a sacrifice or thrown out entirely.

Now what can be done to stop this?

In the first place the merchant should instruct the clerks in economy and keep after them until they carry out those instructions to the letter. When they see any of the stock running down they should look after it at once. They should be taught to clean out the old stock before carelessly dumping the new on top of it. They should not hang up a new bunch of bananas before selling out the old lot. In weighing out prunes, peaches, or other dried fruit, they should take pains to see that as little drops on the floor as possible. None should go on the floor. It represents loss, and all fruit is handled on too narrow a margin to allow it.

Stock represents money. Be as careful with the stock as you would be with cash. The retailer who does not look after these small things will have cause for dissatisfaction with the business sooner or later.

Stop the leaks. Fruit loss is one of the most serious in the store.

Keep track of the cost and proceeds from each lot of fruit whether it is a bunch of bananas or a bag of dried apricots. This means more bookkeeping, but it will pay.

Have a scale that will weigh accurately. Do not let the clerks give 17 ounces for a pound.

Employ a cashier to handle your money. The cashier can assist in keeping these records.

Interest your clerks in this plan. Show

them it is for their advantage in the forming of better business habits.

Get a fruit cleaning machine. It can be purchased at a reasonable figure. The dried fruit can be put in presentable shape, made over into as good fruit as it was when you first received it. Its weight can be materially increased by this simple process.

Remember that when you receive a bag of dried fruit it comes in nice condition, moist and attractive. After it is in the store for a time, it dries. Part of your profit has evaporated.

You should process it with a machine. Put the profit back into it as well as improving its appearance.—W. J. Hedstrom in Commercial Bulletin.

Save the Fruit Profits By Attention to Details.

In the language of the street the merchant can drop his wad in fruit about as easily as in any goods that he can buy. You ask what system will prevent it. Nothing but a careful account of what the stock costs and what it brings.

The retailer should keep not only an account with his fruit department but an account with the important items in that department. He should have an apple account, an orange account, a banana account, and accounts with the various important fruit lines he handles. He can list his goods by lot when they come in and keep track of the receipts on those lots. This is not as hard as it looks at first glance, as the retailer will learn as soon as he gets into the work.

Of course, various systems can be devised for handling this work rapidly and carefully. The first complaint that the average merchant will make is that it costs too much, that it may require the services of an extra book-keeper. The chances are that in the average general or grocery store this extra detail can be provided for without much increased expense. In fact it can be used through the entire business without costing much additional.

It has been stated that there are not enough good systems in Northwestern retailing to-day. It is true many merchants have made money easily without system and although many more have lost just as easily, the average merchant inclines to the view that he can trust to luck to a certain extent and slide through. Of course he sometimes slides through without mishap, but more often he finds the way strewn with slivers.

I have never seen a perfect system of book-keeping or records devised particularly for the retail merchant. I believe that such a system if framed on practical lines would be generally well received. It should be framed by a man who knows book-keeping and the retail business as well. The needs of the country merchant along this line are different from those of our friends in the cities, but for all that there are many things in common between the city and the country merchant in the way of a better system.—H. G. Sprague in Commercial Bulletin.

She Cleared Her Conscience.

Ballington Booth has been telling his friends about a woman who stood up to testify to her conversion, in the days when he was with the Salvation Army, as follows:

"I was very foolish and vain. Worldly pleasures, and especially the fashions, were my only thought. I was fond of silks, satins, jewelry, ribbons and laces. But, my friends, I found they were dragging me down to perdition; so I gave them all to my sister!"



Have You Any Hay or Straw?

We want all you have quick, any quantity, and will pay highest spot cash prices, F. O. B. your city. Write and let us know what you have. References: Dun's or Bradstreet's and City National Bank, Lansing. We job extensively in Patent Steel Wire Bale Ties. Guarantee prices.

Smith Young & Co.,
1019 Michigan Avenue East, Lansing, Michigan

We are offering you 50 cars of Strictly Choice, Northern Grown, Select SEED POTATOES

Our potatoes are well sorted and cleaned by running through the latest improved potato sorter, the only way that potatoes can be put in a strictly marketable condition. When in the market for any of the following varieties write or wire us for prices: Bovees, Throubuns, New Queen, Hebrons, Country Gentleman, White Elephant, Early Northern Thoroughbreds, Early Rose, Late Rose, Early Fortunes, Early Maine, King of Rose, Early Manistee, King of the Earlies, Clar's No. 1, Early Puritans, Early Michigan, State of Maine, American Wonders, Carmans No. 1 and No. 2, Rural New Yorkers. We give prompt and satisfactory attention to orders. When writing us use Baker's potato cipher. References—Manistee County Savings Bank or The Packer.

When writing for quotations address to Tustin, Michigan
MANISTEE POTATO WAREHOUSE CO., MANISTEE, MICH.



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10c Lemon
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Extracts

are guaranteed ABSOLUTELY PURE, and comply with the Michigan Pure Food Laws. You are authorized to sell SOUDERS' EXTRACTS on such a guarantee at the manufacturer's risk. They are also guaranteed better than many other brands sold at higher prices. Manufactured only by

The Royal Remedy & Extract Co.
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N. B. Our new Michigan goods are now ready for delivery; guaranteed absolutely pure, and made in strict conformity to the Michigan Pure Food Laws. Dealers are authorized to sell them under our guarantee. Order at once, through your jobber.

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ARE THE STANDARD FOR
ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP
BUY OF YOUR JOBBER. INSIST UPON GETTING THE PELOUZE MAKE
No. E 90 AS SHOWN 24 LBS.
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PELOUZE SCALE & MFG. CO.
CATALOGUE, 35 STYLES. CHICAGO.

LOST TO THE WORLD.

Inventions of Which the World Has Been Deprived.

A recent issue of Power reviews a number of interesting instances which can not do otherwise than convince even the most doubtful that engineering is to-day very, very far from having reached the pinnacle of perfection. Among other notes it states that it is hardly twenty years since John Waymouth, the Wolverhampton engineer and designer, discovered the motive power of heat, exhibited it in one of the simplest, cheapest and most useful engines imaginable, and then deprived the world of its benefit.

He had produced beforehand a round dozen of excellent inventions, which still bear his name, including the modern revolving chimney-cowl; and, having made a large fortune, he devoted himself to harnessing the ordinary heat of a fire and making a new power of it. The idea was laughed at by all his friends; but, after four years of study and experimenting, he produced a stationary engine that gave double the power of any steam-driven mechanism at about a third of the cost, and also a small model heat-locomotive large enough to draw a truck with a man in it.

He invited a committee of scientists and engineers, including Prois, Huxley and Forbes Brown, and showed them that his two machines worked to perfection. The affair made a great stir, and it was proved that a great power of unlimited scope had been discovered. Waymouth was flooded with offers of huge sums for his invention, but, for no apparent reason, except, perhaps, the alleged madness of genius, he absolutely refused to either bring it out himself or sell the secret. He announced himself satisfied with the triumph of the invention, and before his death, a year later, he destroyed all the papers and plans explaining the system and removed the essential parts of the two engines. These engines are still possessed by his heirs, but nobody has been able to make anything of them.

Still stranger was the famous loss of the recipe for the manufacture of diamonds, some fifteen years ago. Herbert Warner, who alone discovered and held the secret of diamond making, did not live to wreck the diamond industry as people thought he would, and the circumstances of the loss were mysterious and tragic. Inferior diamonds can still be produced artificially, but only at a cost of about ten times their value. Warner, after years of experimenting, was able to turn out a genuine diamond of large size and of the first water at the cost of a small fraction of the complete stone's worth. He, like Waymouth, of heat-power fame, manufactured his diamonds before an audience of scientists and produced three fine stones, which were tested and pronounced faultless. Two of them are still in existence and are the greatest curiosities the jewel world has ever seen. But within a fortnight of this triumph, before any new stones were put on the market, Warner utterly disappeared from his house on Harley street, London, leaving no trace whatever. So complete was his disappearance that from that day to this not the smallest explanation has been hit upon.

Then there is the lost secret of the wonderful new metal called "talium," which would certainly have been worth many millions to the nation and the inventor. Grantley Adams discovered it

just eight years ago, and during its short life it was one of the greatest wonders of the "science and commerce" world. "Talium" was an alloy of metals, electrically treated, nearly 55 per cent. lighter than steel, both stronger and tougher, and costing 30 per cent. less to produce. It was the fruit of four years' hard work and study, and eventually Adams completed it and publicly exposed it to every kind of test.

Trains or any other vehicles, it was proved, would be able to travel at nearly double their present speed if constructed of "talium," and there was no kind of edged tool that would not be as keen, as well as much lighter, if made of the new metal. The commotion caused by this discovery was extraordinary, and still more so was the upshot of it, for the magnitude of its success overcame Adams' reason and he became insane before ever the secret of the construction of "talium" was given out. Adams died a year later a hopeless lunatic, and, as there were no papers explaining his method, the great secret was lost. All the tools and engines of "talium" which he had made remain, but no analysis has revealed the method by which the metal was blended. "Talium" is lost.

The extraordinary "perpetual lamp" of Henry Mills, which he invented, perfected and proved the worth of twelve years ago, was lost in quite a different manner. The Mills lamp was an incandescent light produced without any using up of materials—it had nothing to do with combustion and the "flame" of it was perfectly cold. It was certainly one of the most wonderful inventions of the age, and not at all an expensive affair. Mills made two of these lamps and demonstrated their absolute success, but an extraordinary thing happened before the invention was put at the disposal of the public. On the night of May 20, 1899, Mills' laboratory in Hampstead was broken into, both lamps broken into fragments and all the papers describing the invention, involving years of work, stolen. There was not the slightest clew to the perpetrators of the burglary, which was done most scientifically, and the crime has never been traced. Even the reason for it is not known—whether it was malice, jealousy or theft. No use has been made of the stolen papers, and Mills, who depended on these papers, set to work again, but two months later he contracted typhoid and died and Britain was thus deprived of his secret.

In one way it is perhaps as well that the new gunpowder "fulmite," invented by Herbert Sawbridge six years ago, never came to a head. Sawbridge discovered this powder by accident in his little chemical experimenting room at Exeter. He perfected the powder after a good deal of study and trouble, and finally showed that in an ordinary service rifle this powder could drive a bullet accurately a distance of nearly six miles, and that at ordinary ranges it gave over ten times the penetration that "cordite," the present powder, gives. A bullet propelled by it at 600 yards would penetrate twelve men. It would have been a terribly destructive invention, and one of its best points was that it did not strain or corrode a gun in any way; and, above all, damp could not harm it. But such is the extraordinary fatality that seems to dog inventors that Sawbridge was killed in an explosion in his laboratory, which wrecked the entire cottage. This hap-

pened soon after the Government had begun to negotiate with Sawbridge for the purchase of his invention; but the explosion that killed him destroyed any records there might have been of his work. It was not "fulmite" that killed him, but an accident with ordinary nitro-glycerine.

Evolution of the Hebrew.

The Hebrew is talked and written about a great deal in pulpit and press, and, strange to say, with all the discussion carried on, is strangely misunderstood. Scattered as we are, we are declared by some to be distinct as a race, by others to be peculiar as a nation, and by still others simply a denomination. Are we a race? The term implies a division of mankind, a thing in common physical peculiarities derived from a distinct prehistoric source. Our blood since the days of Egyptian servitude has become adulterated, so to speak, and Israel, scattered, has become moulded by various climatic conditions so that we find its champions the representatives of all the races constituting the human family.

Rabbi William Roseneau.

Our Salesmen

will soon call on the trade with a full line of Summer Goods. We have some special bargains. Our line of Harness, Collars, etc., for spring trade is complete. Send in your orders.

Brown & Sehler,
Grand Rapids, Mich.

As Bright As Sunlight

There isn't a whiter, cleaner light made than acetylene gas—the generator is easily managed—is almost indestructible and perfectly safe, it does not fill up or clog up.

Acetylene gas burns a steady, white, brilliant flame, it does not flutter or puff. It does not require mantles nor chimneys—it is always ready to light.

No gas is any cheaper nor any generator handier. Acetylene gas is as bright as sunlight and just as safe. Send for FREE booklet.

K. DYKEMA & SON,

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Be friendly—write occasionally.

EAGLE HIGH TEST LYE

Standard of 100% purity. Powdered and Perfumed.



Established 1870
on can wrapper. Write for booklet of valuable information. For spraying trees, vines and shrubs it has no equal.

OUR
New Deal
FOR THE
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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.

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President, B. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

United Commercial Travelers of Michigan

Grand Counselor, F. C. SCUTT, Bay City; Grand Secretary, AMOS, KENDALL, Toledo;

Grand Rapids Council No. 131, G. C. T.

Senior Counselor, W. B. HOLDEN; Secretary Treasurer, L. F. Baker.

Gripsack Brigade.

L. M. Page, formerly with the Dunkley Co., of Kalamazoo, will cover Western territory for the Horton-Cato Manufacturing Co., of Detroit.

Hastings Banner: Ralzey B. Richards, who has been clerking for Fred Spangemacher, has resigned his position to take the position of traveling salesman for the Milwaukee Harvester Co.

J. B. Alles and Adolph Duttonhofer, who cover Minnesota and Wisconsin for Hirth, Krause & Co., are in town this week for the purpose of getting out their fall samples. They confidently predict a large volume of business from their territory unless there should be a crop failure.

Traverse City Eagle: W. A. Steckler, a popular traveling man for the A. H. Lyman Co., of Manistee, has taken unto himself a wife and is springing quite a surprise on his friends by taking his bride of a week with him on his trip. Billy is very popular and a host of friends will join in wishing him a long and happy life.

Kalamazoo Gazette: Jacob L. Sternfield will leave about April 10 on a business trip to South Africa. He is traveling representative of the Goulds Manufacturing Co., of Seneca Falls, N. Y., and will push pumps as a specialty on the contemplated trip. Mr. Sternfield is an old and tried hand with his concern. A few weeks ago he returned from a very successful European trip. His brother, Abraham Sternfield, has a home territory for the same company. Both of these enterprising young Kalamazoo men have been highly complimented by their firm for the amount of their sales.

Ft. Wayne Sentinel: James C. Craig is at the head of a company which is being organized by the traveling salesmen of Fort Wayne and vicinity, and which will shortly begin the manufacture of crackers and cakes. Judge W. J. Vesey will prepare the articles of incorporation, which will doubtless be filed next week with the Secretary of State, and work on the construction of the plant will begin shortly afterward. The company will have a capital stock of \$50,000, over \$35,000 of which has already been subscribed for, and several well-known business men and capitalists are willing to take the remaining stock, but it is expected to place it all among traveling salesmen who will be able to boost the goods while on the road. Mr. Craig has organized two former companies in this city, both of which have been very prosperous, and the new company has everything in its favor to soon rival the older plants.

The Boys Behind the Counter.

Pentwater—E. W. Shober, who for years was in the employ of the Pentwater Bedstead Co., and later cashier of the Gardner T. Sands bank, has gone to Mears to take charge of the Mears store formerly operated by Wilson I. Compton and recently purchased by the Sands & Maxwell Lumber Co.

Lansing—Ernest Jessop, formerly of this city, has been promoted to the

management of the Hannan Shoe Co.'s largest store in Brooklyn, N. Y.

Holland—H. F. Riley succeeds Robert DePree as prescription clerk for Cornelius DePree.

Flint—Millard Nicholson has resumed his position behind the counter for E. O. Pierce & Sons.

Kalamazoo—L. R. Brownell, of Bay City, has taken a position in the dress goods department of J. R. Jones' Sons & Co.

Houghton—Albert Freeman has resigned his place with J. A. Fuller, the broker, and has taken charge of the dry goods department of Hodgson Bros. & Hoar.

Ishpeming—William P. Kinsman has relinquished his position as manager of the Ishpeming Co-Operative Society. He is compelled to resign on account of poor health, which has made him a semi-invalid for the past few months. He will try to recuperate his strength by a prolonged rest. John Boase, who has been in charge of the dry goods department for a number of years, will take Mr. Kinsman's place until a new manager is selected. Mr. Kinsman has been in charge of the Society's affairs ever since its organization, fourteen years ago. The organization started out in a modest way, but it has grown until now it is the largest co-operative society of its kind in the United States. A branch store has been established at Negaunee and its holdings of real estate and other property are large and valuable. Mr. Kinsman has shown business ability of high order in his conduct of the Association's affairs and its growth and stability are due in great measure to his wise, conservative direction.

Nashville—E. E. Shaw is now behind the counter at Young's hardware store.

Muskegon—Connor Jasperson, who was formerly traveling salesman for Gately & Donovan, of Saginaw, wholesale furniture dealers, has been engaged as salesman by James Balbirnie & Co. M. Jasperson succeeds to the position made vacant by the death of Emil O. Ellifson and is well known here, having been lately connected with the Moon Desk Co.

Grand Ledge—Zona Wells is the new clerk in the Star Shoe Co.'s store.

Purely Personal.

Heman G. Barlow (Judson Grocer Company) has gone to Grinnell, Iowa, where he will spend a week with his old-time friend, Rev. Dan. F. Bradley. Mrs. Barlow accompanies him.

Byron J. Robertson, formerly engaged in general trade at Breedsville, has purchased a block of stock in the Miles Hardware Co. and takes the position of book-keeper for the corporation.

Wm. J. Clarke, wife and daughter, who have been spending the winter in California, are at the Livingston Hotel to-day on their way to their home at Harbor Springs. They are guests of Wm. Connor.

E. D. Richmond, for many years Cashier of the Oceana County Savings Bank, at Hart, but for some years a resident of Chicago, has removed to Pentwater and taken the management of the banking establishment of Gardner T. Sands.

E. H. Foote gave a dinner party to the directors of the State Bank of Michigan last evening in celebration of his 58th birthday. All the directors were present except Edward Lowe, who is sojourning in California. John Mowatt and F. Stewart Foote were included in the party.

The Grain Market.

Wheat has been rather panicky during the week. While cash wheat has remained strong, options have been neglected, all owing to the fine springlike weather we have been having for the last couple of weeks. Exports have been fair. Receipts have been of a rather diminutive order, owing to bad roads generally, and farmers have been hauling something else besides wheat. I might also state that the Argentine has been quite a shipper during the past week, also Russia. India is offering wheat in Liverpool cheaper than the United States. However, it might be mentioned that India wheat is not of as good quality as ours. Should favorable weather conditions continue, it looks as if wheat would remain where it is. The visible also keeps making a fair decrease, as it was a little more than 1,000,000 bushels during last week. However, that should not be taken into consideration, as we still have 5,000,000 bushels less on hand than we had a year ago. I might also add that the traders in wheat and other grains for the moment are trading in stocks—railroad, municipal and industrial stocks. The season is getting so late now that we do not think winter wheat will be injured by freezing or thawing.

Corn took another tumble, that is, cash corn, which went up fully 3c per bushel, while futures only declined 2½c. The reason for corn declining has been told in previous articles, so there is no use of going over it again. Too much poor corn in the country—that tells the whole story. Should the roads get in good condition, we are of the opinion corn would decline still further.

Oats is the only cereal that has kept steady. There is no change to note. It looks now as if oats would remain at present prices until new oats come on the market, which will be some time yet. Notwithstanding oats were received in large quantities, the visible only increased about 135,000 bushels.

In rye there is also nothing special to

note. It goes neither up nor down, but remains steady. Foreign demand is slack and distillers are short, so we see nothing encouraging in rye.

Beans, however, are taking on unusual activity and the price has advanced 8c since last writing. There has sprung up a little more domestic demand than there has been, but we do not see anything in beans, as they are abnormally high. Beans over \$2 seem out of range and we still look for lower prices.

The demand for flour has been very fair indeed, both local and domestic. While not urgent, the demand keeps pace with the supply.

Mill feed is still scarce and prices are not being shaded. The fact is, many mills are running only part of the time, which makes a scarcity of feed. However, there will soon be good pasture, which will make quite a change.

Receipts have been rather small again, having been as follows: wheat, 32 cars; corn, 13 cars; oats, 5 cars; flour, 5 cars; beans, 1 car; hay, 1 car; potatoes, 32 cars.

Millers are paying 68c for No. 2 red wheat. C. G. A. Voigt.

Stop at the Livingston Hotel



Grand Rapids, Mich.

The Warwick

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

The Latest About Kentucky Oil

One of the Strongest and Safest Companies in the Field is the GREAT NORTHERN OIL COMPANY



We have 60,000 acres of oil land in the best part of Kentucky. This company is backed by responsible Michigan men, which is the best guarantee of success. Development work has begun. The first issue of treasury stock will be sold for the low price of

30 cents a share

in lots of 100 or more. If you are looking for a good thing investigate.

THE OFFICERS ARE:

President, Hon. Henry McMorrin, Port Huron, Michigan.
Treasurer, Wilbur F. Davidson, Port Huron, Michigan.
Secretary, F. C. Pillsbury, Detroit, Michigan.

Capital Stock, \$600,000

Par value of shares, \$1.00 each. For prospectus and full particulars call or address

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Drugs--Chemicals

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Term expires
WIRT P. DOTY, Detroit - 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 HEIM, Saginaw - Dec. 31, 1907

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

Examination Sessions.

Star Island, June 16 and 17.
 Houghton, Aug. 25 and 26.

Mich. State Pharmaceutical Association.

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

Preparations Containing Soap For Various Purposes.

Formic aldehyde has attracted the attention of surgeons, gynecologists and medical practitioners generally, for several years, and quite a number of preparations have been placed on the market, the medicinal properties of which are, or are supposed to be, due to this chemical substance.

Among the more recent and apparently more popular preparations of this class is a formic aldehyde soap solution. This, or a modification containing some additional antiseptic, has been sold in Europe, under various trade-names.

The following formula resembles a well-known German preparation:

Castor oil 75 Cc.
 Potassium hydrate..... 15 Gm.
 Distilled water..... 25 Cc.
 Alcohol 15 Cc.
 Formic aldehyde solution 70 Cc.

Dissolve the potassium hydrate in the water. Add the alcohol to the oil, contained in a suitable bottle. To this mixture gradually add the solution potassium hydrate, shaking occasionally; allow to stand until clear and then add the solution of formic aldehyde. This makes a light yellow solution, the objectionable feature of which is the persistent odor of castor oil.

A more desirable formula, one that is readily followed and contains a higher percentage of formic aldehyde, is the following for a solution that we have designed to name sapoform:

Oleic acid 110 Cc.
 Alcohol 60 Cc.
 Potassium hydrate..... 20 Gm.
 Distilled water..... 60 Cc.
 Formic aldehyde sol.,
 40 per cent..... 250 Cc.

To the oleic acid, in a suitable bottle, add the alcohol. Dissolve the potassium hydrate in the water and gradually add to the mixture of oleic acid and alcohol, occasionally shaking the mixture. Allow the mixture to stand for from twelve to twenty-four hours, then add the formic aldehyde solution.

This formula gives a clear sherry-colored liquid that appears to stand well and is freely miscible with either water or alcohol.

Formaldehyde soap solutions are recommended as being antiseptic, disinfectant and bactericidal. They are said to be non-poisonous and non-caustic. In solution, they have been used in place of solutions of corrosive sublimate or carbolic acid. Applied locally for night-sweats of phthisis, and also in cases of excessive perspiration, especially of the feet. German practitioners recommend 2 or 3 per cent. solutions of the preparation in distilled or soft water.

Sapoform carbolic acid is made by adding carbolic acid one part to sapoform two parts, mix. A preparation

similar to this is being used in several of the German hospitals, and according to the published reports, with considerable success. This is to be used the same as simple sapoform, in 2 or 3 per cent. solution in water.

The water used for diluting any of these antiseptic solutions containing soap is of considerable importance. To obtain perfectly clear solutions the water used should be perfectly pure, or at least free from any of the well-known soap precipitants, such as lime or aluminum.

Ammonia soap for use in making a preparation to sell as a clothes cleaner or grease chaser:

Oleic acid..... 50 Cc.
 Ether 25 Cc.
 Chloroform..... 25 Cc.
 Benzine..... 250 Cc.
 Spirit ammonia..... 50 Cc.

Mix in the order given, with an occasional shaking. If a white emulsion is preferred, the same or double the amount of water of ammonia may be substituted for the spirit, the excess of alkali in this case being rather an advantage.

H. Kubl gives a formula for a preparation of saponaceous menthol solution, as follows:

Menthol..... 1 Gm.
 Chloroform..... 5 Cc.
 Spirit camphor..... 10 Cc.
 Alcohol..... 20 Cc.
 Soft soap (U. S. P.)..... 15 Cc.
 Oil wintergreen..... 2 Cc.

Mix. This makes an agreeable and cooling lotion that may in many cases be recommended in place of menthol cones, or menthol pencils, for neuralgias or headaches. M. I. Wilbert.

Some Suggestions For Window Displays.

I take pleasure in describing a window display which I ran for two weeks and which created a great deal of interest. The subject was, "From the cradle to the grave from a druggist's point of view." This I printed on a large card, fastened to a chain, and suspended between two square pillars. I arranged a number of groups, each representing different stages of life and with appropriate cards attached.

First year—paregoric, a nursing outfit, nipples, child's laxative preparation and teething syrups. Fifth year—school books, slate pencils, colic preparation, apples. Tenth year—cigars, cigarettes, tobaccos. Twentieth year—tobacco cure, moustache wax, hair dye, corn cure, candy in fancy packages, and young lady's photograph. Fortieth year—hair tonic, rheumatism remedies, spavin cure. Seventieth year—bible, on which rested a skull. Last, a large card on which was printed "Eternity," at one end of which was a large pile of sulphur with some matches stuck in it. On the other end a large bouquet, and beside it a harp.

Crepe tissue paper is one of the cheapest and most effective dressings for window displays. An attractive display of perfumes, soaps or other toilet article may be made by filling the bottom of the window with excelsior and covering with crepe tissue. Lay the excelsior in bunches; when covered it will have a billowy effect. On the top of each billow place a box of perfume or soap, and in the depressions lay loose cakes or bottles. Use either white or a bright paper that will harmonize or contrast with the colors of the packages. If the window is low arrange boards at the back to give it a slope. If mirrors are used, frame them in tissue. Cut the paper into strips a little wider than the frame of the mirror. Press the edges

of the paper lightly over the finger so as not to tear, to make it wavy, and then tack on.

For another window cover the bottom with a suitable color, then cut a contrasting colored paper into strips about two inches wide. Fasten one end with a brass headed tack, twist the paper once or twice and put in another tack; follow this up at intervals of a foot or eighteen inches, making squares, diamonds, or other shapes, and in the center of each square place display packages. If used for perfumes fasten a bunch of artificial flowers, corresponding with the odors, at each tack.

A window that will attract a great deal of attention can be made by reproducing the biblical scene of "Moses in the bulrushes." Color, excelsior green to represent grass; run a strip of tinfoil across the window near the back to represent water; get some rushes and soil and plant along the edge of the stream; place a basket with a doll baby among them and with a nursing bottle and rattle beside it, and a doll dressed in suitable costume among the rushes. Around the window have nursing bottles and other infant necessities arranged and a card reading, "Everything here for the modern Moses."

For an Easter window, take boards and build at one end of window a section of a stable with thatched roof and manger with child in it, and several dolls dressed as men and women in oriental costume looking at it. At the other end of window have display of Easter eggs and dyes, and as a background several Easter lilies. Not historically correct, but no one will think of that. Use two or three simple signs, reading Easter Egg Dyes, Easter Perfumes, etc. R. S. Alexander.

The Drug Market.

Opium—Is very firm. Powdered is tending higher.

Morphine—Is unchanged.

Quinine—Is steady.

Citric Acid—Has been advanced by manufacturers 2c per pound, on account of higher price in primary markets due to scarcity.

Salicylic Acid and Salicylate Soda—Have been reduced 2c per pound.

Bismuth Preparations—Are all firm and advancing.

Cocaine—Is in very strong position, but, on account of competition, price has been reduced 25c per ounce.

Cod Liver Oil—Continues to advance. It will cost to-day \$106 per barrel of 30 gallons to import.

Menthol—The market is a little firmer, but quotably unchanged.

Prickly Ash Bark—Has again advanced and is very scarce.

Oil Sassafras—Is in small supply and has advanced.

Oil Peppermint—Is very weak.
 Cape Aloes—Continue high, but are not firm.

Short Buchu—New crop is coming in and the market will soon be lower.

Linseed Oil—Has declined.

The Innocent Suffered.

Did you ever reflect on the inconsistencies of fat?

Can't say that I ever did. Why do you ask?

I was thinking of what happened at the Bumstead's the other evening. Some girl was reciting "Curfew Shall Not Ring To-night" when a big square of plastering fell from the ceiling.

Well?

Well, that plastering bumped and bruised every person in the room except the elocutionist.

FRED BRUNDAGE

wholesale

Drugs and Stationery

32 & 34 Western Ave.,

MUSKOGON, 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

Little Giant \$20.00 Soda Fountain

Requires no tanks or plumbing. Over 10,000 in use. Great for country merchants. Write for

Soda Water Sense Free

Tells all about it.

Grant Manufacturing Co., Inc.,
 Pittsburg, Pa.

Do you sell Wall Papers?

If you have not ordered
 your Spring stock or if
 your stock needs sorting
 up,

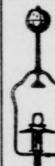
Let us send our Samples,
 Prepaid express, for your inspection

We have a very fine as-
 sortment at the right
 prices. Drop us a card.

Heystek & Canfield Co.

Grand Rapids, Michigan

The Michigan Wall Paper Jobbers



The Imperial Gas Lamp

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

The Imperial Gas Lamp Co.
 210 Kinzie Street, Chicago

National Fire Insurance Co.

of Hartford.

W. Fred McBain,

The Leading Agency,

Grand Rapids, Mich.

I CAN SELL YOUR REAL ESTATE

or business, no matter what it is or where it is. If you want to sell a farm, timber land, ranch, hotel, factory, lumber or coal yard, stock of goods (any line), cigar rights, or want a partner, send two stamps for my booklet. 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 MOST PROFITABLE method available for daily use in every home (city or country). Factory, bank, insurance companies, hotels (lawful), millions will be sold. A necessity that will sell in every territory over and over again; its show is to sell. AGENTS WANTED. Send for sample 10 cents; money back if you say so. Write quick for exclusive territory. ZENO M. O. SUPPLY CO., SOUTH BEND, IND.

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.

WHOLESALE DRUG PRICE CURRENT

Advanced—Gum Camphor, Bismuth, Cod Liver Oil, White Lead.
Declined—Oil Peppermint.

Acidum	Conium Mac.	800 90
Aceticum \$ 60 8	Copalba 1 15 1 25	
Benzolcum, German. 70 17	Cubebæ 1 30 1 35	
Boricæ 2 17	Eucythitæ 1 50 1 80	
Carbolicum 22 27	Excochithos 1 00 1 10	
Citricum 42 44	Gaultheria 2 30 2 40	
Hydrochlor. 3 5	Geranium, ounce 7 75	
Nitricum 8 10	Gossypii, Sem. gal. 50 60	
Oxalicum 12 14	Hedeoma 1 80 1 85	
Phosphoricum, dil. 2 15	Junipera 1 50 2 00	
Salicilicæ 42 45	Lavendula 90 2 00	
Sulphuricæ 1 1/2 5	Limonis 1 15 1 25	
Tannicum 1 10 1 20	Mentha Piper 4 50 5 90	
Tartaricum 38 40	Mentha Virid 5 00 5 50	
	Morrhuae, gal. 3 75 4 00	
	Myrra 4 00 4 50	
	Olive 75 3 00	
	Piela Liquida, gal. 10 12	
	Piela Nigra 92 98	
	Rosmarini 1 00	
	Rose, ounce 6 50 7 00	
	Succini 40 45	
	Sabina 90 1 00	
	Santal 2 75 7 00	
	Sassafras 55 60	
	Sinapis, ess., ounce. 1 50 1 60	
	Tigil 40 50	
	Thyme, 1 60 2 00	
	Thyme, opt. 1 60	
	Theobromas 15 20	
	Potassium	
	Bi-Carb. 15 18	
	Bichromate 13 25	
	Bromide 33 35	
	Carb 12 15	
	Chlorate, po. 17@19 16 18	
	Cyanide 34 38	
	Iodide 2 30 2 40	
	Potassa, Bitart, pure 28 30	
	Potass Nitras, opt. 7 10	
	Potass Nitras 6 8	
	Prussiate 23 25	
	Sulphate, po. 15 15 18	
	Radix	
	Aconitum 20 25	
	Althæa 30 33	
	Anchusa 10 12	
	Arum po. 2 25	
	Calamus 20 40	
	Gentiana 12 15	
	Glycyrrhiza, pv. 15 16 18	
	Hydrastis Canaden. 7 8	
	Hydrastis Can., po. 8 10	
	Hellebore, Alba, po. 12 15	
	Inula, po. 18 22	
	Ipecac, po. 2 75 2 80	
	Iris plox., po. 35@38 35 40	
	Jalap, pr. 25 30	
	Maranta 22 25	
	Podophyllum, po. 22 25	
	Rhel 75 1 00	
	Rhel, cut. 1 25	
	Rhel, pv. 75 1 35	
	Spigella 35 38	
	Sanguinaria, po. 15 85 70	
	Serpentaria 1 10 1 15	
	Senega 40	
	Smilax, officinalis H. 2 25	
	Smilax, M. 10 12	
	Sellæ, po. 35 10 12	
	Symplocarpus, Fostidus, po. 2 25	
	Valeriana, Eng. po. 30 15 20	
	Valeriana, German. 14 16	
	Zingiber a 14 16	
	Zingiber j. 25 27	
	Semen	
	Anisum, po. 18 2 15	
	Aptum (graveleons). 13 15	
	Bfrd, is. 4 6	
	Carul. po. 15 10 11	
	Cardamon 1 25 1 75	
	Coriandrum 8 10	
	Cannabis Sativa 6 7 15	
	Cydodum 75 1 00	
	Chenopodium 15 16	
	Cinchonidine, Germ. 38 45	
	Cocaine 4 55 4 75	
	Corks, list, dis. pr. et. 7 75	
	Creosotum 2 45	
	Creta, bbl. 75 2 5	
	Creta, prep. 2 5	
	Creta, precip. 9 11	
	Creta, Rubra 9 9	
	Crocod 38 40	
	Cudbear 2 24	
	Cupri Sulph. 6 4 8	
	Dextrine 7 10	
	Ether Sulph. 78 92	
	Emery, all numbers. 2 8	
	Emery, po. 2 8	
	Ergola, po. 90 85 90	
	Flake White 12 15	
	Galla 2 23	
	Gambler 8 9	
	Gelatn, Cooper 2 80	
	Gelatn, French. 35 60	
	Glassware, flint, box 75 5	
	Less than box 11 13	
	Glue, brown 15 25	
	Glue, white 17 25	
	Glycerina 25 25	
	Grana Paradisi 25 25	
	Humulus 25 25	
	Hydrarg Chlor Mite 1 00	
	Hydrarg Chlor Cor. 1 90	
	Hydrarg Ox Rub'm. 1 10	
	Hydrarg Ammoniac 1 10	
	Hydrarg Unguentum 50 60	
	Hydrargyrum 2 85	
	Ichthyobolla, Am. 65 70	
	Indigo 75 1 00	
	Iodine, Resubli. 3 40 3 60	
	Iodoform 3 60 3 85	
	Lupulin 2 80	
	Lycopodium 65 70	
	Mace 55 75	
	Liquor Arsen et Hydrarg Iod. 2 25	
	Liquor Potass Arsenit 10 12	
	Magnesia, Sulph. 2 3	
	Magnesia, Sulph, bbl 1 1/4	
	Manna, S. F. 75 80	

Menthol 7 00 7 50	Seidlitz Mixture. 20 22	Linseed, pure raw. 44 47
Morphia, S., P. & W. 2 25 2 50	Sinapis 2 30	Linseed, boiled 45 48
Morphia, S., N. Y. Q. 2 25 2 50	Sinapis, opt. 2 30	Neatsfoot, winter str 59 85
Morphia, Mal. 2 25 2 80	Snuff, Macaboy, De Voë 2 41	Spirits Turpentine. 72 78
Moschus Canton 2 40	Snuff, Scotch, De Voë 2 41	
Myristica, No. 1. 38 40	Soda, Boras, po. 9 11	Paints BBL. L
Nux Vomica, po. 15 2 30 2 40	Soda, Boras, Carb. 1 1/2 2 1/2	Red Venetian 1 1/2 2 1/2
Os Sepia 35 37	Soda et Potass Tart. 3 5	Ochre, yellow Mars. 1 1/2 2 1/2
Pepsin Saac, H. & F. D. Co. 2 1 00	Soda, Bi-Carb. 3 5	Ochre, yellow Ber. 1 1/2 2 1/2
Piela Liq. N. N. 1/2 gal. doz. 2 2 00	Soda, Ash 3 1/2 4	Putty, commercial. 2 1/2 2 1/2
Piela Liq., quart. 2 1 00	Soda, Sulphas 2 2	Putty, strictly pure. 2 1/2 2 1/2
Piela Liq., pint. 2 85	Spts. Cologne. 2 2 80	Vermilion, Prime 13 15
Pil Hydrarg. po. 80 2 18	Spts. Ether Co. 50 55	American 70 75
Piper Nigra, po. 22 2 30	Spts. Myroia Dom. 2 2 00	Vermilion, English. 14 18
Piper Alba, po. 35 2 30	Spts. Vini Rect. bbl. 2 2	Green, Peninsular. 13 16
Plix Burgun 2 7	Spts. Vini Rect. 1/2 bbl. 2 2	Lead, red 8 1/2 7
Plumbi Acet. 10 12	Spts. Vini Rect. 10gal. 2 2	Lead, white 8 1/2 7
Pulvis Ipecae et Opii 1 30 1 50	Spts. Vini Rect. 5 gal. 2 2	Whiting, white Span 2 90
Pyrethrum, boxes H. & P. D. Co., doz. 2 75	Strychnia, Crystal. 90 1 15	Whiting, gliders 2 95
Pyrethrum, pv. 25 30	Sulphur, Subl. 2 1/2 4	Whiting, Paris, Amer. 2 1 25
Quassia 8 10	Sulphur, Roll. 2 1/2 3 1/2	Whiting, Paris, Eng. cliff 2 1 48
Quinia, S. P. & W. 30 40	Tamarinda 8 10	Universal Prepared. 1 10 1 20
Quinia, S. German. 30 40	Terebenth Venice. 28 30	
Quinia, N. Y. 40 50	Theobroma. 40 50	Varnishes
Vanilla 9 00 16 00	Zinci Sulph. 7 8	No. 1 Turp Coach. 1 10 1 20
		Extra Turp. 1 60 1 70
		Coach Body. 2 75 3 00
		No. 1 Turp Furn. 1 00 1 10
		Extra Turp Damar. 1 50 1 60
		Jap. Dryer, No. 1 Turp. 70 79

Drugs

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

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Druggists'
Sundries.

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

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

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED (Medium Beans, Halibut, Scaled Herring, Shot) and DECLINED (Sack Salt).

Index to Markets By Columns

Index to Markets table listing various goods and their prices across columns A through Y.

AXLE GREASE advertisement for Mica, tin boxes, 75¢ 9 00.

BAKING POWDER advertisement for JAXON, 1 lb. cans, 4 doz. case, 45¢.

BLUING advertisement for JENNINGS CONDENSED PEARL BLUING.

MURO-CRISP advertisement for The Ready Cooked Granular Wheat Food.

TRYABITA advertisement for Peptonized Celery Food.

BRUSHES advertisement for Solid Back, 8 in., 45¢.

CAN RUBBERS advertisement for Schaefer Handy Box Brand.

CANNED GOODS advertisement for Apples, 3 lb. Standards, 85¢.

BEANS advertisement for Baked, 80¢ 1 90.

FRYING PAN advertisement for 10c size, 90¢.

BLUING advertisement for Arctic, 4 oz. ovals, per gross 4 00.

BRUNSWICK'S EASYBRIGHT advertisement for Instantaneous Cleaner.

Table 3: Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils.

Table 4: COCOANUT, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 5: Dried Fruits, Beans, Apples, Blueberries, Clams, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mushrooms, Oysters, Peaches, Pears, Plums, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon.

Table 6: COCOA, COCOA SHELLS, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 7: COCOA, COCOA SHELLS, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 8: COCOA, COCOA SHELLS, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 9: COCOA, COCOA SHELLS, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 10: COCOA, COCOA SHELLS, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 11: COCOANUT, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.



Table 12: COCOANUT, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

Table 13: COCOANUT, COFFEE, CHEESE, CHOCOLATE, CLOTHES LINES.

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Table 19: Soda, Oyster, Animals, Assorted Cake, Belle Rose, Ben's Water, Cinnamon Bar, Coffee Cake, Iced, Coffee Cake, Java, Coconut Macaroons, Coconut Taffy, Cracknels, Creams, Iced, Cream Crisp, Cubans, Currant Fruit, Frosted Honey, Frosted Cream, Ginger Gems, Large and Small, Ginger Snaps, N. B. Co., Gladiator, Grandma Cakes, Graham Crackers, Graham Wafers, Grand Rapids Tea, Honey Fingers, Iced Honey Crumpets, Imperials, Jumbles, Honey, Lady Fingers, Lemon Snaps, Lemon Wafers, Marshmallow, Marshmallow Creams, Marshmallow Walnuts, Mary Ann, Mixed Picnic, Milk Biscuit, Molasses Cake, Molasses Bar, Moss Jelly Bar, Newton, Oatmeal Crackers, Oatmeal Wafers, Orange Crisp, Orange Gem, Penny Cake, Pilot Bread, XXX, Pretzettes, hand made, Pretzels, hand made, Scotch Cookies, Sugar Lunch, Sugar Cakes, Sugar Biscuit Square, Sugar Squares, Sultanas, Tutti Frutti, Vanilla Wafers, Vienna Crimp, E. J. Krueck & Co.'s baked goods, Standard Crackers, Blue Ribbon Squares.

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6

Peas Green, Wisconsin, bu. 1 85 Green, Scotch, bu. 1 90 Split, lb. 4

Washed DeRoos Co.'s Brand. Cases, 24 2 lb. packages. 2 00



East India. 3 1/2 German, sacks. 3 1/2 German, broken package. 4

Flake, 110 lb. sacks. 4 Pearl, 150 lb. sacks. 3 1/2 Pearl, 24 1 lb. packages. 6 1/2

Cracked, bulk. 2 3/4 24 2 lb. packages. 8 1/2

Fishing Tackle 1/4 to 1 inch. 6 1/4 to 2 inches. 7 1/2 to 3 inches. 9 3 inches. 11

Cotton Lines No. 1, 10 feet. 5 No. 2, 15 feet. 7 No. 3, 15 feet. 9

Linen Lines Small. 20 Medium. 26 Large. 34

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

Flavoring Extracts FOOTE & JENKS' JAXON Highest Grade Extracts

Vanilla Lemon 1 oz full m. 20 1 oz full m. 80 2 oz full m. 2 10 2 oz full m. 1 25

JENNINGS' FLAVORING EXTRACTS Folding Boxes D. C. Lemon. 75 D. C. Vanilla. 2 00

7

Pork Dressed. 8 1/4 @ 8 1/4 Loin. 12 1/4 @ 12 1/4 Boston Butts. 11 1/4 @ 11 1/4 Shoulders. 8 @ 8

Mutton Carcass. 6 @ 8 Lambs. 8 @ 10 Veal Carcass. 6 @ 8

GELATINE Knox's Sparkling. 1 20 Knox's Sparkling, pr gross. 14 00 Knox's Acidulated. 1 20

GRAINS AND FLOUR Wheat Wheat. 68 Winter Wheat Flour Local Brands

Patents Second Patent. 4 20 Straight. 3 70 Second Straight. 3 20 Clear. 3 05

Spring Wheat Flour Clark-Jewell-Well's Co.'s Brand Pillsbury's Best 1/2. 4 60

Meal Bolted. 2 70 Granulated. 2 60 Feed and Millstuffs

St. Car Feed screened. 19 00 No. 1 Corn and Oats. 19 00 Corn Meal, coarse. 14 00

Hay No. 1 Timothy car lots. 9 00 No. 1 Timothy ton lots. 11 50

HERBS Sage. 15 Hops. 15 Laurel Leaves. 15 Senna Leaves. 25

INDIGO Madras, 5 lb. boxes. 55 S. F., 2, 3 and 5 lb. boxes. 55

JELLY 5 lb. pails per doz. 1 85 15 lb. pails. 35 80 lb. pails. 67

8

MOLASSES Fancy New Orleans Open Kettle. 40 Choice. 35 Fair. 25 Good. 22 Half-barrels 20 extra. 22

MUSTARD Horse Radish, 1 doz. 1 75 Horse Radish, 9 doz. 2 25

METAL POLISH Search Brand. Paste, 3 oz. box, per doz. 75 Paste, 6 oz. box, per doz. 1 25

PIPES Clay, No. 216. 1 70 Clay, T. D., full count. 1 00

PIKLES Medium Barrels, 1,200 count. 8 75 Half bbls, 600 count. 4 88

PLAYING CARDS No. 90, Steamboat. 90 No. 15, Royal, assorted. 1 20

POTASH 48 cans in case. Babbitt's. 4 00 Penna Salt Co.'s. 3 00

PROVISIONS Barreled Pork Back. 218 00 Clear back. 219 75

Dry Salt Meats Bellies. 11 1/4 S P Bellies. 12 1/2 Extra shorts. 11 1/2

Smoked Meats Hams, 12 lb. average. 12 1/4 Hams, 14 lb. average. 12 3/4

Lard Compound. 8 1/4 Pure. 11 1/2 60 lb. Tubs, advance. 7 1/2

Sausages Bologna. 8 1/2 Liver. 8 1/4 Frankfurt. 8 1/2 Pork. 8 @ 10

9

RICE Domestic Carolina head. 7 Carolina No. 1. 8 1/4 Carolina No. 2. 8 Broken. 3 1/2



Sutton's Table Rice, 40 to the bale, 2 1/2 pound pockets. 7 1/4

Japan, No. 1. 5 1/2 Japan, No. 2. 5 Java, fancy head. 5



Best grade Imported Japan, 3 pound pockets, 33 to the bale. Cost of packing in cotton pockets only 1/2 cent more than bulk.

SALAD DRESSING Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25

SALERATUS Packed 50 lbs. in box. Church's Arm and Hammer. 3 15 Deland's. 3 00

SAL SODA Granulated, bbls. 80 Granulated, 100 lb. cases. 90

SALT Diamond Crystal Table, cases, 24 3 lb. boxes. 1 40 Table, barrels, 100 3 lb. bags. 3 00

Common Grades 100 3 lb. sacks. 1 90 60 5 lb. sacks. 1 70 28 10 lb. sacks. 1 40

SALT FISH Cod Large whole. 7 1/2 Small whole. 5 1/2 Strips or bricks. 7 1/2

10

Trout No. 1 100 lbs. 5 50 No. 1 40 lbs. 2 50 No. 1 10 lbs. 70 No. 1 8 lbs. 59

Mackerel Mess 100 lbs. 15 50 Mess 50 lbs. 8 75 Mess 10 lbs. 1 80

Whitefish No. 1 No. 2 Fam 100 lbs. 7 75 50 lbs. 3 85 10 lbs. 92 4 lbs. 17

SHOE BLACKING Handy Box, large. 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 85 Miller's Crown Polish. 85

SOAP Beaver Soap Co. brands GRAND PAS WONDER SOAP

JAXON Single box. 3 10 5 box lots, delivered. 3 05 10 box lots, delivered. 3 00

Jas. S. Kirk & Co. brands American Family. 4 05 Dusky Diamond 50-8 oz. 4 05

Proctor & Gamble brands Leno. 3 10 Ivory, 8 oz. 4 00 Ivory, 10 oz. 6 75

SODIA Sapollo, gross cts. 9 00 Sapollo, half gross lots. 4 70 Sapollo, single boxes. 2 25

SPICES Allspice. 12 Cassia, China in mats. 28 Cassia, Batavia, in bund. 28

SUNDF Dried, choice. 30 Sundried, fancy. 35 Regular, medium. 2 1 Regular, choice. 30

TEA Japan Sundried, medium. 24 Sundried, choice. 30 Sundried, fancy. 35

11

STARCH Common Gloss 1-lb. packages. 5 3-lb. packages. 4 1/2 6-lb. packages. 5 1/2 12 and 24-lb. boxes. 3 1/2 @ 1/4

Common Corn 20 1-lb. packages. 5 40 1-lb. packages. 4 1/2 @ 1/4

SYRUPS Corn Barrels. 23 Half bbls. 25 10 lb. cans, 1/2 doz. in case. 1 70

STOVE POLISH J. L. Prescott & Co. Manufacturers New York, N. Y. DOMINO 7 20 Cut Leaf. 5 0 0

SUGAR Domino. 7 20 Cut Leaf. 5 0 0 Crushed. 5 50 Cubes. 5 25

Table Sauces LEA & PERRINS' SAUCE The Original and Genuine Worcestershire.

TEA Japan Sundried, medium. 24 Sundried, choice. 30 Sundried, fancy. 35

Gunpowder Moyune, medium. 30 Moyune, choice. 32 Moyune, fancy. 40

Young Hyson Choice. 30 Fancy. 38 Oolong Formosa, fancy. 42 Amoy, medium. 25 Amoy, choice. 32

English Breakfast Medium. 30 Choice. 35 Fancy. 40 India Ceylon, choice. 32 Fancy. 42

TOBACCO Cigars H. & P. Drug Co.'s brands. Fortune Teller. 35 00 Our Manager. 35 00 Quinette. 35 00 G. J. Johnson Cigar Co.'s brand.

SCW Less than 500. 33 00 500 or more. 32 00 1000 or more. 31 90

12

Table with 2 columns: Item and Price. Items include Lubetsky Bros. brands, Fine Cut, Soap, Pins, Eggs, etc.

13

Table with 2 columns: Item and Price. Items include Mop Sticks, Toothpicks, Traps, Wash Boards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Fresh Fish, Oysters, Hides and Pelts, etc.

14

Table with 2 columns: Item and Price. Items include Candies, Mixed Candy, Grocers, Fancy-In Pails, Fancy-In 5 lb. Boxes, Lemons, Oranges, Bananas, Foreign Dried Fruits, Figs, Nuts, etc.

15

Table with 2 columns: Item and Price. Items include Stoneware, Butters, Churns, Milkpans, Stewpans, Jags, Sealing Wax, Lamp Burners, Mason Fruit Jars, Anchor Carton Chimneys, Electric, Oil Cans, Lanterns, Lantern Globes, Best White Cotton Wicks, Coupon Books, Coupon Pass Books, Credit Checks, etc.

Advertisement for Butler Brothers featuring the headline 'Another Forward Step!' and text describing their new April catalogue and various products.

Fashionable Fabrics and Features For the Spring Season.

Taffeta will be numbered among the fashionable fabrics of the coming season. A model of black taffeta has a yoke about the hips and back, the front part of the yoke ending in a narrow front panel. The rest of the skirt is arranged in rows of shirrings separated by lines of fine black passementerie. On the bodice, the upper part of a draped bolero is shirred in the same way, as are also the upper and tucked parts of the full sleeve. Another model, this in cloth, is trimmed in silk fringe of the same tone, the color of the costume being tan. The skirt has a modified habit back, with little tucks over the hips, and a straight front panel bordered by narrow stitched folds. The skirt is cut out in deep teeth about the bottom and fringe added to cover the drop-skirt. The upper part of the blouse is shirred between two rows of entre deux arranged in points. The lowest row of entre deux heads the fringe, and the choker consists of a single row of lace. The lower part of the full sleeve is trimmed with two rows of fringe, with the entire deux used as a heading.

A most effective costume of nickel gray has a skirt that clears the ground by several inches. It is laid in deep side plaits, which are released about three inches above the hem and left entirely loose from the belt directly in the back to the bottom. The semi-fitting Norfolk jacket, which is quite long, has a belt which is slipped through the plaits at the waist line in the back and which slants down to the front. The bishop sleeves are gathered into bands of gray velvet. The collar is of the same velvet. With this costume is worn a flat, three-cornered hat of gray felt bound with black and caught back in the front with rosettes of black velvet.

Japanese embroideries are effectively used on wool costumes. A simple model of gray wool has a shallow yoke of lace edged with an inch wide band of Japanese embroidery in blues and red. The skirt is hung in small plaits and trimmed near the bottom with a band of embroidery. Another novelty of the season is chamois embroidery. An effective gown of white cloth is inset with figures of yellow chamois and black silk cord. Stitched bands will continue a favorite decoration of all gowns throughout the coming season.

Large lace collars are still modish, the latest collars not only cover the shoulders, but a piece runs panel-like down the front to the waistline. The very wide collars are not appropriate for costumes, but they are very effective on wraps of all kinds. Motives in lace seem to be growing smaller. The filet lace so fashionable is very fine, which indicates that heavy lace is to be entirely supplanted by the finer variety.

Chiffon waists to match cloth gowns are in great demand. They are for the most part accordion plaited or tucked, and often ornamented with narrow bands of gold lace applique and several rows of narrow velvet or satin in the same shade.

Again sleeves bid fair to be the dominant feature of the coming modes. The mousquetaire sleeve will be in evidence. On an attractive cloth costume there is found a sleeve of velvet which is close to a little above the elbow, where it has a flaring turn-up cuff faced with cloth. The rest of the sleeve is of cloth wrinkled over the lining in mousquetaire fashion. It starts close at the wrist and swells out in a big puff at the

elbow. Another new sleeve in wool is shirred at the top and gathered into two big puffs by means of straps of narrow black velvet. At the elbow the second puff is met by a high close-pointed cuff of white satin, trimmed with the black velvet. Elbow sleeves remain popular, built over a close undersleeve for the day and a bare arm for the evening. A dainty half long sleeve in a dinner frock of white crepe and lace is fairly loose over the upper arm and bells out over the elbows without the addition of a flounce. The sleeve is made of alternate clusters of tucks and entre deux, and attached to the outside of the sleeve near the bottom is a little fall of lace.

Respecting the Stomach.

The stomach is a beaker in which foods are analyzed. The mixture put into the stomach should, when compounded, contain the food principles in their proper proportion, if the physical and mental machinery are to be maintained in good order. When a chemist can be found who will say he can produce the food principles out of old shoes, tomato cans, or any old thing, we shall be safe in saying that it does not matter what goes into the stomach. The stomach, furthermore, is a machine built to do certain work in a certain manner. It was not built to break up coal as it is mined, or to thaw out icebergs, therefore it is reasonable to believe that the stomach must receive food in quantity and condition suited to its construction and working capacity.

So much for the gross material part of the question. Psychologists and physiologists tell us that digestion is amenable to mental conditions. Mentalities differ. One man may be able to eat comfortably, and digest perfectly, food eaten among inharmonious companions, disagreeable surroundings, and in great haste, while another man will succumb to inevitable indigestion under these circumstances. Is the mind fitted to the stomach or the stomach to the mind? I hold that the stomach is fitted to the mind originally. When the mind lacks reasoning and executive ability to provide the stomach with suitable food, the stomach takes the bit in its mouth and balks and masters the mind. It is the stomach to look out for, then, not the mind. Marion Mulford.

Demand For Novelties.

Retailers are in a position to accept most any style of shirting that entails selling features, so great has become the demand for novelty features. Jacquards on colored grounds, units and all-overs are excellent investments for the better class trade. The most desirable patterns are practically out of the market at the present time.

Novelties in flannels, too, are in great demand and it is within the range of good judgment to presume that the demand will become universal before the season is half over. While white grounds and neat effects were first in vogue with the high class dealer, the call soon after turned and in both stiff bosom and negligee lines are still considered valuable property, although the city dealer is taking no little pains to shift the demand.

Roll Butter.

The young housekeeper who told the fishman that she wanted some eels, and when he asked her how much, replied: About two yards and a half, has a rival in a Chicago woman, who recently remarked to her grocer: I wish to get some butter, please. Roll butter, ma'am? he asked, politely. No, we wish to eat it on toast. We seldom have rolls.

Hardware Price Current

Table listing various hardware items and their prices. Categories include Ammunition (Caps, Cartridges, Primers, Gun Wads, Loaded Shells, Paper Shells), Axes, Barrows, Bolts, Buckets, Cast Loose Pin, Chain, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hollow Ware, Horse Nails, House Furnishing Goods, Iron, Knobs, Lanterns, and Warren. Prices are listed in dollars and cents.

Table listing various hardware items and their prices. Categories include Levels, Mattocks, Metals-Zinc, Miscellaneous, Molasses Gates, Patent Plashed Iron, Planes, Nails, Roofing Plates, Ropes, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melyn Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wire, and Wire Goods. Prices are listed in dollars and cents.

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.

Hot Water Kalsomines

are occasionally bought by a dealer who wants something **CHEAP** and feels that his customers are not posted as to the latest and best.

Cold Water Alabastine

Is handled by all progressive dealers who want to give their trade the best there is for the purpose and not an out-of-date discarded hot water mixture.

Alabastine Co.
Grand Rapids, Mich.

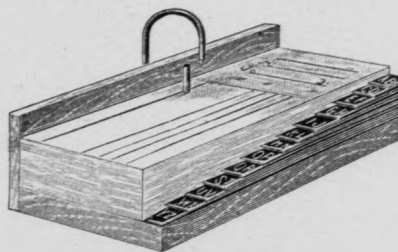


Housecleaning

The spring house, store and office building cleaning season is now with us, and all retailers will find a good demand for **Brunswick's Easybright**. This is a combination cleaner that will clean all varnished and painted wood-work and metals, as well as cloth fabrics, carpets, rugs, lace curtains, etc. It is a cleaner and polisher superior to any and all others now on the market.

It is cheaper and will do more work than any and all other cleaners. A quart can that retails for 25 cents will clean forty yards of carpet. All retail merchants will find it to their interest to put a case of each size of these goods in stock. The free samples and circulars packed in each case, if passed out to acquaintances, will make customers and friends. For sale by all jobbers.

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



Account Files

DIFFERENT STYLES VARIOUS SIZES

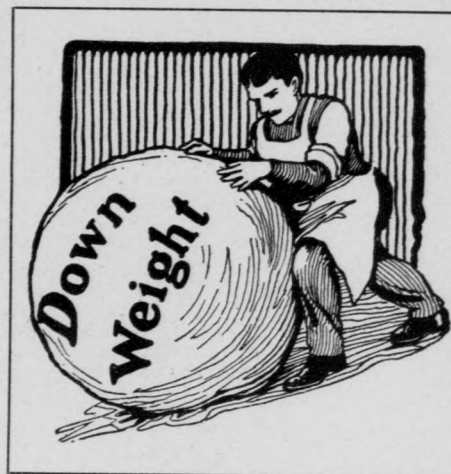
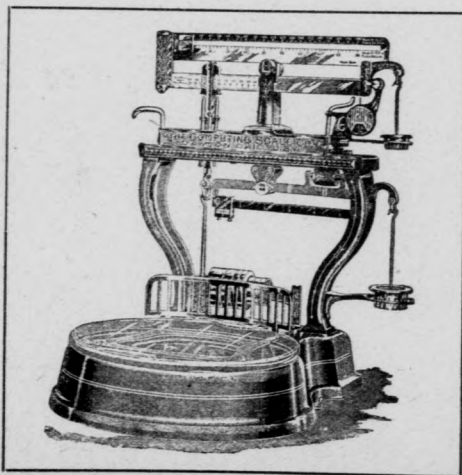
We are the Oldest and Largest Manufacturers.

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

This space is owned
by the

Oxford Pure Food Co.
Limited.

Detroit, Michigan.

MICA AXLE GREASE

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

ILLUMINATING AND LUBRICATING OILS

PERFECTION OIL IS THE STANDARD
THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.

The Famous "Belding" and "National" Roll Top Refrigerators



The above cut represents our three apartment roll top quarter sawed white oak swell front curved doors grocers' refrigerator. Handsome finish, neat design, superior construction and felt-lined doors are some of the features which make them desirable. We make the two and four door compartment in this style and all have marble slab. Other styles and sizes.

Belding-Hall Manufacturing Co.

Factories Belding, Michigan

Offices New York, Chicago, Philadelphia, Boston



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.