

If your trade demands good rubbers, sell them Beacon Falls.



They are a sterling, dependable article, not made to "sell at a price," and can be relied on to give satisfaction. They fit, look and wear well, and cost no more than many other lines much inferior in point of quality. Drop us a card and we will be glad to send 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.

Money Makes Money

is an old saying and true. We have some gilt edge securities where money invested means "money made." We carefully investigate everything we offer, so when we say, "These are especially good propositions," *we know*.

Bonds—

Albion Gas Co., bonds, 5% 101
M. K. & O. Ry. (part M K. & T. Ry sys-
tem), 5% 102½ and Int.

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.

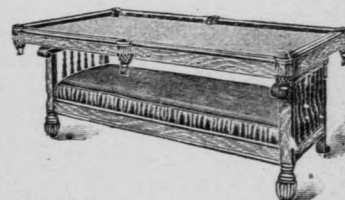
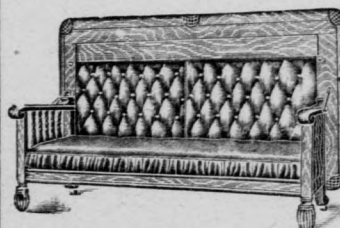
211-215 Mich. Trust Bldg., Grand Rapids, Mich.

References: Old National Bank, Peoples Savings Bank.

The Balke Manufacturing Company,

Sole Manufacturers of the

BALKE Combined Davenport, Pool and Billiard Tables.



FOR THE HOME.

There is Nothing More Enjoyable for indoor amusement than a game of billiards or pool. The great majority of homes are debarred from the king of games on account of lack of room, and in many cases on account of the great expense of the old style table.

We have overcome all obstacles. We offer you a perfect and complete Pool or Billiard Table, with full equipment, at an extremely moderate cost, while at the same time giving you a magnificent full length couch, suitable for the best room in any house, and adapted to be used in a moderate sized room, either parlor, sitting room, library or dining room.

We have a large line of children's tables for \$10 to \$25, and regular tables at \$50 to \$200. Catalogue on application.

The Balke Manufacturing Company, 1 W. Bridge Street.

"THE Ann Arbor" QUICK LIGHTING GASOLINE LAMPS.

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



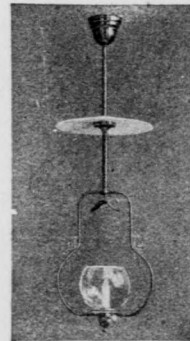
The Superior Mfg. Co.
Ann Arbor, Mich.

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.

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.

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.

Sunlight

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

Walsh-DeRoo Milling Co.

Holland, Michigan

MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 1, 1903.

Number 1019

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. McCORR, Manager.

We can furnish you

SUNSET BULLION

at \$19.50 an oz.

or

Sunset Treasury Stock
at \$2 a share

Net you 12 per cent. per annum.

This company is operating on the Feather River, 6 miles from Oroville, California, and has paid regular dividends since Feb., 1894. It declared its 110th monthly 2 per cent. last week, payable April 1st.

Chas. E. Temple & Co.

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

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

IMPORTANT FEATURES.

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2. The Church Fair.
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26. Bill Heller's Clerk.
28. Hardware.
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34. Clerks' Corner.
36. Butter and Eggs.
38. The New York Market.
41. Commercial Travelers.
42. Drugs and Chemicals.
44. Grocery Price Current.

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 15c 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.

Oro Hondo

Would you like to visit the

Oro Hondo Property

at Black Hills between the 15th of April and the 1st of May without expense to you in any way? If so, we would be pleased to furnish you full particulars regarding route, train service and date of starting.

Charles E. Temple & Co.

623 Mich. Trust Bldg. Grand Rapids, Mich.

MANUFACTURING MATTERS.

Richmond—Cooley Bros. succeed Nichols & Farr in the wagon manufacturing business.

Detroit—The United States Heater Co. has increased its capital stock from \$100,000 to \$200,000.

Whitehall—B. A. Linderman and Geo. H. Nelson have formed a copartnership and engaged in the manufacture of hardwood flooring.

Charlotte—Frank Spaulding has purchased an interest in the Benton Manufacturing Co., manufacturer of hand-rakes and snow shovels.

Detroit—The Buffalo Forge Co. has opened a Detroit office in the Majestic building, with Henry M. Brightman in charge as manager for Michigan.

Carleton—The Carleton cheese factory, which has been in business for many years under the management of Edwards & Strong, has been sold to the Detroit Creamery Co.

Zeeland—J. Grabel has purchased a third interest in the VerHage Milling Co. and will establish a branch at Grandville. The company will also handle coal, wood, lime and cement.

Lansing—The Lansing Motor & Pump Co. has been formed by the following gentlemen: C. M. Watson, 500 shares; J. H. Ebel, 300 shares; Ed. Seibley, 150 shares, and John Langdon, 50 shares. The authorized capital stock is \$10,000.

Hillsdale—The Hillsdale Oil & Gas Co. has been organized with a capital stock of \$500,000, held by the following persons: Frank M. Hall, Hillsdale, 12,436 shares; Chas. M. DeWitt, Osseo, 7,500 shares, and Dr. Duncan McKellar, Osseo, 64 shares.

Marine City—The Marine City Roller Mill Co. has been formed with a capital stock of \$15,000. The shareholders and their holdings are as follows: Alonzo Arnold, 450 shares; Eber Arnold, 450 shares; Robert Monn, 300 shares, and A. A. Manion, 300 shares.

Otsego—The Eady Shoe Co. has been organized with a capital stock of \$20,000 and expects to be in operation in about two weeks. The officers of the new concern are President and Manager, E. W. Eady; Vice-President, E. W. Sherwood; Secretary, Geo. C. Nevins, and Treasurer, Geo. E. DeLano.

Shepherd—The Shepherd Canning Co. is the style of a new enterprise recently inaugurated at this place. The authorized capital stock is \$10,600, held as follows: A. W. Wright, of Alma, owns 100 shares. The remainder of the stock is divided into 30 shares each, held by F. H. Shepherd, F. E. Hibbard, N. W. Struble and A. E. Clark.

Saginaw—The Michigan Sand Lime Brick Co. is the style of a new corporation capitalized at \$60,000. The stockholders are as follows, each of whom holds 1,200 shares of stock: F. W. Hubbard, Port Austin; John Ryan, Bad Axe; H. H. Simpson, Bad Axe; C. L. Cowles, Saginaw, and A. F. Doyle, Saginaw.

Detroit—Harris Bros. & Co., manufacturers of overalls and shirts, have merged their business into a corporation

under the style of Harris Brothers Co. The capital stock is \$50,000, held as follows: Saul Harris, 3,128 shares; Jos. Zechman, 1,283 shares; Benj. Harris, 487 shares; A. Jacobs, 100 shares, and A. Sloman, 2 shares.

Battle Creek—The Union City Paint Co., Limited, which was organized about five months ago for the purpose of manufacturing anti-corrosive paint, expects to begin operations in about ninety days. The company is capitalized at \$500,000. The plant is being equipped at Union City and the offices established at this place.

Morenci—Last year the three Beatty cheese factories—Morenci, Limecreek and Chesterfield—received 3,460,849 pounds of milk, from which 9,500 cheese were made. The average price paid was 97.13c per 100 pounds, and the total amount disbursed among the dairymen was \$33,630. It was a remarkably good season. The Limecreek factory began a new season's operations last week, with Leon Partridge as maker. The Morenci and Chesterfield—Lyman and Frazy Johnson, respectively, makers—have resumed manufacturing.

Jackson—The Lewis Patent Paper Cheese Box Co. has been capitalized at \$20,000, all paid in, with the following as officers: George B. Kellogg, Chairman; L. D. Lewis, Vice-Chairman; J. M. Carncross, Treasurer, and C. T. Gorham, Secretary, and eventually to become Manager. L. D. Lewis, of Adams, N. Y., who is the inventor, received his patent from Washington last June. Two sample boxes were on exhibition at Watertown Produce Exchange banquet, held at Watertown, N. Y., early last month. One was made of pulp, the other of paper; of the two the former seemed more desirable. The weight of paper box for a sixty-pound cheese is three and a half pounds, and varies according to the material from which it is made. The boxes are uniform in size, a decided advantage over wooden boxes. The paper boxes are put together with cement, making them air and moisture proof. Both top and bottom covers are arranged to provide for ventilation.

Saginaw—The Henderson Co. has moved to Detroit and organized as the National Grocers & Jobbers' Supply Co., with a capital stock of \$200,000, of which \$120,000 is paid in. The concern will locate at 140-148 Sherman street, and expects to be in operation in thirty days. Edwin D. Henderson, Sr., of Saginaw, is President of the new company, holding 4,700 shares of preferred stock and 9,700 shares of common stock.

Sault Ste. Marie—The Boston Clothing Co. has been organized with a capital stock of \$13,000. The stockholders are Bernard M. Morris, 1,000 shares; Max Schoeneman, 200 shares; Ralph Springer, 70 shares and Chas. Doulan, 30 shares.

Nashville—E. B. Townsend & Co. have sold their grocery stock to Kraft & Son. The junior partner, Geo. Kraft was formerly behind the counter for C. A. Kinsey, the Caledonia general dealer.

THE CHURCH FAIR.

Salutary Method of Treating This Form of Hold-Up.

Every business and professional man is occasionally forced to pay tribute to the various religious and charitable societies of his vicinity, and the furniture dealer is no exception to the rule. The ladies of one society get up a fair and ask him to donate some articles from his stock to help them, sometimes allowing him to select the articles to be donated, sometimes asking, diplomatically, of course, for the articles they want.

Then another society has a raffle and sells chances on anything from a portrait to a piano, and the furniture man is never slighted when the pretty girls go around selling the numbers.

A supper is given and he is expected to buy at least two tickets in advance, regardless of the fact that he has an engagement on that date which prevents his using them.

The Daughters of Deliah get up a minstrel show for the benefit of their treasury and the furniture man is expected to loan all the furniture and accessories needed for the stage, fill his show windows with grinning caricatures to advertise it and buy a ticket for each member of his family.

And so it goes through the round of entertainments, lecture courses, concerts, charity balls, etc., and any refusal or objection upon his part stamps him at once mean, narrow, stingy, bigoted and unpatriotic.

I do not know just how others treat this class of "hold-ups," and probably no rule or set rules could be formulated which would apply to all cases. There are many worthy objects to which I am

glad to contribute. If these societies improve or beautify the town or its surroundings or the cemetery, or if they elevate the moral or social or spiritual atmosphere, then I am either directly or indirectly receiving some benefit for which I am willing to pay. I also feel that a liberal policy on my part will be to my advantage because through the friendly feeling established it will advertise me and my business and increase my trade.

But I do not mean to be understood as saying that I give to all these objects. There are some things at which I draw the line. I never give to any raffle or drawing nor buy tickets or numbers or chances in them, and I base my refusal upon the ground that I do not approve of those ways of raising money. It is but a modified form of lottery and encourages a desire to get something for nothing, which constitutes the fascination of gambling. If the solicitor persists in trying to sell me a number I say, "No, come and see me some other time when you are raising money in another way and I will help you. There are plenty who do not object to this; get them to help you this time." Nor would I give to any organization in which the proceeds seem to be used for the benefit of the promoters, rather than the public, unless there were special circumstances which made it appear for my interest to do so.

Distantly located schools, homes for helpless or erring, unless of well-known reputation I invariably turn down. I am not able to verify their statements as to amount or character of work done, nor do I know that the solicitor is what he claims to be.

To all the local societies which have worthy objects I believe it is a part of

my duty to contribute, and good business policy as well.

In regard to the interests in surrounding territory for which you do not feel as much personal responsibility, very much depends upon the person who presents the matter. There are some who have claims upon me by reason of favors rendered or long patronage whom I would not care to risk offending by refusing.

Frequently a country church will get up a lecture or concert or supper and depend on the tickets sold to the merchants in the nearest town to cover the expenses, although knowing that none of those who thus pay for it will attend or receive any benefit. If such a church is located in territory tributary to me, and especially if I have customers among its members, it might be best to donate, if the amount asked is not large.

In every case the manner of granting or refusing is important. I try to decide promptly and if I think I ought to refuse I do it at once, politely but firmly, leaving no ground for argument, while on the other hand, if I decide to grant the request I do not want to seem to do it grudgingly nor hesitatingly, as I believe that deprives the gift of half its value as an advertisement, so I accede as promptly and with as much apparent pleasure as possible. Better refuse point blank than to give grudgingly or as if compelled to do so.—Uncle Reuben in Furniture Journal.

How the Fish Was Drowned.

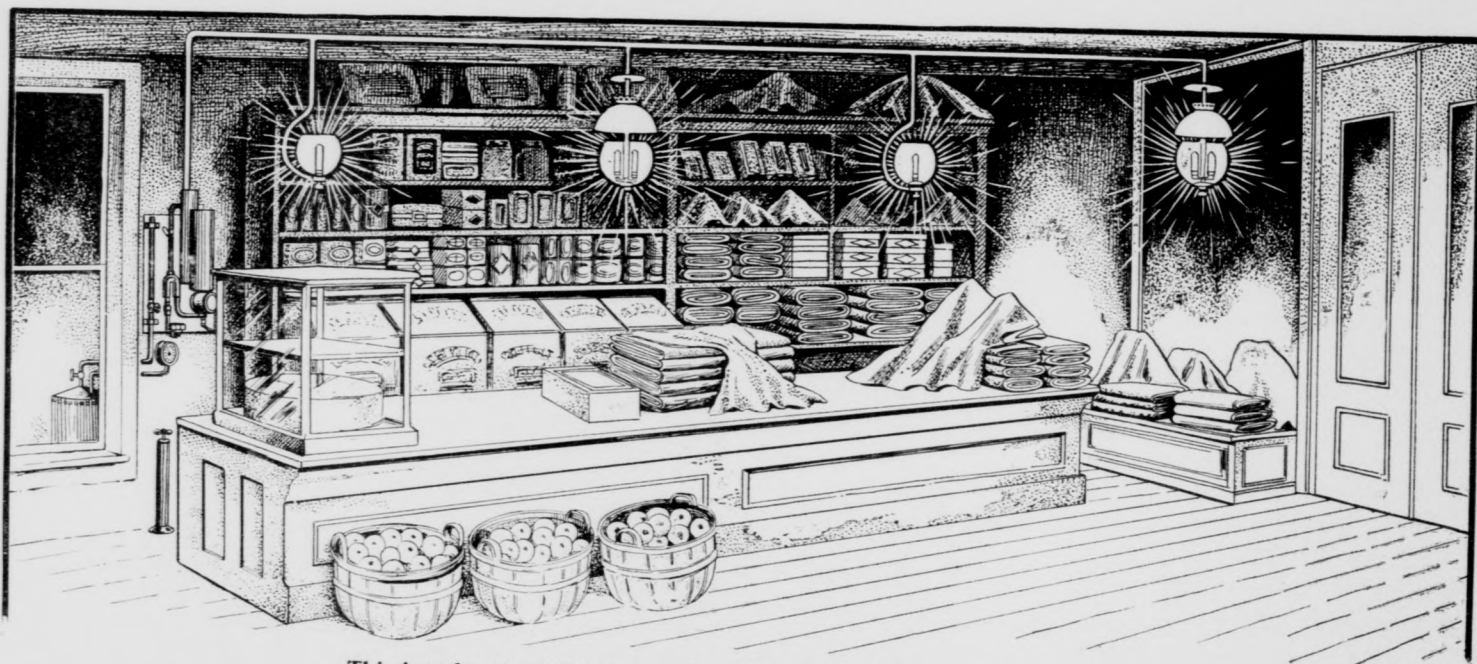
A German scientist—he could only have been German—once conceived, we are told, a plan to train a fish to live out of water. He placed a thriving little carp in a small tank and with infinite patience and great exactness re-

moved from the tank one spoonful of water every day, at the same time increasing gradually the amount of oxygen in the water. In time the water barely covered the carp, and still it thrived. The quantity of water continued to diminish, and, by slowly adapting its method of breathing to the new conditions, the fish began to breathe air and, indeed, became quite terrestrial in its habits before the tank was entirely dry. The scientist had grown to love the carp. He fed it from his own hand, and now that it was living in the same element with himself he took it from the tank and left it as free to follow its own devices as was the family cat. The little fish also loved its master. It followed him about from place to place, flopping along after him, stopping only occasionally to leap for a passing fly. One day the scientist was crossing a bridge. The carp, as usual, was at his heels, enjoying the pleasant air of the countryside and uttering from time to time a little sound expressive of delight and contentment. About the middle of the bridge a fat house fly was sunning itself on the rail. The carp spied the fly and jumped for it, but miscalculating the distance, went over the rail into the river—and was drowned.

The Lazy Man's Hat Raises Itself.

The newest invention is a hat which salutes ladies automatically. By means of a clockwork, the poor man who is too fatigued to raise his hat to a lady friend is able to escape an imputation of impoliteness. He has simply slightly to incline his head and the hat raises itself gracefully. On his head resuming the perpendicular the hat goes back to its proper position. Of course, the owner has to wind up the hat every night like a watch.

The Improved Perfection Gas Generator



This is only one of the thousands of testimonial letters we have received

Muskegon, Feb. 28—With the greatest of satisfaction it becomes our privilege to inform you that, after using the Perfection Gas Generator for a sufficient length of time to give it a thorough test in every respect, there is nothing left for us to say aught against. The lighting is better than we ever had. The expense is about 75 per cent. less and we are more than pleased and will be glad to have you refer any one to us for all the information they may desire.

F. B. BALDWIN & CO.

BUTLER & WRAY CO., 17 South Division Street, Grand Rapids, Michigan

CORNER ON EGG CASES.

Long-Headed Chicago Egg Handlers Laid in a Supply.

Chicago, March 28.—The man who owns a supply of new whitewood egg cases is just now the commanding general in the April egg deal. To own many cars safely stored away ready for use means a handsome profit on cases alone.

And this is what one well-known Chicago handler has. Moreover, the stuff is well-seasoned and in good shape. The egg case famine does not worry this party. He has practically a "corner" on new whitewood cases.

Early last fall this house laid its plans for the 1903 egg deal. Contracts were made for cases enough to supply several houses. Then the head of the house, like a good general, put his men at the mills to rush in the goods. Nothing was left to chance. As fast as a car could be gotten out the man used his "pull" in railroad circles to get an empty and into storage the lot was rushed. This was kept up all through the winter.

To-day this party has a supply ample enough for any deal he goes into. His profit on cases alone will be something handsome. With the supply houses entirely sold out and the mills unable to fill orders he holds the key to the situation. He will not say just how many cars of cases he has in storage.

It is reported that the large packers in the Kansas and Missouri sections have come to the conclusion that for current receipts of eggs is as high as they care to pay and that at anything higher than this they will allow other parties to own the eggs. At this figure the cost of storage packed in Chicago is about 12c.

Some thought the price should be put even lower than this. Several of the packers, it is said, have asserted that at the rate eggs are coming in now to the houses in the country they will have 100 cars apiece packed ready for storage in this market by April 10. Fifty carloads of eggs came into Chicago last week to five men, that cost 14½¢ @ 14½¢ c. The market broke Tuesday to 13½¢ c and was not higher all the week. Not one of these cars has been unloaded at cost price.

There has been some speculation as to the effect of the scarcity of new whitewood cases on the storage situation. The scarcity of suitable cases will undoubtedly throw a large number of eggs onto the market for immediate consumption. They will be shipped into this market loose in barrels and other packages. Shipping or miscellaneous cases, of which there are a large number in Chicago good enough for storage purposes, will be utilized and the eggs will be packed here for storage instead of, as is usual, by the country packers.

Some of the large egg houses have asserted that they expect to buy loose eggs here at 9c. From contracts closed on the street by a large storage buyer it looks as though there was little question but what eggs will be bought at 9 @ 10c in the country by the packers during April.

The various mills which make a specialty of egg cases are so far behind now that there is no chance, even with ideal weather, to anywhere near catch up during April. One of the selling agencies of the mills reports an average sale of over 1,000 cases a day since Jan. 1. In all, this house sold 100,000 cases in ninety days. The veneer case combination has completely sold out and from now on it will be a scramble to get any kind of a carrier to handle the goods.

The Creamery Package Co., which does an enormous egg case business, expects a limited supply within the next two weeks, provided the mills can get out the lumber. It will take a week's run of the mills to even make a start towards supplying rush orders.

An enquiry among box mills on the Pacific coast shows that the calls from the West for egg cases and berry boxes have been pressing. It is now too late to secure delivery during April unless the cases are already cut and it is claimed that Pacific coast receivers and storers have contracts covering the entire

supply in sight. In spite of this it is more than probable that a few cars may find their way into Kansas before the close of April. As it takes forty-five days to deliver an original order Kansas and Missouri storers can not use this supply.

The outlook now is that anything which will carry eggs will be used and barrels will again come into play. Those long-headed shippers who laid in a supply of cases early will get the advantage of top prices, while the amount packed in the cities will be something enormous. The scarcity of fillers, however, will affect both the country and the city packer as well. Taking all conditions together, scarcity of new cases for storage, scarcity of fillers, timidity caused by last season's losses and the anticipated large supply, the outlook is that the price of eggs in the country will be lower than for any season in the past five years.

Don't Go Too Much On Appearances.

Singed cats are winning races every day. Clothes count, but they do not make up the difference between real brains and commonplace ability coupled with mild endeavor. I do not believe that it is necessary for genius to go clothed as a tramp. But because it is not wearing diamonds I do not believe in putting it into the class below without further investigation.

Life is like a horserace. We can enjoy the rearing, tearing, prancing nag which madly endeavors to begin the contest before the word is given. But when on the back stretch that mild, homely buckskin proceeds to walk past all of the fancy movers we are ready for a change of admiration.

Out in South Dakota where my wife's uncle runs a ranch the neighborhood is discussing the work of two young men who obtained their start in that community. One was a shock headed, freckle-faced youngster who, when he was in knickerbockers, or as we used to call it, "short pants and suspenders," was not remarkably quick at his books. The other was a brilliant lad of more than ordinary promise. When they started out in the world the community waited for big things from Clarence. They forgot all about George. Clarence made a mighty good start, warmed up past the grand stand in fine shape. He is now in the back stretch, but has all he can do to keep up to the wheels of his red-haired friend, who has finally struck a wonderful gait. Other conditions equal, it is quite easy to see who will win in the home stretch as the fancy goer is almost winded.

This is but one instance. Do not go too much on appearances. They count for something but not for everything. One of the brightest editorial writers in the West can not keep his tie on straight or his hair combed. One of the ablest railway managers in the country looks more like one of his contractors. The cat with fine fur and a ribbon around its neck has often been beaten in the run to cover by the cat just off the ash pile.—Eli in Commercial Bulletin.

Difference in Prayers.

Little Alice always said her prayers regularly before going to bed. One night, however, as she rested her head on the pillow, she remarked, in a questioning way:

Mamma, my prayers are so much longer than the one nurse says in the morning. Can't I say hers when I'm tired?

Does the nurse pray in the morning? asked the mother, with a puzzled look.

Yes, said Alice, sweetly. She says, Lord, have I got to get up?

Grand Rapids Bark and Lumber Co.

Hemlock Bark, Lumber, Shingles, Railroad Ties, Posts, Wood. We pay highest market prices in spot cash and measure bark when loaded. Correspondence solicited.

Michigan Trust Building, Grand Rapids, Mich.

W. A. Phelps, President.

D. C. Oakes, Vice-President.

C. A. Phelps, Secretary and Treasurer.

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 par-
ticulars.

Voigt Cereal Food Co., Ltd.

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

Barrels of Oil Will Make a Barrel of Money



A company having 60,000 acres of land in the very heart of the oil-producing section of Kentucky is sure to produce many thousands of barrels of oil. Would you like to share in this great profit-making enterprise?

Operations in the field have begun. A limited amount of stock will be sold at 30¢ per share in lots of 100 or more. Par value of shares, \$1.00.

Now is the Time to Buy

The Officers Are

President, Hon. Henry McMoran, Port Huron, Mich.
Treasurer, Wilbur F. Davidson, Port Huron, Mich.
Secretary, F. C. Pillsbury, Detroit, Mich.

Capital Stock, \$600,000

For prospectus and full particulars call or address

F. G. FRIEND, Manager

Branch Office, Rooms 5 and 6, 74 Monroe St., Grand Rapids, Michigan

Citizens phone 1515

Open evenings



It sells strictly ON ITS MERITS. No prizes, no schemes, just coffee, all coffee.

JUDSON GROCER COMPANY, Grand Rapids

Around the State

Movements of Merchants.

Hart—J. H. Bouton has sold his grocery stock to John Wachter.

Ionla—The new shoe store of Thomas McGannon has been opened to the public.

Clare—Leonard Simonson has purchased the grocery stock of Geo. Halstead.

Battle Creek—Harry W. Mitchell, tinner, has sold out to Breitenbach & Wright.

Manistee—Thomas Major will open a drug store at 419 River street about April 10.

Clare—M. P. Enders, of Davison, has engaged in the furniture business at this place.

Milan—George V. Schoenbart has purchased the grocery stock of F. C. Miller & Co.

Alba—Cornwell & Son, of Cadillac, have purchased the grocery stock of George Koon.

Hartford—E. M. Zuver is installing a stock of men's furnishing goods in the Britton block.

Port Huron—Amby Gain, the Erie street grocer, has sold his stock to George S. Newberry.

Glendora—Hatch & Granger have purchased the general merchandise stock of Lester H. Kempton.

Saginaw—Robert H. Bailey has purchased the grocery stock and meat market of Brown & Goodell.

Battle Creek—Crossland & Parman succeed Lafayette Moblo in the furnace, mantel and grate business.

Richmond—Phillips & Son are succeeded in the grocery and meat business by Johnson & Gilbert.

Ludington—W. H. Smith, undertaker and dealer in jewelry and wall paper has sold out to N. P. Miller.

Parma—Clinton Winslow has purchased an interest in the grocery and dry goods stock of Fred Finch.

Schoolcraft—Fred Glass, Jr., has engaged in the drug business here under the style of the Glass Drug Co.

Lake Linden—D. Toplon has engaged in the clothing and furnishing goods business in the Therrien block.

Escanaba—The Cleary Clothing Co. is erecting a brick block 50 feet wide, 90 feet deep and two stories high.

Quincy—Starr Corless, who recently purchased the grocery stock of W. J. Austin, has removed same to Coldwater.

Belding—Tuinstra & Kuhn, hardware dealers, have dissolved partnership, Al. Tuinstra retiring from the business.

Merrill—Edward Ward, undertaker and dealer in furniture and wall paper, is succeeded by G. H. Sutherland & Co.

South Haven—V. C. Wolcott has sold his grocery stock to F. D. Bellinger, formerly clerk for W. I. Compton, at Mears.

Sand Lake—H. Blackburn has sold his meat market to W. A. Cook, who will continue the business at the same location.

Marshall—Hughes & Holmes succeed Adelia (Mrs. Timothy) Shanahan in the clothing and merchant tailoring business.

Flint—Warrick & Berger is the new style under which the dry goods and notion business of Chas. H. Berger is continued.

Fern—Charles Hoffman and Paul Charette, of Buttersville, have purchased the general merchandise stock of Charles M. Gleason.

Hillsdale—Forbes & Smith, grocers, have dissolved partnership. The business is continued under the style of Forbes & McQueen.

Carson City—Harry Jeffords has purchased the interest of S. J. Case in the South Side meat market. The new style is now Andrews & Jeffords.

Auburn—John C. Rowden & Co., general merchandise dealers, have dissolved partnership. The business will be continued by Robert Rowden.

Ionla—Jos. T. Webber, for many years engaged in the clothing business at this place, announces his intention of removing to Detroit about July 1.

Richmond—Fanning & Keeler, dealers in groceries, clothing and boots and shoes, have discontinued business, having sold their stock to Wm. Forrester.

Pontiac—W. Elevier has decided to transfer his butter and egg business to Traverse City. He will supply his trade at this place during the winter as heretofore.

Imlay City—Robert Edmonds has sold his meat market to Wm. Ridley and John Worby, of Armada. Mr. Edmonds will engage in some other line of trade more conducive to his health.

Detroit—The wholesale grocery and produce house of Henry Orth & Co. is succeeded by H. F. Rose & Co., commission produce dealers. H. F. Rose has retired from the business.

Vernon—T. S. Waugh, who has been engaged in the harness business at this place for the past ten years, has purchased the hardware stock of F. E. Terry, at Durand, and will remove to that place.

Port Huron—Peter J. O'Neill has purchased the crockery stock of O'Neill Bros. & Co. and leased the O'Neill store on the corner of Butler street and Huron avenue, where he will continue the business.

Walton Junction—M. D. Crane has purchased the interest of his partner in the general merchandise, wood, lumber, feed and hay business of Crane & Fraser, and will continue the business in his own name.

Alma—At a meeting of the directors of the Central Michigan Produce Co., F. W. Brown, of Ithaca, was chosen general manager of the business. It was also decided to begin the erection of the cold storage plant at once.

Hillsdale—L. J. McQueen, who has been engaged in the grocery business at Steamburg for the past five years, has purchased the interest of his son-in-law, Benj. Forbes, in the grocery business of Forbes & Smith at this place.

Carland—Park Scott, of this place, and A. E. Shannon and J. B. Lewis, of Owosso, have organized the Carland Mercantile Co. and capitalized same at \$10,000. The firm will engage in a general mercantile business, which will be in charge of Mr. Lewis.

Ashley—J. B. Crook has purchased the store building occupied by Slayton & Dodge as a millinery store and will remove his dry goods stock to that location. Slayton & Dodge have leased the Dr. Hughes' home and will conduct their millinery business there.

Kalamazoo—The Vol-A-Tol Chemical Co. has been organized with a capital stock of \$5,000, divided as follows: H. H. Mallory, Chicago, and F. C. Badgley, C. A. Parrish, R. A. Oliver and V. W. Badgley, all of Jackson. The stock is held in equal amounts.

Lansing—The National Supply Co. has been organized with a capital stock of \$15,000. The stockholders are A. A. Wilbur, A. F. Molitor and A. L. Har-

low. The company has been formed to deal in wagons, carriages, implements, harnesses, stoves and furniture.

Adrian—Johnson & Andrews, who have been engaged in the drug and grocery business at this place for many years, have filed a voluntary petition in bankruptcy.

Honor—F. W. Hunter, who has conducted a meat market here for the past five years, has taken a partner under the style of Hunter & Towner. They have added a line of groceries, furnished by the Musselman Grocer Co., of Traverse City.

Flint—Chas. H. Berger, dry goods merchant at 420 South Saginaw street, has taken a partner in the person of Gerard Warrick, who for the past ten years has been connected with the W. F. Ferguson Co., of Sault Ste. Marie. The new style is Warrick & Berger.

Ironwood—The Olson-Brewer Furniture Co. has been organized at this place with an authorized capital of \$5,000. The stockholders are Peter Lofberg, 100 shares; C. A. Olson, 80 shares; F. Lager, 50 shares; Fred Brewer, 50 shares, and J. N. Peterson, 25 shares.

Nashville—Downing, Bullis & Co., dealers in maple sugar and produce, have purchased the cold storage of C. W. Smith, which, with the cold storage at the creamery which they have rented, will give them ample capacity for carrying on the commission business the coming season.

Muskegon—Alle Tuuk and Harry Sietsema have purchased the grocery stock of D. A. Boelkins, on Third street. Mr. Tuuk was formerly in the grocery store of D. Christie and for several years has been employed in the wholesale house of George Hume &

Co. Mr. Sietsema was engaged in the office of the Muskegon Valley Furniture Co. and the Moon Desk Co.

Morley—Lyston Harding has purchased the stock of general merchandise of the estate of J. E. Thurkow and will continue the business under the style of Harding & Co. For the past nine years Mr. Harding has been in the employ of Davy & Co., part of the time at their Clare store, but most of the time at Ewart, and for several years past manager of the dry goods department.

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

This space is owned by

**The M. B. Martin Co.
Limited.**

**Manufacturers of
Vegetable Frankforts
Grain Sausage
Nut Cheese
and full line of
palatable foods
from nuts
and vegetables**

Grand Rapids, Mich.

Grand Rapids Gossip

The Grocery Market.

Sugars—The raw sugar market shows considerable weakness and quotations show a decline of $\frac{1}{8}$ c on 96 deg. test centrifugals. Refiners are now carrying fairly large stocks of raw sugars and, with the slow demand for refined and their inability to move the product, they were indifferent buyers. The refined market is in a rather unsettled condition. With the last decline in the prices of raw sugar, the existing difference between the standard grades of raw and refined has been considerably widened and a decline in the price of the latter is generally looked for. Arbuckle has already reduced prices 10 points and the other refiners will probably soon follow. As the fruit season draws nearer a better market is generally expected, but there are no indications of any improvement yet. However, it is a trifle early for this now and not much activity is looked for during the next two or three weeks.

Canned Goods—Trade in canned goods is moderate, although not quite so active as usual at this season of the year, the expected large spring trade not having materialized yet. Orders, however, although small, are for almost everything in the line and for prompt shipment, which shows that dealers' stocks are not large and a little more activity in the consuming trade would lead to a much larger business. Spot tomatoes continue rather easy, although there is no change in price. There are here and there a few small lots of spot goods to be found, but no very large lots in the hands of any one packer. The present outlook for the coming season is for a continued firm market. Corn is in very good demand and full prices are obtained in almost every instance. Stocks are very light. Peas are rather quiet just at present, although a better trade is expected within the next three or four weeks, as this season of the year is generally a good one for this article. Stocks on hand are light and will undoubtedly all be absorbed before the new pack. A larger pack of the finer grades is expected this season. There is a little trading in peaches, but no very large sales are reported. Prices remain unchanged. There is quite a little buying of a speculative nature in gallon apples, stocks of which are being gradually decreased. Salmon is moving out well to the consumptive trade at previous prices. Sardines are very firmly held and meeting with a very good demand. This is particularly the case with oils.

Dried Fruits—Throughout the past week there has been a rather indifferent trade in the dried fruit line and values for all descriptions were more or less unsteady, with the exception of currants. Prunes continue to move out in the usual small order style, with no actual change in price, but with the market showing a little weaker tendency. Dealers in prunes are beginning to realize that the holdings of prunes on spot are liberal and that while coast reports show only about 700 carloads left there, the slow demand which has continued for some length of time clearly indicates that jobbers are well supplied for their present needs. Raisins are in rather light demand just at present and prices are barely steady. It is believed, however, that these goods will do better a little later, as stocks are very light when the requirements for the remainder of the season are taken into consideration, and no uneasiness is felt regarding the

disposition of these goods. Apricots are in moderate demand, with no change in price but with a firm, steady market ruling. Peaches do not seem to be so very much wanted now and present a rather dull, unsteady situation. Currants are the strongest article on the list and show another advance of $\frac{1}{8}$ c this week, with good demand at the advance. Figs are held steady, but in view of the present warm weather, demand is rather limited. Dates are not in quite so large supply and are meeting with a little better demand at previous prices. There is almost nothing doing in evaporated apples. The usual good demand at this season has not appeared as yet. Prices show no change, but could probably be shaded a little in the event of any business being offered.

Rice—Trade in rice is good, with prices held firm and desirable lots difficult to obtain on account of the limited supply of the better grades. The strength of the future market seems assured and the trade generally is inclined to show decided confidence in the situation. Advices from the South report unusually small supplies to last the remainder of the season, and it is expected that there will be an unusually long season for the present crop, owing to the late planting of the crop this year. In Louisiana the acreage of the river crop will be somewhat increased and in the neighborhood around Houston, Texas, it is expected that about 300,000 acres will be planted.

Molasses and Syrups—The molasses market is unchanged in price, but trade is a little dull, as with the advance of the spring season buying by the consuming trade is of a hand-to-mouth character. Advices from the South report a backward cane crop, due to the wet weather and the inability of planters to carry on field operations. Corn syrup is still unchanged in price and is meeting with a moderate demand.

Fish—Trade in fish is only fair and not quite up to the usual expectations during the Lenten season. On account of the limited supplies, however, prices remain firm.

Nuts—Trading was limited to small requirements and values throughout were unchanged. Tarragona almonds are in light supply, with stocks held firm. Walnuts were in fair demand, and with stocks small, values were well sustained. Brazils are in moderate demand and prices remain firm. Pecans are in fair supply and moving out well at unchanged prices. Peanuts are firmly held and meeting with a good demand.

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.

Beans—The market is quiet and dull, with light demand.

Beeswax—Dealers pay 25c for prime yellow stock.

Beets—50c per bu.

Bermuda Onions—\$3 per crate.

Butter—The market is steady, receipts being absorbed about as fast as received. 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.

Cucumbers—\$1.65 per doz.

Dates—Hallowi, 5c; Sairs, 4 $\frac{1}{2}$ c; 1 lb. package, 7c.

Eggs—Receipts are increasing almost daily, but the market is kept cleaned up by the demand for cold storage sup-

plies. Local dealers pay 11 $\frac{1}{2}$ @12 $\frac{1}{2}$ c. The fly in the ointment is the scarcity of egg cases, which have advanced 3@1c during the past month.

Figs—\$1 per 10 lb. box of 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 25c per lb. Leaf fetches 20c per lb.

Maple Sugar—10 $\frac{1}{2}$ c 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 40c 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 easy and slightly lower than a week ago. Country buyers are paying 40@45c, local dealers meeting no difficulty in finding a consumptive outlet at 50c.

Poultry—Receipts are small and prices are strong and well maintained. 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.

Spinach—65c per bu.

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

Tomatoes—\$3.75 per 6 basket crate.

Turnips—\$1 per bbl.

FOR SALE AT A BARGAIN IN THE BEAUTIFUL Village of Vicksburg, Kalamazoo county—My stock of drugs, books and stationery, paints, oils and varnishes. Write for particulars. R. Baker.

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.



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.

Talk about making DUST as easily
as a Rockefeller!



You are making it all right, only it isn't the right kind of dust. Now you have dust-ridden, shop-worn goods on your shelves. Buy an

A. R. Wiens Dustless Sweeper

It keeps your goods free from dust. Send for descriptive booklet.

The A. R. Wiens Dustless
Brush Company

225-227 Cedar St., MILWAUKEE, WIS.

READING HUMAN NATURE.

Faculty On Which Success in Business Depends.

Every once in awhile some advertising expert breaks forth and gives to the merchants of the country a set of rules by which they must run their publicity department if they would succeed. He dwells at great length upon this, that and the other way of wording the advertisement and insists that no man can succeed who uses big words, or, in other words, follows Barnum's style of talking to the people.

And then, again, it is not uncommon for us to discover articles in some of the trade journals in which one advertising expert rips another authority up the back, takes his ideas on publicity into the woodshed of theory, as it were, and knocks the stuffing out of them. And after we are through wading through the column of logic we wonder who is right and who is wrong. We think one man knows it all until a brother expert kicks the bottom out of the party of the first part's argument. And then it is that we grope about in darkness and awe as we think what a mysterious thing advertising really is.

But when we come to think of it, we find that men are succeeding in advertising by using all kinds of methods. One man running a store is reaping a rich reward from using the most commonplace language in his advertising. Another, perhaps on the same street, advertises much in the manner of a five ring circus, yet he, too, is rushed with trade. This is a fact that no advertising man can get around.

I have been perusing a volume of extensive proportions, which was written by one of America's greatest advertising experts, a man whose name appears before the public more than any other in the business. He is handling the advertising of some of the largest houses in the country—and he is apparently successful. And in this book he goes on to say that the right way to advertise is to use plain language. He points out to business men that an advertisement, to draw, should be couched in such language as would naturally be used by a salesman over the counter.

But when he gets along farther in his argument he says that there are instances in which men are successful from following along other paths. Then he cites the case of a man in a Southern city who advertises in a sort of sky rocket fashion. His bargains are "stupendous." His displays of merchandise are "awe inspiring." His store is a "mercantile palace of dazzling brilliancy." His prices are "30 per cent. below those of competitors." His special sales are "equaled nowhere in the United States." This man, he says, has hard work handling the vast crowds of people that flock to his place of business. He lets in a crowd and then locks the door. When they have all been waited on, they are passed out a side exit and another crowd is let in. This keeps up all day long when a special sale is in progress. "But," he says, "this would not do in Philadelphia."

Perhaps it would not, but this plan of advertising seems to be "delivering the goods" all over the country, in other sections, at least. Now, we all know that no one house has a monopoly of the bargain business. Yet one of the most successful mail order houses in the country claims to be the cheapest supply house on earth. This house advertises all kinds of wonderful values in almost everything under the sun. An-

other mail order house advertises to save the people 40 per cent. on their purchases. For all this, however, it gets on an average as big prices for its goods as the majority of country and city merchants. Of course, it puts out leaders at very low figures, but so does every other merchant, if he has the average amount of Yankee shrewdness in his make-up. Every other mail order concern, almost, makes the same ridiculous claims.

But, without doubt, if we were to go to the men who do the advertising for these houses and talk the matter over with them, they would tell us that it is best never to deviate from the paths of truth when writing advertisements. And in the main this is probably true. But wouldn't the dear public be surprised to see an advertisement of a mail order concern that sold carpets at 75 cents per yard, in which could not be found the statement that your local merchant will charge you \$1 for a carpet no better than this, or they save you the wholesaler's and retailer's profit on these goods. It is dollars to doughnuts that the man who reads a mail order advertisement that does not contain some similar statement would have palpitation of the heart.

It is a very evident fact that the proper manner of wording an advertisement depends to a considerable extent on the class of people that are to be reached. If a man is going after the trade of people of limited means he will be very foolish to advertise in the same way he would to catch the man of millions. It would seem that the best way to write an advertisement would be for the writer to imagine, as near as possible, that he was the man who was to purchase the goods. Let the advertising man dream for a time that he is getting a dollar a day and he will not scribble long lines of stuff about quality. He will talk price everlastingly, and he will try to impress upon the minds of the readers that he has bargains in cheap goods. But if he can imagine himself the owner of a railroad, he will not dwell very long on the desirability of pants at 98 cents the pair, if he wants to get the rich man's dollars.

It is a sure thing that no man can lay down any complete set of rules to follow in this business. Some experts will take a page to tell the dear reader why it is better to say we than I. They will fly almost to the clouds on wings of rhetorical effusiveness in discussing the kind of border to be used by the printer. Some men have a happy faculty of knowing exactly how much money should be expended in a year by a firm doing an annual business of say \$50,000. And if the expert be a graduate of a correspondence school of advertising it will not be surprising to see him get up a page advertisement to be set in six point type, with display in a face a trifle larger—to be set up by the printer in a country town where the cost of the work would be more than the printer would get for running the advertisement. I have seen this very thing done. The writer worked according to set rules. He was unable to realize that he was not in Chicago.

Advertising is simply talking to the people in various ways. We would not give a woman a fixed set of rules by which to get dinner. She must necessarily go according to what she has to work with and govern herself according to the appetites of those she is cooking for. We would not lay down any cer-

SPECIAL

We Offer for Subscription

\$50,000

6 per cent. First Mortgage Gold Bonds
of the

**Valley City
Milling Company**

of Grand Rapids, Michigan

Denomination \$500

Dated April 1st. Principal and semi-annual interest (April 1st and October 1st) payable at the office of the Michigan Trust Company.

Capital Stock, \$350,000

First Mortgage Bond Issue, \$155,000

OFFICERS

President.....Wm. N. ROWE
Vice President.....CLAY H. HOLLISTER
Secretary.....L. FRED PEABODY
Treasurer.....A. B. MERRITT

BOARD OF DIRECTORS

James N. Barnett
Geo. C. Pierce
F. A. Gorham
Wm. N. Rowe
Henry Ramon
E. G. Studley
Clay H. Hollister

BONDS MATURE

\$10,000.....	January 1, 1905	\$12,000.....	January 1, 1911
10,000.....	January 1, 1906	12,000.....	January 1, 1912
10,000.....	January 1, 1907	15,000.....	January 1, 1913
12,000.....	January 1, 1908	15,000.....	January 1, 1914
12,000.....	January 1, 1909	15,000.....	January 1, 1915
12,000.....	January 1, 1910	20,000.....	January 1, 1916

STATEMENT

The Valley City Milling Company's plants were appraised by the American Appraisal Company, of Milwaukee, Feb. 18, 1903, and its real estate by several local firms and the average of their appraisals were used as a basis of valuation. The books of the Company were examined as to sales, expenses and earnings by the Audit Department of the Michigan Trust Company. The total value of the Assets of the Valley City Milling Company are appraised at over \$500,000. The Company, in putting out its new issue of first mortgage bonds, retires all of its old issue of bonds and provides an additional cash working capital to take care of its largely growing business. Statements of Assets and Appraisal will be furnished, or may be examined at our office, or at the office of the Company.

\$105,000

of these Bonds have already been subscribed for by investors at par and we offer the balance at par and interest after April 1st. The price named includes delivery to purchaser.

CHAS. E. TEMPLE & CO.

Investment Bonds,
Michigan Trust Building, Grand Rapids, Michigan

tain way for a man to raise a field of corn. He must govern his work according to the demands of the season and the kind and condition of soil he tills. We would not map out a certain way for a dressmaker to make a dress. She must work according to the build of her model.

Is advertising so different from other things that we can lay out plans that everybody in the country must follow to be successful? Hardly. It would be foolish to say that experts do not know what they are talking about. In most cases they are shrewd business men, but when they break into print in an endeavor to tell the merchant just exactly how he must conduct his campaign in order to prosper, they undertake the impossible. After all, success in this as in everything else depends on a man's ability to read human nature.

Moral—Do not use the same kind of a hook for trout that you do for shiners.

Raymond H. Merrill.

Price of Seed Sugar Corn Higher Than Ever.

Seed sugar corn is high in price and those who use large quantities of it for the canning factories have been having an unpleasant time of it. Last year the crop was short, owing to the wet weather, and what there was did not mature well. The normal price of sweet corn for seed is from \$2 to \$3 per bushel, but now it is worth anywhere from \$10 to \$15, and in small lots it is selling at the rate of as high as \$18. A few weeks ago the lowest wholesale quotations were \$12 per bushel and the article was hard to get even at that price. Dealers went up on their prices on account of the scarcity of the article and at the recent canners' convention at Washington, the demand was such that prices went up. But under the stimulus of high prices on the one hand and the danger of a failure of the corn pack on the other, everybody, especially the packers or canners, scurried around and dug up from farmers and local dealers in this country and Canada, everything that looked like sweet corn, even if it was of the crop of 1901. As a result there has been a drop in prices and seed corn is now quoted at from \$8@10 per bushel. This is for corn that is not guaranteed by the dealer, but on tests will show from 50 to 60 per cent. that will germinate. Corn that will test as high as 90 per cent. is worth about \$15, but there is very little of it. Utica is the center of quite a large corn canning industry, which extends for a radius of 50 miles, and it has been the custom for canners to furnish seed to the growers as a matter of accommodation. The canners got on a gait about six weeks ago and by the liveliest kind of hustling secured the requisite seed so that there is no prospect of a shortage in the corn pack of this section because of the scarcity of seed. In many cases, however, the canners will have to furnish it to the growers at less price than they themselves paid for it. Some of the canners could use more of the seed if they could get it, particularly of the best quality, but the canners are over the worst part of their trouble as far as seed is concerned and are comparatively on Easy street. Some weeks ago there was a sale made of about 125 bushels of 1901 corn in this city at \$2 and some of this has been sold at rates ranging from \$5 to \$12 per bushel. The corn on test would run about 50 per cent. By reason of the fact that considerable of 1901 corn will have to be used for seed, farmers will be obliged to plant about one-

half more to the bill than in former years. The cause of the shortage was not from any corner, but from the fact that by reason of the very rainy weather last year corn was backward in maturing and in that which seemed to mature at the end of the season, many of the germs had been killed by early frosts. The experience of last year will lead all farmers and canning companies as well as the regular dealers in seeds to look more closely into the matter of seed supply this season.—Utica Press.

Recent Business Changes in Indiana.

Alexandria—Reeves & Day, implement dealers, have dissolved partnership. The business is continued under the style of Reeves & Thornburg.

Anderson—The Cooley Candy Co. has discontinued business.

Anderson—Patrick Skehan, grocer, has closed out his stock and retired from trade.

Crawfordsville—The boot and shoe house of Malsberry & Beesley has been dissolved.

Elwood—W. A. McClay succeeds the Jersey Creamery Co.

LaFayette—The Model Shoe Co. has been absorbed by the O. A. Prass Co.

Maxwell—Phemister & Carlton, druggists, have dissolved partnership. The business is continued by Geo. Phemister.

Richmond—The American Seeding Machine Co. succeeds the Hoosier Drill Co.

Rosedale—Albert Miller has taken a partner in the implement business under the style of Miller & Laney.

Walkerton—Michael Hawk has purchased the hardware stock of B. H. Beall & Son.

Oyster Canning in the South.

"Charlestonians are now greatly interested in an oyster canning factory which recently began operations in our city," said D. J. Merchant, of the Southern city, to a reporter. "The factory was built on the most modern lines, and from the time of landing the oysters on the wharf until they are put in the cars ready for shipment no time is lost. From the wharf they are moved on miniature cars, rolled into the opening benches, where a large number of hands are at work with the knives. After opening they are passed to the canners, only a few yards away, and soldered up. The cans are taken to kettles and boiled, and are then ready for the labeling machine and the packers and shippers, to be sent by them to various parts of the country.

"At the close of the oyster season the factory will be used for the canning of fruits and vegetables, so that it will be in operation practically the entire year, giving employment to a large number of men, women and children."

Could Oblige Her.

One of those women who have antipathy for tobacco entered a street car the other day and enquired of the man sitting near her, "Do you chew tobacco, sir?"

"No, madam, I do not," was the reply, "but I can get you a chew if you want one."

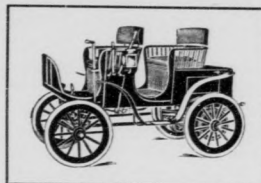
QUICK MEAL STEEL RANGES

The name guarantees its merits.

Write for catalogue and discount.

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E. A. STOWE, EDITOR.

WEDNESDAY - - - APRIL 1, 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 25, 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-eighth day of March, 1903.

Henry B. Fairchild,

Notary Public in and for Kent county, Mich.

SELF-MADE MAN HUMILIATED.

Alfred R. Wallace is to-day, doubtless, the most eminent living expounder of the theories of animal evolution commonly attributed to the English naturalist, Darwin, but long anterior to his time put forth by the Frenchman, Lamarck.

Wallace, indeed, appears to have announced, simultaneously with Darwin, a theory of evolution of animal species by natural selection, and was long known as one of the most devoted and solidly grounded materialistic philosophers. But some years ago he was so much impressed with the claims of that class of thaumaturgists and manipulators of mysteries known as spiritualists that he has become one of their most convinced and implicit followers.

Mr. Wallace no longer believes that matter is the only thing that exists, but he is an active disciple of those who teach that the spirits of the dead can come back to the scenes of their former activity, and, indeed, to any other places and scenes on this earth, and play all sorts of curious and often absurd and purposeless tricks. The latest manifestation of the mental activity of this famous naturalist, turned spiritualist, is an article in the London Fortnightly Review for March, entitled, "Man's Place in the Universe."

Mr. Wallace contends that our little earth—contemptible in its dimensions, compared with other heavenly bodies with which it is associated—is the most important object in the entire heavens. It is the only heavenly body capable of sustaining human life and it is the only one of those bodies capable of supporting any animal or vegetable life, and therefore the entire celestial system of the universe was intended to be a mere convenience and accompaniment to our earth, which is the most important member of the celestial mechanical organism, and that all the other stars in the sky, whether suns or

planets, were made and exist wholly and solely to light up, warm, amuse and instruct the people on our little earth.

This is truly a most magnificent and divine destiny for man, a creature, according to the scientists of Mr. Wallace's school, originating in a microscopic speck or atom of protoplasmic jelly, which was always self-existent and out of which man, as well as every other organized creature that ever lived, whether vegetable or animal, developed himself to what he is to-day.

The idea that the entire universe was made for the inhabitants of this petty planet is calculated to flatter the vanity of our species, but it does not chime in with the teachings of the material scientists.

The chief glory of modern philosophy is that man is a self-made creature—owes his existence only to himself. It will be a great falling off from this high claim and a most egregious humiliation to him to discover that some other force and power have been laboring to construct an entire universe and create peculiar conditions expressly to enable him to evolve and develop.

This is quite as humiliating a come-down as to admit that man was created such as he is by a Supreme Being, and that he was endowed with a moral and spiritual nature, and that he is to be judged for his acts and punished and rewarded accordingly. The notion that man is a self-created and self-developed creature who has by his own power and talents risen to his present proud position without aid from any source can not fail to suffer seriously from Mr. Wallace's assumptions.

Paradoxical as it may seem and contradictory as the name is, in Indianapolis there has been formed and incorporated a union of non-union men. Some of the leaders in the new association were formerly prominent in labor organizations, but left because of the constant trouble and loss of time incident to strikes because contractors insisted on their right to employ non-union men. A dispatch says that the start made in Indianapolis will be followed up and many similar associations formed all over Indiana. If this is so, there is liable to be confusion in more ways than one between the unions and the unions of non-union men.

Canada is crying for immigrants louder than ever. Government agents are busy in the British Isles trying to induce people to seek homes in the Dominion. There are less than 6,000,000 inhabitants in Canada and there is said to be room for 60,000,000. It will be a good many years before Canada is crowded. Americans have been taking up some of the best sections in the Canadian West in the past few years. They are admitted to be energetic and enterprising, but the Canadians view them with some suspicion. They want British settlers because they want to make sure that Canada will remain under the British flag.

A bar magnet arranged in connection with the handle of the razor is the newest device for keeping that useful instrument sharp for a long time. As you pass the razor over your face the magnet draws the edge, and so prevents it from becoming blunt as soon as it otherwise would do; when at rest the edge lies along the magnet, so that the cutting part is always under magnetic influence.

NEED OF AMERICAN SHIPS.

The Secretary of the Treasury has been attending a New Orleans banquet, where he did a little talking. As usual, when Secretary Shaw talks he says something worth listening to. His subject was in regard to the trade of the United States with the countries of the Southern Peninsula. He said that there is a tendency to cultivate more earnestly the trade of South America and he urgently recommended that this tendency be strenuously pushed in every possible way. A single statement discloses the real condition of things. In ten years the balance of trade between the United States and the South American countries has been \$750,000,000 in favor of South America. We import from there \$110,000,000 annually and send there of our products \$35,000,000. Seven hundred and fifty millions minus one hundred and ten millions leaves six hundred and forty millions; and the question to the American trader to answer is, What is to be done about it?

In the opinion of the Secretary one of the most essential requirements is the establishing of steamship lines running directly from our ports to the principal ports of the Southern republics. We send our products to the coast more cheaply than any other country, but to send them abroad we have to secure the vessels of other countries and we have to pay for this service \$200,000,000 a year. It occasions, or should occasion, no surprise to be told that we take, for instance, from Brazil more than 40 per cent. of all it has to sell and sell it in return to per cent. of all it has to buy; but it is surprising to learn that, compelled as we are to send goods to Brazil in foreign vessels, and generally first to Europe and thence to ports of destination, we are not so far discriminated against as to make it impossible to export anything to the countries of South America.

This idea of an American merchant marine is not a new one. In the opinion of President McKinley the establishment of steamship lines to South American ports is necessary to the increase of our trade with that continent, and South America herself furnishes ample testimony to this effect. The progress made by Europe in acquiring the trade of the Southern countries is largely due to the fact that they carry their products into those markets in their own ships. The recent ridiculous performances of Germany in this direction and the equally ridiculous outcome show the same thing. Their ship lines with those countries have given them a prestige which this country does not have and can not get so long as its products are transported in foreign vessels; and it is easy to conclude that the American manufacturer will soon come to a realization of the existing difficulty and remove it.

This making use of foreign ships for the transportation of American merchandise brings to the surface the often discussed question whether this country can afford to indulge much longer in the extravagance of hiring a foreign drayman, and the question becomes especially important at this time when Europe is doing her level best to weaken in every way the American effort to extend her trade. If the American product is better than the European one and can be sold profitably at a less price, with the cost of drayage on foreign keels remaining as it is, there is no reason to question our ability to

meet the new conditions exacted and to be exacted by united European endeavor to break down the American markets in those countries by the simple expediency of a merchant marine between the Old World and the New. We make the best goods. We sell them at the lowest price. We pay enormously for freight. Let the last condition receive the needed attention and the tariff dickering now going strenuously on in the foreign trade centers will be found to be as useless in weakening the American trade as was the bombarding the ports of Venezuela for the purpose of increasing European commerce in the South American republics.

Let us hear the conclusion of the whole matter: Our trade with South America, our trade with Europe, our trade with all foreign countries shows that the one thing needed now is for the American products to find the foreign market in the American ship, and the sooner that condition is realized the better it will be for all that is American.

GENERAL TRADE REVIEW.

With every line of manufacture and trade at the highest tide of activity there would seem to be an incongruity in the decided decline of the past few days. Aside from the influence of money market conditions and the labor agitation in many localities, there are no apparent reasons except speculative manipulations for the decline in many of the most prosperous properties. This decline seems to have at last reached a point which commands attention from supporting influences, led by London buyers, and many think the low level has been passed. Money rates are still high and there is much uncertainty as to how long this condition will remain, but there is more apparent likelihood of its resulting in dulness than in increased decline.

The tide of trade distribution is at the flood everywhere. Weather conditions have generally been normal, with just enough holding back of inclemency to distribute the trade over the proper length of time. In spite of storms the season's trade is unusually far advanced in most reporting points. There is extensive preparation for the distribution of farm implements and supplies, to an extent likely to exceed all records.

The only source of anxiety seems to be the labor situation. With a wage scale far in excess of any since the war period and with all steadily employed, there seems to be even more dissatisfaction than when wages are lower. This is an element which is doubtless beyond human control and the urging of still higher scales until it results in a climax and reaction, sooner or later, must be considered as a contingency to be met.

In the textile field there are added to the unusual uneasiness of labor an unprofitably high cost of raw material in the cotton trade and the undue cancellations of orders placed in the early season. Advancing prices in the footwear field seem to exert no apparent retarding influence. Orders for fall goods are being placed freely and the current business is breaking all records for the corresponding season.

The President's Coal Strike Commission was successful in one respect that is rather unique. Congress appropriated \$50,000 for the salaries and expenses of the members and their clerks. Nearly \$10,000 remains on hand.

AN ATTACK ON THE UMBRELLA.

The destructibility of that useful article, the umbrella, has so impressed itself on a number of economical Philadelphians that they have seriously considered the propriety of urging upon the city fathers the expediency of providing covered ways under which pedestrians might pursue their journeys from place to place without regard to the state of the weather. It does not appear that they went into the subject deeply, for the pamphlet from which the information regarding the movement is derived merely says in a general way that it probably costs the people of Philadelphia more to provide themselves with umbrellas every year than they would be called upon to pay to construct and maintain an elaborate system of porticoes.

It would be difficult to ascertain how much money is annually expended by the people of a city as large as Philadelphia for the purpose of sheltering themselves from the rain. Perhaps an estimate of one dollar per capita would be well within the mark. When the costly character of the handles of many modern umbrellas is considered, and the marked predilection for silk coverings is taken into account, this amount does not seem excessive. If, then, the citizens of the City of Brotherly Love concluded to dispense with umbrellas and should devote the money ordinarily expended for that useful article to the purpose of creating and maintaining porticoes, something very handsome could be accomplished. And if the sums laid out on the still more costly sunshades carried by the ladies to protect their complexions were added to the umbrella fund, great things might be achieved.

The reader skimming through the classics can not fail to be much impressed by the constant reference to colonnades and the important part they played in the city life of the ancients. The Greeks were evidently acquainted with the sunshade, for there are antique vases in existence showing ladies bearing parasols; but it is tolerably certain that they did not carry about a contrivance like the modern umbrella. When it rained they took refuge under their porticoes, and they also made use of them to shelter themselves from the rays of the sun.

Most Greek towns of antiquity were provided with handsome porticoes of costly construction. The Agora or market place was usually surrounded by a colonnade, and there is pretty good authority for the statement that the desire to make it architecturally imposing often led the townsmen of Greece into debt. There is an amusing story by Athenaeus which illustrates this propensity, and also suggests the possible origin of the phrase, "He does not know enough to come in out of the wet."

According to the entertaining grammarian referred to, a town in Greece, under stress of evil circumstances, borrowed money from a rich man, who took as security for the loan a mortgage on the handsome portico which surrounded the market place. He was not an ungenerous creditor, for when it rained he caused the town criers to announce that the citizens had permission to take refuge under the colonnade. Strangers visiting the town who failed to have the matter properly explained to them were so impressed by the extraordinary circumstance that they spread abroad the report that the people were so stupid that

they had to be told when to come in out of the wet.

The only claim for this town spoken of by Athenaeus to distinction rests on this story. It was one among many comparatively obscure places provided with these useful refuges, which were given as ornamental a character as the wealth of the community would permit. That small communities should have aspired to anything of the kind will seem strange to those who observe how little effort is made by many cities of considerable size in modern times to do anything toward public adornment. It would be preposterous to look for anything remotely approaching these architectural efforts of antiquity in American cities with a hundred thousand population; yet towns containing not more than four or five thousand Greeks appeared to be able to supply themselves with beautiful porches and temples. As for Athens, she boasted a portico adorned with paintings representing legendary and historical scenes which had a world-wide fame.

The Romans, like the Greeks, surrounded their market places with porticoes, which were also resorted to by the people for shelter. The ruins of the judicial forums erected by Julius Caesar and Augustus still survive to tell of their beauty and to testify to the important part they played in Roman life. In all the provincial cities of any consequence elegant colonnades were a favored form of municipal embellishment, and they seem to have disputed with the theaters for the palm of attractiveness.

The vast edifices erected by the ancients for theatrical and other exhibition purposes were all open to the sky, but awnings were resorted to for the purpose of excluding the fierce rays of the sun. These coverings were not designed to shelter the audiences from rain; indeed, they were so arranged that they would have invited discomfort instead of averting it had they not been promptly furled when showers threatened. Long before the Romans reached the stage of luxury which demanded awnings the Sybarites made use of such devices on a scale that attracted the attention of

outsiders. It is asserted that a very wealthy resident of Sybaris, whose residence was at some distance from the sea, had constructed a long walk which was covered with linen in such a fashion that he and his guests were enabled to visit the shore without injuring their complexions by walking in the glaring sunlight.

Perhaps the Sybarites, whose city was destroyed 500 years before our era, may have furnished the example which was later improved upon by the Greeks and the Romans. The covered ways about the market places in Greece and Rome merely reproduce, with architectural effects, the utilitarian covered walk of Sybaris. The beautiful portico which surrounded the Agora of Athens; the magnificent colonnades of the Roman forums, and Solomon's porch, which formed part of Herod's Temple of Jerusalem, may be regarded as an evolution from the awning-covered walk which was one among the many evidences cited by the Crotonians to prove that the Sybarites took things too easily to be permitted to remain upon the face of the earth.

Whether the Philadelphians who have reared the standard of rebellion against the umbrella can succeed in their efforts to displace it by permanent shelters from rain and sun remains to be seen. The chances are all against success. This is commonly called a utilitarian age, but it is anything but economical. We do not build our houses to endure; they are simply erected to live in. Our methods are all wasteful. Therefore, if it could be demonstrated that with the sum annually expended for umbrellas in a city like Philadelphia magnificent stone porticoes could be provided and maintained, the Philadelphians would probably elect to retain their inconvenient and expensive umbrellas and parasols. But no one will deny that if Philadelphia, instead of expending a million dollars or more every year for umbrellas and parasols, should put up a few miles of marble porticoes, it would be a much more beautiful and decidedly more comfortable city to live in than it is at present.

The London Lancet, a reputable medical publication, gives prominence to a so-called discovery in bacteriology which, it is claimed, may eventually have far-reaching results in the treatment of bacterial diseases. The discovery was made accidentally, but that fact need not militate against its plausibility, for many of the greatest discoveries in the world of science have been rather the result of adventitious circumstances than a gradual working by progressive stages to finality. It was noted that bacterial cultures, which were allowed to stand in the engine-room of a manufacturing establishment, were completely sterilized by the vibration set up by the reciprocal strokes of the engines. To the ordinary reader, this discovery has some degree of plausibility, and it is not unlikely that it could be put to some practical use, but the statement of the Lancet, that "the discovery may be of great practical use, as most known germicides are more or less poisonous to the human organism, and, therefore, the destruction of the bacteria by administering powerful antiseptics is not practicable," is rather calculated to raise serious misgivings as to whether the staid medical contemporary is not getting off a joke on its readers. To sterilize liquids or substances supposed to contain germs by violent or continued vibration is a possibility which can be accepted without any jar to the nerves of the most sensitive layman, but to apply the process to a patient who has absorbed the liquid or substance is outside the range of practical pathological practice. Fancy the state of a typhoid fever patient after a few seconds on a machine constructed after the manner of the "milk-shake" contraption to be found in every soda water store. A quiet corner in an adjoining cemetery would be the result even if every germ in his body had been joggled into perfect innocuity.

Equal parts of common sense, affability, energy and persistency have often been found equivalent to considerable cash capital.

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P. W. on every cracker.

A trial order convinces.

Perfection Biscuit Company

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Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—The market in practically every direction shows a very well conditioned state. Most lines are well sold ahead and the mills have sufficient orders to carry them to the middle of the summer or even later. A portion of this business was accomplished before prices reached their present standard, but not all of it by any means, and a fair amount was taken at highest or near the highest level and, of course, all orders accepted now are at full prices, with no concessions. Standard and three-ply drills are wanted by converters, but stocks are very limited, and although many endeavors have been made to find some goods at a little less than open quotations, these efforts have invariably proved failures. Denims are very strongly situated and nothing indicates this better than the recent auction sale in which surprisingly high prices were paid for these goods, considering their condition. Other lines of coarse colored cottons are situated in nearly the same manner, although not all of them are quite so thoroughly sold up. Bleached cottons are somewhat neglected just now, although some buyers appear to need some goods for immediate consumption. Stocks are light in all direction, however, and the bleachers are reported as being considerably behind on certain lines.

Prints and Ginghams—There is very little business materializing in the printed cotton end of the market. Buying is at a low ebb, but the printers are busy shipping on previous orders. Buyers are making complaints that deliveries are not satisfactory, however, and frequent complaints are registered. In questioning the agents in regard to slow deliveries it is admitted that they are considerably behind, but they claim that they are in position now to catch up in a comparatively short time, and that there should be little, if any, further trouble. Wide prints are moving slowly. Buyers are making enquiries for new work for fall in both staple and fancy prints, but up to the present writing nothing has been shown, although it is said that new samples are likely to make their appearance very soon. The price question is a rather serious matter just now and the printers do not care to make a statement or commit themselves in any way, until they are absolutely forced to by the advancing season and the demands of their customers. There is considerable being done in the way of fancy novelties for next spring on a few lines that have been opened, but this is not enough to enable one to make a fair statement of what the styles promise.

Wool Dress Goods—Conditions have quieted down in the initial fall dress goods market, as one would naturally expect they would, following the placing of the bulk of the initial orders. Jobbers have carried their initial selections well on toward completion, and from now on the demand will be of a filling in character. The scene of activity has been transferred to the mills and the selling end of the market is not likely to show much life until the duplicate order period arrives. The reduced volume of orders which has come to hand during the past week has followed along in the same channels as heretofore. Staple cloths have secured a strong endorsement from jobbers and cutters up. Broadcloths, thibets, meltons, chevots,

etc., have sold in a substantial way, and leading lines occupy an assured status. Solid colored fabrics, either piece-dyed or yarn-dyed, form the greater part of the buyers' takings and, as a rule, such fancy and novelty effects as have found any considerable degree of favor are of a quiet, unassuming character. Loud effects are not wanted. Rough surfaced cloths, such as armures, mohairs and rough chevots have attracted promising orders. Some of the most attractive armure weaves are elaborated with mohair yarns. Zibelines are strongly favored and good orders have been garnered by the domestic and foreign mills. The price disturbance which marked the low end of the zibeline market has not found any reflection in the high end of the market. Past experience on the buyer's part with cheap zibelines has not been very satisfactory, and consequently some are inclined to regard that end of the market with some suspicion. It is claimed that the cheap zibeline is not a serviceable fabric, that it spots very easily, that it collects the dust, etc. The strong manner in which mohairs are finishing up the spring season is considered as giving excellent promise for fall Scotch mixtures have sold in an encouraging way to jobbers and cutters-up. The plaid, as before stated in these columns, has not been confidently regarded for fall, either by jobbers or cutters-up. There has been some business done on plaids for children's and misses' garments, of course, and some orders have been secured on neat, unobtrusive or semi-invisible plaid effects in novelty fabrics, in mohairs, etc., but the regular plaid is generally regarded as a back number. In the orders that have been garnered during the week sheer fabrics on the order of etamines, twine cloths, voiles, eoliennes, etc., have held their place well. Many lines are in a strong position as a result of the orders taken. The jobber has practically completed his first round of spring business and regards his accomplishments with a considerable degree of satisfaction. The business that comes to hand on spring goods in the initial market is necessarily for immediate requirements, and in some cases buyers find it difficult to get what they want. Continued delay marks the delivery of certain spring goods orders on such fabrics as broadcloths, mohairs, etc. The backward condition of deliveries of some of these goods is likely to have a delaying effect on the weaving out of heavyweights.

Underwear—Fleeces, which have so long been the most unsettled line of underwear, have assumed a position of strength that has surprised the market, especially for this part of the year. Prices for the woolen fleeces average from 3 to 6 per cent. higher than last year and they are held with a firmness that promises exceedingly well for the future from the manufacturer's point of view. The retailer should also like

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LATEST IMPROVED, UP TO DATE, NO BACK NUMBER
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ANYBODY CAN PUT IT UP, EASY TO OPERATE
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13 rows short grey bristles and 2 rows white, per dozen.....\$4.50



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Cloth brush, solid back, ebony finish, concave back, white bristles, per dozen...\$4.50

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National Fire Insurance Co.

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this even although it makes prices somewhat higher, because if the policy is firmly adhered to, it will mean an easier and more satisfactory method of doing business than for some time in the past. It will mean that when a price is made the buyer will know that that price is right and that he need not waste a lot of time in looking around to find shadings. We only hope that the policy will be firmly adhered to. There seem good reasons to believe that it will, because practically all of the mills are sold up well into September. We want to warn our readers to look out for the cheap lines. It is costing quite a bit more to make these goods this year than last. The standard makes, however, will be safe purchases, for the high-grade manufacturers will turn out the goods and pocket the loss or tell you of the difference and give you plenty of opportunity to decide for yourself.

We do not expect any developments of consequence before the first or second week of May, and we do not believe that there is a chance of weakening the prices even then. As a matter of fact there is some tendency upward even now, and, as mentioned above, there are more lines that have been showing these advances long. It is not always evident in the price. A very slight adulteration makes things right for the present and there is so little difference in the quality to be seen in the finished goods that it hardly matters.

Hosiery—The styles in men's hosiery for this season, or according to the sales that have been made by the jobbers, promise not to show any radical change from a year ago. Some say that there will be a tendency towards using a smaller quantity of lace effects, but the reason given for this is that lace hosiery is not as durable as other styles; but if this were the true reason, fancy hosiery would go out altogether in favor of blacks and blacks in favor of uncolored hosiery because, whether it is true or not, there are many who believe that dyeing of any kind shortens the life of yarn, and it is very certain that in comparing fancy hosiery with plain black hosiery at the same price the quality of the former is much inferior to the latter, so if it would be a matter of economy at all, it would affect more than lace hosiery alone. Embroidered patterns in small, neat figures and clocks are popular in the trade and a large proportion of black and white effects. The advance on hosiery by the Southern manufacturers has not had much effect in this market, principally because the jobbers were well covered and needed little, if any, more and, furthermore, it is believed that this is largely a game of bluff without a substantial foundation.

Carpets—The carpet situation has shown little, if any, change since a week ago. The market continues along the lines experienced during the past month or more and the only change in affairs noticeable is the fact that the present season is so much nearer its close than it was a week ago. Weavers are as a rule very busy on old business and will very likely be so until the new goods are ready to be shown. The manufacturers have about completed their work for the season and it now remains for them to get their ideas together in the form of new sample pieces so that they may cater to all demands in the best possible manner. A good many of the mills have begun to put their ideas into form on the loom, but the majority of them have not gone beyond the designing room. Nevertheless the

time is near at hand when the sample pieces will have to be started on and it will not be many weeks before the full lines will be exhibited in the different distributing offices. The demands from first hands to-day are of little consequence and only here and there orders are taken from the larger retailers, who usually come into the market at the very last moment. In another week or two the order books for the season will be closed and all manufacturers will devote their time to the usual preparations for a new season. The activity shown now is with the jobbers, who are devoting all their energies to the prompt deliveries of goods to the retailers so that the usual spring openings may commence at the earliest opportunity. Retailers are particularly anxious that orders should be promptly filled as they anticipate a very large business just as soon as the weather becomes moderate enough for the housewife to begin her usual spring cleaning. Retailers have anticipated a better business in the better lines of goods, judging from the orders which they have given. Heavy supplies of the three-quarter grades are in the retailers' hands and in fact heavy stocks of ingrain are also noticed. The ingrain appear to be more on the order of the better grades, the all-wool fabrics and the high-grade supers. The ingrain weavers throughout the country, but more particularly in Philadelphia, report that the prospects are not so bright as they were awhile ago. The amount of orders has fallen off considerably, and if it were not for the old business in hand some of the mills would be obliged to curtail their productions. Some of the mills, however, report a better condition of things.

Curtains—Makers of lace curtains have about finished their spring business. On the whole, the season has been a very satisfactory one with a strong call for the cheap and medium-priced goods. Nottinghams in Arabian patterns and bobbinets have been in great request. The finer curtains in the Brussels effects have been in fair demand. Tapestry curtainmakers up to now have reported a very fair market for cheap curtains. Novelty curtains are in rather slow demand.

Don't be a ten-hour man with a fourteen-hour wife.

"See That Hump"



is familiar to all users of hooks and eyes. We carry in stock that and many other kinds. Our notion department is always on the lookout for the best in its line as well as the new things. Remember that when you are looking for notions. Our prices are of the "bed rock" kind.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Exclusively Wholesale.

DON'T ORDER AN AWNING



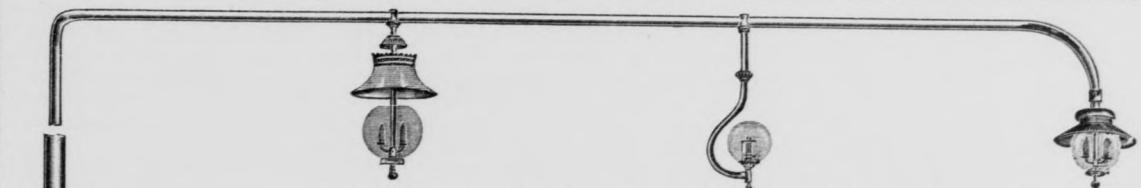
Until you get our prices on the Cooper Roller Awning, the best awning on the market. No ropes to cut the cloth.

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



There Was a Man

in Michigan who was paying \$23.00 a month for electric lights in his store. We talked with him for a year about putting in an

F. P. Lighting System

But although we showed him where he could save \$18.00 a month on his lights and pay for his gasoline plant in about 7 months it was not until a year ago that he decided to let us install a system on 30 days' trial. He has had the plant (10 lights) just one year now. He says he buys his gasoline by the barrel and the TOTAL COST of his light for the ENTIRE YEAR was \$24.00. Besides this he had about five times as much light as he formerly had. Suppose you write us for a little valuable information about this system.

Incandescent Light & Stove Co., Cincinnati, Ohio.

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

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

IMITATING ROOSEVELT.

How Laster & Fitem Stimulated the Baby Business.

"Spring has come," as Hi Ball says in his facetious way and business is picking up.

We are "just after having" the time of our life on this ranch.

You see, Mr. Laster gets a brilliant idea of his own once in a while and it is usually a corker. It had been dull for a few days and one morning the old man came in looking as blue as an old-fashioned French kid shoe that has been worn by a dressmaker for best for twelve seasons.

"I tell you," he was saying to Hi Ball, when young Sizer and I came in, "that Mr. Hoyt, of the Boston Boot and Shoe Club, has sized up the whole trouble in the shoe business. Our trade ain't what it used to be, and why? Folks that can pay for good shoes have stopped raising babies. That's it. Who of all our customers wears out the most shoes? The kid. The lusty, kicking, stubbing, foot-twisting kid who runs in the mud when the sidewalk is dry, who stubs his toe for pure love of it and wears out more shoes than his father and mother together.

"Supposing every one of our customers had eleven children to buy shoes for, just think what our trade would be."

"Wouldn't Willie Knox look nice with twelve kids!" interjected Young Sizer.

"Oh, I mean our married customers, of course," retorted Mr. Laster. "And if Willie should get married, in the course of about ten years his family would probably consist of himself, wife, one little pie-faced kid and a pug dog.

"What the shoe trade needs, I tell you, is more babies."

"What are you going to do about it?" asked Hi Ball.

"Yes, personally?" interpolated Young Sizer.

The old man grinned. You know he is a widower of long standing, and some of you remember about his Western trip with the Confederation of Women's Clubs, when he began to take notice a little, but came back a widower still.

"Well," he said, "I can't do very much, but this store can do something. Let's adopt Mr. Hoyt's proposition and offer a prize of the first pair of shoes for every baby born in this county."

"A great scheme," said Little Sizer. And so we did it.

The notice read:
Native Americans Must Not Be Allowed to Run Out.

Especially in this county, Laster & Fitem, the leading shoe dealers, offer this premium on babies: We will present every baby born in this county with its first pair of shoes. Ours must be the first pair of shoes worn except the knit ones its grandmother makes. Twins will be given shoes and stockings both; triplets will get shoes, stockings and mittens, and quads will be presented with shoes, stockings, mittens and patent dummies. Now get a gait on and bring in the infants. The population must be kept up, just as Laster & Fitem's shoe prices are kept down.

Laster & Fitem, the Leading Shoe Dealers.

We inserted this in all the papers in the county simultaneously and also sent a circular to that effect to every name on our store mailing list, posted it up conspicuously all over the village and on country roads for two miles out in every direction.

Mr. Laster was very much pleased. "I suppose," he said, "we'll have to give 'em a little time."

"I don't see why," said Little Sizer;

"you don't say anything about when they shall be born, just that they shall not have worn shoes."

Laster looked a little troubled.

Monday morning he came down a little earlier than usual and he wasn't any too early. A stolid Polish woman holding a 10-year old boy by the hand had been waiting since before Sizer got there. "This woman says she wants a pair of shoes for this baby," said Hi, grinning wickedly.

Mr. Laster smiled indulgently. "This is hardly a baby," he said, courteously. "Our offer holds good only for babies."

"No, saar; Stanislaus nevair no shoes hat. The barefoot on the summair an' the what you call the bootyboot all the vint. He nevair no shoes hat," and pulling a dirty copy of one of our circulars from somewhere in her dress she held it triumphantly out to Mr. Laster upside down. "Stanislaus he baby. He nevair no shoes hat."

Well, I thought Sizer and Hi Ball would laugh until Laster discharged them.

"Someone put her up to it," remarked Mr. Laster. "Say," he asked, "who told you to come here?"

"Oh, yaas, sir. Mr. Ball, he tells me come. Where I go to the wash for them."

"The old devil," exploded Laster, laughing. "I'll get even with him," and he fitted the boy out. Mr. Ball is the senior partner in a rival shoe store and a very particular friend and crony of Laster's.

About 10 o'clock two swell carriages stopped in front of the store and who should get out but the young Mrs. De Tong, the very cream of the cream socially in Lasterville, with a lot of her girl friends, and young Master De Tong carried by a nurse, and the whole bunch came bursting into the store, like the bridesmaids in the "Chinese Honeymoon" out for a lark, and all talking at once.

"Here, Mr. Laster," said the little mother, "is a native born American who has never worn shoes. We desire to secure the bounty on him. One pair of shoes, please."

And then the girls all laughed, and the baby cooed and laughed and gurgled and altogether it was just too delightful, and with the trade of the De-Tong family running up to about \$200 or \$300 per year, the new heir had the finest bit of kids' kid we had in the store in less than eight minutes and the bevy went out chattering. Just as they passed out one of the young ladies spoke to Mrs. De T., and then they both laughed, and Mrs. De Tong turned back and cried, "Oh, Mr. Laster, how long does your offer hold good? Miss Terwilliger—"

But we never heard the rest of it, for Miss Terwilliger, who is to be married next week, placed a daintily gloved hand over Mrs. De Tong's mouth, turned her gently but firmly about and hurried her out of the door.

Of course you must remember that Mr. Laster is quite an old man, and sold the most of them their first shoes.

Then two Indian squaws came in from the reservation ten miles away. Each of them had a pappoose slung in her shawl.

"What's the matter with these for 'native born Americans?'" queried Sizer.

How they had heard of it I can't imagine, but without a word they each peeled a tiny copper-colored foot out of the mass of its wrappings, held it

out toward Mr. Laster, grunted together and one of them said, "Wannashoe!"

Laster was game and handed each of the Minnehabas a pair of the 40 cent kind, and they turned around and stalked out without a word of thanks.

That was only the beginning of it. By noon the kids began to come in squads. Sometimes they all yelled at once until the nickel-plated fixtures in the window would fairly rattle. Those who had learned to walk were allowed to show off their accomplishments and with eight or ten at once toddling all over the store, Sizer spent about half his time running in from the back room with shovels of sawdust.

A bluff old fellow from the country who is a good deal of a horse jockey lugged in his wife and kid with a yell that could be heard half a mile: "Here's a colt for you, Laster!" he shouted. "Trot out a pair of them 2:04½ shoes that goes to thoroughbred Americans foaled in the county. She never had a shoe on before or behind and she ain't got a blemish on her. Put out your hoof there, Maud S., and don't you dare kick."

Of course that was easy, and the horse man bought a pair for himself, a pair for his wife and some rubber boots for the hired man before he went out. The idea took like wildfire. Everybody who had even a minor interest in an unshod baby brought it around. The old mayor of the village brought down his grandson and claimed the prize, and there were children brought in from as far as twenty miles away, and that was only yesterday, the first day.

Laster enjoyed it hugely and was game to the last. It was not quite all funny though. Just in the edge of the evening as Laster was putting his top coat on, a thin little, wisp of a woman, shabbily dressed, came in and when I went up to wait on her, she asked for Mr. Laster, and the old fellow went forward.

"The offer of baby shoes, you know," she said.

"Yes?" said Mr. Laster.

"May I have a pair of little white, soft ones for my baby?"

"Why—eh—yes—of course," said Mr. Laster, "of course, only they won't wear very long, and usually we give solid little black ones. You didn't bring the little new American in?"

"No, sir," she said, "I didn't, and maybe I'm foolish to come at all. My little baby, she—she died last night, and she won't ever need any shoes. I mustn't spare the money to buy them for her, but, somehow, I can't bear to bury her without any, and—I didn't know but maybe you'd give me a pair for her just the same."

I could not hear what Laster said in reply. I have an idea he did not say much of anything, but he went over and picked out a pair of the daintiest little pure white cacks we have in stock, and I noticed that, as he wrapped them up in tissue paper, he took something out of his pocket and slipped it into the package. After the shabby little woman had thanked him, brokenly, and hurried away, the childless old man stood for quite a long time gazing out through the front window into the darkening street, and then he went out without saying anything.—Ike N. Fitem in Boot and Shoe Recorder.

Advertising is not the engine which runs the machinery of business, but it is, in large part, the fuel supply of that engine.

No library can be made complete without a good pocket book to start on.

Value of Fresh Ideas.

The pursuit for customers has become more and more earnest. The business man is reaching out all the time for new people and striving to interest those who have not been in the habit of coming to his place. Each establishment expects to grow a little each year and each growth of the establishment necessitates a large number of patrons.

When the present ideas are worked to a finish, how will the work of getting together other ideas be accomplished? It is the question which every business man must solve. When will the present ideas have become worn out? is another question of equal importance.

The merchant may be very resourceful, but he can not supply all the good ideas. He must pick them up somewhere. He must be able to obtain good ideas from some place outside his own head. He can not expect to have a sufficiency of good suggestions from those right around him. He must read the trade papers and consider the ideas therein described. He must be able to change these ideas to suit his own needs. It is important that his business should have the best thoughts and suggestions that can possibly come to him. It is necessary that his customers be made mindful of his ability, desire and capacity for supplying the best all the time.

The ideas picked up here and there may not be original, but he can refit them to his own needs and replace the bad points, as he sees them, with good ones. In this way he will constantly have something to say about the goods, and will always have a way of saying it which will give him better returns and which will place him in a better light before the people.

Hunt for ideas. Hunt for different things to do and different ways of saying things. All the success of your work is dependent upon the brightness and freshness of ideas, stock, methods.

It is necessary to the merchant that these be kept at the brightest and best point. When it is impossible to do this it will be necessary to look for a way to close out the establishment to some one who can and will keep up the interest.

Advertising Catch Phrases.

Nothing better than these.
You like to have the best.
Where we give you values.
The kind you like to own.
Every cent's worth counts.
Full weight and full value.
Did you ever see a better?
We can save you anxiety.
A share in the satisfaction.
We sell the kind that wear.
We buy for your pleasure.
Piled high for your picking.
What the value means to us.
Cost is close to selling price.
Early picking is an advantage.
Our pleasure is in your pleasure.
Never better things for the price.
Come often and always feel safe.
Every transaction a credit to us.
The kind you like to wear and buy.
We sell that you may be satisfied.
Sold so close there's not much margin.
It's our plan to make you feel safe.
Judge for yourself, but we guarantee them.

We advertise because we believe that advertising

Creates New Business.
Enlarges Old Business.
Revives Dull Business.
Saves Falling Business.
Preserves All Business.

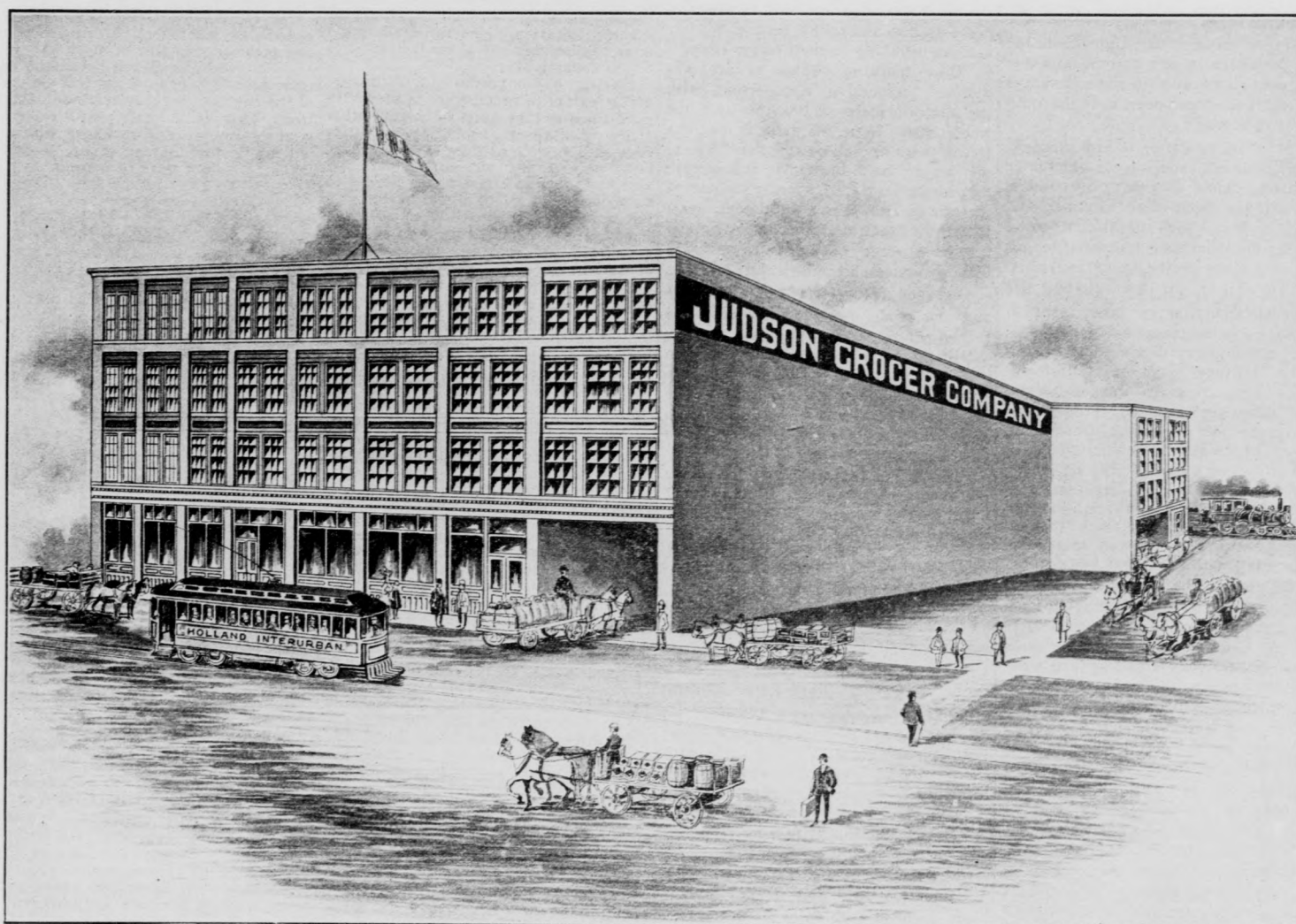
A few well chosen words; an idea clearly stated, concise, specific—and the short advertising tale is told.

Men are born to succeed, and not to fail.

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.

LOCAL BANK STOCKS.

Are They Profitable Investments at Present Valuations?

Written for the Tradesman.

Those who have followed the local bank stock quotations must have observed their strong upward tendency the past year. The movement really began about three years ago, but the greatest advances have been scored the past year, and the question naturally arises, How much farther will it go? Here are the high and low quotations, as near as can be ascertained, on bank stocks the past year:

Old National.....	140	145
National City.....	125	130
Grand Rapids National.....	112	118
Fourth National.....	155	170
Fifth National.....	88	120
Grand Rapids Savings.....	115	140
Kent Savings.....	375	500
Peoples Savings.....	150	200
State Bank.....	140	200
Michigan Trust.....	165	200

In every instance the high quotation is that which is now current, and this represents an advance in some instances of from 25 to 40 per cent. over the quotations of a year ago.

The bullish tendency in bank stocks is not singular to Grand Rapids. The same condition exists in other cities and in some it has been even stronger, and there is room for speculation as to whether the movement is natural or just a passing fancy on the part of investors. Bank stocks, it will be admitted, are desirable securities in many respects, and happy is the man who has a lot of them stored away in his safety deposit vault. But they have their disadvantages. They are easily reached for taxation purposes, for one thing. This may make for an easy conscience on the part of the security holder who with bank stock and his credit can not dodge if he wanted to, but it is depressing on the income from the investment and with the premium on the stock the investment at best is none too remunerative. Take Old National Bank stock, for instance. The dividends are 7 per cent. and taxes paid, and at 145 the net revenue is less than 5 per cent. Fourth National Bank stock paying 8 per cent. dividends at 170 yields less than 3 per cent. after paying the taxes. Kent Savings stock at 500 with taxes paid nets less than 5 per cent. and the Peoples and State at 200 net less than 5 with their 8 per cent. dividends after paying the taxes. A sure income of 3.4 or 5 per cent. on the investment is better than the promise of a greater revenue that may not materialize, but can bank stocks be classed among the certainties with Government bonds? The banks are all making money just now and have been for four or five years past. They are building up their surpluses to handsome proportions and are adding to their undivided profits. But it is extremely rare that a bank indulges in that luxury known as "watermelon cutting." Bank values increase, but the dividend rate remains the same. The stockholder has the satisfaction of seeing the quotations rise, but he has to sell and to realize any extraordinary profit on his investment. There are exceptions to this, of course, but this is the way it works in most instances. And then when hard times come the banks are the first to feel the distress and they feel it harder and just a little longer than anybody else. Instead of adding to surplus or undivided profits they must write off losses, and this is always a painful and often a long drawn out process.

Bank stocks are nice things to have

in the family, and it is pleasing to see them held in high esteem, as indicated by the quotations, but, as a problem in financing and investment, are bank stocks at present quotations profitable? L. G. Stuart.

Another Way to Get There.

Two New York business men were talking about turning points in the lives of boys.

"I am firmly convinced," said the more philosophical of the two, "that it was my close application to my work that started me to the top, but it did not come about in the way that most writers on the problem of how to get rich point out.

I was a boy and had the miscellaneous work which boys had in my early time. The back end of the storehouse where I was employed overlooked a navigable river. The town in which I lived was at the head of navigation, and the steamboats used to amuse the people by occasionally racing on their return trips.

"One morning when a race was planned, something went wrong with the platform scales in the store and the whole shop, from the boss to me, was trying to adjust the trouble. It fell to my lot to hold the rod in the upright part of the scale. If I let go it meant that the entire job had to be done over.

"While I was attending to my part of the work some one came in and said that two steamboats were just backing out to get ready for a race. The boss and the others dropped their work and rushed out. I stood at my post.

"I held the rod patiently for nearly an hour. When the boss and the other help returned they gave me the laugh. The boss asked me how I ever expected to know what was going on if I didn't take any chances.

"He actually lectured me for standing at my post, and I recall that when I got through I went out back of the store and had a good cry. While tears scalded my cheeks, a bit of iron went into my soul, and I resolved that from that moment I never would overlook a bet.

"I took chances as often as they came up, and sometimes I have paid pretty dearly for the same, but in the long run I have evened up pretty well. I have made it a rule, when I was holding on to anything with others and they let go for the purpose of having a bit of fun, to let go my grip and go out with them. On general principles, I recommend the rule to all beginners."

Mechanical Shocks Kill Bacteria.

The Lancet prints the results of interesting experiments in the destruction of bacteria in food and drink. It has been found by these experiments that mechanical shock has a germicide effect. A case is cited where bacteria cultures were allowed to stand in the engine room of a large manufactory where there were incessant vibrations from the strokes of the engine. The result was that after four days the germs were destroyed and did not appear when the water was set in a quiet place.

Experiments along the same lines have been conducted by Dr. Meltzer, of New York, who has shown that not only shocks, but also minute vibrations, exhibit the power of retarding the growth of bacteria and even killing the organism. While the above facts are interesting from a theoretical standpoint, it is not generally believed that the discovery will be of any practical value.

Promises make debts—and debts make promises.

GLANCE OVER THE PAST

By the Veteran Banker of Grand Rapids.

Santa Barbara, Calif., March 21—My son sends me some clippings from your paper which recall the event that brought out the expressions referred to. It has been a privilege not granted to many men in business to live so long in a community where to an unusual extent harmony of purpose and good will have universally prevailed. As I look back over the fifty years of my active business life in connection with the men who have made Grand Rapids what it is, it is plainly apparent that there were in the beginning men of high character who gave tone to the embryo city in the forests of Western Michigan that has never lost its true note. Occasionally and only occasionally there have arisen discordant sounds, but these have been quickly hushed by the public voice that has always spoken truly and forcibly. Those representative men of the early days were followed by men of like motives and action, so the city of our adoption, through its churches, schools, libraries, clubs and civic societies, has become one of the fairest cities of our country over.

Having had opportunity to a considerable extent to become acquainted with conditions as they exist in many other cities of the land, I find only cause for congratulation regarding those of our own. All things are not as perfectly adjusted to the welfare of the people as its thoughtful citizens would have them, but looking at the situation in all ways I may repeat that the city is to be congratulated, for consider the condition of the average citizen, the comforts that surround the humble home, of which there are so many, the absence of dire distress caused by extreme poverty, the almost entire absence from our streets of the tramp and the beggar, the good order and excellent character of our laboring classes, but one strike, so-called, having occurred in its entire history, and that one quickly over; surely these are signs of health and the presence of vital principles—and then that spirit of helpfulness that is so apparent as it works out through its hospitals and organizations that care for the sick poor. Surely there is abundant reason for our people to be content and hopeful and to work on, expecting even better conditions as the city comes up out of its youthful life and takes on the enlarged responsibilities that come with age and greater numbers. It were well, also, for our people, so far as practicable, to become intimately acquainted with our surroundings as they exist outside the city. No fairer part of our beautiful peninsula can be seen than that portion of it that encircles the city on every side, reaching out and covering the entire county. The county has truly become a garden, replacing the forests of fifty years ago, and one marvels at the work accomplished by the men and women who have so faithfully and wisely wrought out such splendid results. It is true that some of us miss the grand old forests of the early days, but in their places there have come the little country church, the school house, the town house and the men and women who created them—all honor to those who have made Kent county what it is to-day. We who are permitted to enter into their labors will do well to remember how much the good things that we enjoy have cost of strength and even life of those who have gone on before. There is much of discontent, of reckless spirit, desire for change, seeking for new pastures, and one finds this condition everywhere, even off here, where there are perpetual summer and the presence of flowers and fair skies always, and how unfortunate this mental unrest! If only we could or would be content with a more simple life and restful in the places evidently ours to occupy. There are such opportunities presented to every one of rendering service, service of value both to the individual and community, not so much in large ways as in the daily routine, not for the public eye, but for the individual good.

I am thinking of the work often unobserved and more often unappreciated

of those who seek to guide public opinion through the press, working on year after year, quite likely without recognition and in many cases with but very moderate pecuniary returns. After all, how great their accomplishment, how fine their record; how valuable is that work as it enters into the home, clean and stimulating, healthful and instructive.

Not least among the influences that have helped to build and protect our city and those that have been inspired by the men who have conducted the press and business issues in various forms—among these, I may say, unhesitatingly, should be classed the Tradesman, a paper semi-literary and semi-business. One invariably finds articles from spirited writers of excellent quality and unusual value, both for the business man and the home circle. The value of a high-toned press can not be overestimated.

I am confident that our people appreciate—although they may not often voice their appreciation—the good work done by our editors. I have no other excuse for this long-drawn-out acknowledgment than a rainy morning and pleasant thoughts of my home city and the good friends left behind. Many travelers are here from the four quarters of the country, seeking rest and recreation. This is a most restful place for tired people, at least for those who are willing to rest, but so many seem to make such hard work of resting.

Harvey J. Hollister.

What Killed Him.

Wife (with newspaper, to her husband)—Here is another forcible temperance lecture: (Reads) "Young Sillers got into a boat and shoved out into the river and as he was intoxicated he upset the boat and fell into the river and was drowned. Now, sir (addressing her husband), if he had not drunk whisky he would not have lost his life.

Husband—Let me see. He fell into the river, didn't he?

Wife—Of course he did.

Husband—Didn't die until he fell in?

Wife—James, you are positively silly. Of course, he didn't die until he was drowned.

Husband—Then it was the water that killed him.

A Playful Boy.

"Your little brother seems like a playful boy."

"Yes, he is. He's very playful. When sister was married he stopped up the chimney, threw pepper in the furnace, put brandy in the lemonade and turned the hose on the minister. Oh, he's playful, all right."

California is becoming the great asparagus State. The area now under cultivation amounts to thousands of acres, and the quality is claimed to be superior to that produced elsewhere. The largest asparagus farm is on Bouldin Island, where there is a solid bed of 1,000 acres, from which last season over 100 carloads of fresh asparagus was shipped to the Eastern markets, in addition to more than 100,000 cases of twenty-four cans each, which were packed and shipped to all parts of the world. The best asparagus is now supposed to be grown in France, but the California people claim that theirs is equally good and is improving in quality under new methods of cultivation. Until 1869 very little asparagus was raised in that State and practically no canning was done, but experiments demonstrated that it might become a profitable investment, and the soil of the bottom lands of the Sacramento and San Joaquin Rivers was found to be particularly suitable for it. Several factories for preserving asparagus were established in 1896, and they have been increasing in number very rapidly as California asparagus has gained a reputation in the world's markets. In 1895 the total pack was only 27,000 cases. Last year it was 243,000 cases.

Ships that pass in the night—courtships.

We Offer

Twenty-Five Dollars for a Name

\$25.00 Cash

One of the products soon to be placed on the market by the Grand Rapids Pure Food Co., Ltd., is a butter made from nuts and cereals, for which a suitable name is wanted. To the person--man, woman or child--suggesting the best name--in our judgment--we will give a cash prize of \$25.00, also two dozen one pound cans of butter. Contest open to everybody. Costs nothing to try--equal chance for all--think and try. Mail all suggestions on or before April 15th to

Grand Rapids Pure Food Co.

(LIMITED)

723-5 Michigan Trust Building,
Grand Rapids, Mich., U. S. A.

Become a Stockholder

By investing your surplus cash in our co-operative company. The plan on which this company is working is co-operative and as a means of attracting small investors the Board of Managers offers for sale 5,000 shares of Treasury Stock at 10 cents on the dollar, or \$1.00 per share [par value \$10.00]. At this price no more than 100 shares will be sold to one person, besides the Company reserves the right to advance the price of stock at any time, without notice. This is a great opportunity for persons of small means to get in on the ground floor proposition as we predict under our plan of co-operation that the stock in the Grand Rapids Pure Food Co., Ltd., will sell at par inside of one year. Investigate and invest now. For full particulars and prospectus, write or call at 723-5 Mich. Trust Bldg. Office open evenings.

Clothing

Status of the Clothing Trade in Chicago.

A warm wave struck this city last week and for a couple of days the temperature approached that of summer, but it was succeeded by cooler weather. Some clear, bright days also helped to impress upon the buying public the fact that spring purchases must be made.

Last Saturday was a good business day along State street, as was the preceding Saturday. Business during the latter part of week before last was very good, and last week saw a continuance of it with the exception of a couple of days. Business compares very favorably with business done last year during the same period. Some leading houses report that they have been surprised at the amount of early business that they have done. Both clothiers and furnishers are included among them.

Spring stocks are now complete and are being pushed forward, while the buying public are responding in a way that shows purchasing power and an inclination to take only the better grades of merchandise. It is safe to say that Chicago retailers have never before offered to the public finer, better made, or more carefully selected lines of goods than are being offered this season.

Both clothiers and furnishers have made a feature of reduced prices on goods carried over from last season, but much more attention has been paid this last fortnight to pushing new goods.

A good business has been done in spring overcoats. The representative of one large house states that their overcoat trade to date has been of a character to warrant them in expecting a larger light overcoat business this year than they have ever done before in their experience.

The short top coat, 32 inches in length, has approved itself to buyers as the most desirable length. Fancy effects in homespun, whipcords and coverts are all in demand in these goods. Houses selling high-class trade report a pronounced inclination on the part of careful dressers to the fancy fabrics in these coats, but the sale of coverts and whipcords has been heavier in volume.

Raincoats in fancy fabrics are in demand, but not to as great an extent as the short top coat. For a dress coat the surtout in very neat fancy effects has sold best. This makes a very stylish coat, and for men who can afford to indulge a taste for a variety of light overcoats it is a most desirable garment, judging from sales.

Business on suits has compared very favorably with business on top coats. The three-button single-breasted suit, cut with a long narrow lapel, is the leading style in demand in high class goods, although double-breasted suits are called for to some extent. There is a great variety of fancy fabrics shown in these suits, the leaders among them being homespun, fancy chevrons, worsteds and fabrics on the Scotch order in which overplaid effects are conspicuous.

Stocks of spring suits on clothiers' tables show a wide variety of neat but bright patterns in grays, brown mixtures and olive effects. Black and white mixtures are also prominent, while staple goods in black and blue are attracting a good business to themselves.

A good business has been done in boys' clothing departments. In the higher class of goods, homespun Norfolks and belted single-breasted suits are leading styles in demand. Two-

piece suits in black and blue worsteds have had a good sale. Two-piece suits in fancy chevrons, worsteds and tweeds are shown in profusion, and business on them is active. The same styles of top coats are in demand for boys as for men, the cut and pattern being of the same character.

Business in clothing for small boys continues good in the Russian sailor, sailor and middie styles of suits.

Furnishers report an active business on shirts. This has been stimulated by special sales of shirts at reduced prices, but business on new goods has not been appreciably affected by offerings of last season's goods. The finer trade is showing more of a tendency to shirts with dark grounds and stripes, but figured patterns on white grounds comprise the bulk of the showings and receive the most attention.

The demand for neckwear has not been as good as the demand for shirts, and is confined principally to the inch and a half four-in-hand. With the approach of Easter a larger business on neckwear is looked for.

Gloves have been selling well in a medium tan. Canes with natural curved handles have been more in demand than canes with straight handles, but the latter will be the more stylish later on.

Business in fancy hosiery has opened up well and the amount of business already done promises well. Embroidered patterns in neat effects are the leaders in sales, and, as has been mentioned before, grays in neckwear and hosiery are the stylish color. Little business has been done in lightweight underwear, the weather not being warm enough to warrant it.

Take the Turnpike Road.

The newspapers are at the present time devoting more space than usual to exposition of the get-rich-quick scheme. In a short time the excitement will blow over, but new phases of speculative folly will crop up.

The desire to make money is a laudable one and it is foolish to deride or belittle the importance of money. Every man owes the duty to himself and his family to make all the money he can. Socialism even in its mildest form is so visionary and impracticable under present conditions that any man who attempts to put it into execution in conducting his own affairs will sooner or later be in need of food and clothing.

On the other hand, the roseate devices that hold out the promise of quick riches usually make those who deposit them poorer.

It is best to take the turnpike road. Short cuts across lots are dangerous and generally lead into the wilderness of failure and debt.

There is almost a panic in South Dakota on account of the large number of school teachers who are getting married. The great influx of new settlers recently is responsible for the many weddings. In one district there have been three teachers in as many months. The following card was seen by a horse buyer tacked to a schoolhouse door in an isolated Hyde county district where it had been impossible to get a teacher: "Teacher wanted—If single, must be old and unattractive, as two wealthy bachelors threaten to marry the next teacher of this school."

To have credit is considered an advantage, but cash will do much that can not be accomplished with the best of credit.

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.

WORLD'S BEST

S.C.W.

FIVE CENT CIGAR

ALL JOBBERS AND

G. J. JOHNSON CIGAR CO.

GRAND RAPIDS, MICHIGAN

Care of a Clothing Store and Stock.

Every kind of stock has its own peculiarities, and the success of a dealer in any kind of wares is largely dependent on his knowledge of how to care for his stock in such a way that it is kept in the best condition.

If goods are to be kept in a fresh, attractive condition, constant care is necessary and neglect even for one day of the necessary work of caring for stock causes a direct loss that in the course of the year becomes very considerable. A merchant who is progressive and alert will see that his assistants keep their stock in proper condition.

We give in this connection some facts about store and stock-keeping that, while not new, will be valuable to dealers in men's apparel lines. The elements of stock-keeping are and most always remain simple. Individual dealers will care for particular stocks according to the needs of the moment. These hints are of value to all persons unused to the care of goods.

Dust is the constant active enemy of merchandise. It is surprising how much dust will accumulate in a store and how quickly it will affect the condition of stocks if not looked after. While it is impossible to keep a store perfectly clean, it should be well understood that money spent in store cleaning is well invested. Not only as a matter of looks but as a matter of economy, a store should be cleaned daily and weekly as thoroughly as possible and clerks should be given to understand that their value to the house is determined not only by their sales, but by their attention to stock.

The store floor should be scrubbed every day, if a large business is done. It ought to be scrubbed once a week in any case. This is not for the purpose of cleanliness altogether, but to keep the floor in such condition that there is no accumulation of dust upon it to be stirred by traffic and driven into goods.

Some merchants prefer to oil their store floors weekly, using oils prepared for this purpose. The oil should be applied on a Saturday night after the floor has been cleaned. The oil will then have time to penetrate the flooring over Sunday and the store will be in condition for use on Monday.

Oil can be applied to both hard and soft wood flooring. Its disadvantage is that it will penetrate the sole of the shoe and it is said to make the feet burn when one is walking on the floor all day. Even when oil is used, it is necessary to sweep the floor every day. The use of water is not desirable on a hardwood floor. Damp sawdust will gather up the

dust better than anything else that can be used and the cleaning of the store is thus accomplished with a minimum of difficulty.

Cases should be cleaned as soon as dust penetrates them. A good metal polish and a hard rubbing with a piece of chamois skin will keep all metal work bright and fresh. A merchant has no business to have much metal work about his store unless he keeps it in good condition. Smeared cases and dingy, weather corroded brass signs and fixtures are an abomination. Better take them down unless you can afford the labor to keep them clean.

In piling clothing on counters, some merchants prefer to pile garments in single piles, but as a rule coats are double piled. Trousers are sometimes single piled, but when stocks are large are usually double piled. In piling coats the outer edges and facings are piled to the center, with the center of the back lining piled to the outer edge of the stack. It is necessary when these piles become disarranged, by removing coats from them, to repile the stack as soon as convenient. Very often in removing coats from the bottom of a large stack of coats, those on the bottom will be pulled out of position and if allowed to remain under the pressure of the pile will become badly wrinkled, losing their good appearance and shape.

It is desirable in handling fine garments, such as dress coats, that every coat should be hung on a separate coat hanger. These hangers can then be hung close to each other on rods in cases. An improvement in this style of hangers is an extension rod by which when the case is opened a rod can be drawn out, and the needed coat removed from it. This method of storing stock keeps it in the best condition, but owing to the amount of space and cases required, it is not practicable for more than a small portion of a large stock.

Trousers are double piled, and at least once a week they should be repiled, reversing the trousers so that the inner edge one week will be the outer the following week, thus equalizing the wear.

It is unnecessary to say that garments must not only be piled but also thoroughly dusted. It is the duty of clerks in many large clothing stores to repile their stock the first thing in the morning, thoroughly dusting every garment before placing it in the pile.

The velvet collars on overcoats should be carefully watched so that when they show signs of matting they can be sent to the busheling room and restreamed.

A merchant should examine his stock

to learn what garments are showing signs of becoming shopworn. Such garments should be disposed of even at a sacrifice. It may pay the furnisher to have shirts relaudried, but it does not pay the clothier to have shopworn clothing cleaned. The first loss in this case is the best.

It is surprising how quickly moths will get into clothing unless it is thoroughly aired and dusted. There is no sure remedy for moths but constant care and watchfulness.

When packing clothing to carry it over to another season, see to it that nothing goes into a case until it has been thoroughly dusted to remove any moth eggs that may be in it. Line the cases with clean paper that thoroughly covers every hole in the case. Some merchants use cases made of cedar wood—one of the best preventatives of moths. If cedar wood cases are not practicable, use cedar sawdust or pieces of cedar wood boxes by scattering them among the garments stored away. Camphor is also scattered through the garments or naphtha may be sprinkled on them. Different moth preventatives can be secured from druggists. Those that do not stain either fabric or metal should be selected and can be had in either solid or liquid form.—Apparel Gazette.

A dentist in Jamestown is defendant in a suit for \$2,000 damages brought by a woman who claims that while she was under the influence of ether he allowed one of her teeth, a piece of an instrument and a cork to pass down her throat. The worst of it was, she alleges, that he did not tell her what had occurred and that she suffered unnecessary pain and inconvenience before obtaining relief. The dentists generally will hope that the Jamestown brother will be able to prove an alibi, for the perils of the dentist's chair are already quite enough.

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

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.

PAN-AMERICAN GUARANTEED CLOTHING



WILE BROS. & WEILL BUFFALO, N.Y.

stands the light
—it bears critical inspection.

It's all wool and well made, good substantial trimmings, haircloth, linen canvas, every seam stayed—and it's guaranteed.

"A New Suit for Every Unsatisfactory One." We've put the union label on it, too—we can sell better finished clothing now for our old prices.

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

Boy's and Children's Clothing—a full line from lowest to highest grade.

Every line with a little extra profit to the dealer. Detroit office at 19 Kanter Building has samples—salesmen have them, too.

And we're all ready to tell you about our Retailers' Help Department.



Fads and Fashions in Summer and Fall Neckwear.

That neckwear manufacturers have enjoyed a good spring season is evidenced by the reports of the tie silk manufacturers that there is a lively demand for stock goods, with a decided scarcity of desirable patterns and colorings. The neckwear people themselves admit that it is difficult to pick up desirable piece goods in the open market, and that the mills are now busy on fall orders and it will be next to impossible to get sightly and seasonable silks from stock for immediate use. Another factor against the neckwear makers is the advance in prices of tie silks, which affects stocks in the hands of manufacturers and importers, as well as advance orders.

With a continuance of good spring weather and the retailers doing anything like the business expected, a satisfactory duplicate demand for merchandise will effectually clean the market of desirable goods. A very healthy condition will then result and open up bright prospects for fall.

It is yet too early for wholesalers to expect much in the way of repeat orders, but, according to the volume of orders received for Easter, and the reports of the men now on the road after this trade, the season is going to wind up quite satisfactorily. Easter orders are running mostly to whites, white with self figures and also white grounds with swivel and mock swivel effects; pearl grays are selling well as seasonable specialties, as are purples in both solid colors and in purple effects on light and dark grounds. The best selling forms are four-in-hands around two inches in width and graduated end string ties in the colors and effects mentioned.

There are a few buyers in the New York market from "up State" and nearby cities making Easter selections and placing orders for summer wear in rumchundas, chinas and stocks. The light, filmy silks are taking best in ecru, white and black in plain colors, and Persian and parti-color patterns in the printed styles. Mercerized goods are in excellent request, and it is believed that they will have a better run this year than previously, owing to the attractive and varied weaves brought out, many of which are in openwork patterns. They are to be had in four-in-hands and strings, the two best selling forms in all summer neckwear.

Small ties and bows, as well as the very narrow four-in-hands, are not taking near so well with New York and nearby trade as in the West, where they are very popular in grades retailing from twenty-five cents to half a dollar.

The season's demand has run heaviest upon grays and neat effects, and while there is a great variety of grays to select from, the variations in shades and patterns are not marked with the distinctiveness that there is in a range of colors. Pretty and attractive assortments, however, have been made up of grays, black and whites, and dark grounds, such as black, blue and green, illuminated with self and contrasting color figures and patterns.

With spring styles confined to a limited range of colors and patterns, the trade will welcome the advent of fall styles when brought out, as there will be a gratifying relief from the monotony of gray and neat effects. There will be a refreshing change to bright colors on light and bright grounds. Color will be rampant in the fall ranges, not flam-

boyant, but antique color combinations, tastefully arranged.

The new season will see a revival of the antique colors and patterns of fifteen years ago, known as magadores, old Italian colorings introduced in neat stripes and large random patterns. These colors are similar to the shades used in Roman stripes, Persian and Romanesque designing. They will be used sparingly, however, in figures and stripes on white and bright colors, the effect desired being rich tie silks. These Roman stripes and colorings are seen to best advantage in the sashes worn by the women of Italy, where they have never gone out of use, but are retained for their beauty, the love of the Italian woman for bright colors being well known. Magadore stripes make the prettiest silks ever loomed. The stripes are so woven as to be alike on both sides of the fabric, which will enable the neckwear manufacturers to introduce a variety of reversible scarfs economically.

Some idea of the trend of the season's selections made by neckwear manufacturers may be had from the orders placed with foreign and domestic mills. These show that white grounds in particular predominate. Some may say that white will never become popular for street wear. But in the new range of goods they are heavily enriched by a generous play of striking colors. There will also be ox bloods, mulberry or wine reds, browns running from fawn to tobacco, cadet, Russian, royal and marine blues, three shades of purple and the greens and grays.

The two prominent features in the patterning for fall are warp stripes and medium and large figures and all-over Jacquard patterns. The stripes, as shown in reference samples, show pleasing variety in width and arrangement. They will be cut up to produce in neckwear both bias and vertical stripes. The fact, also, that Jacquard patterns are to be larger than during the past season, indicates that neckwear will be most fashionable in broad scarfs and effects, which means a continuance of the broad four-in-hands, and folded-in and wide-aproned squares, ascots and imperials.

Retailers are getting their initial shipments of Easter purchases.

Keep your eye on raye stripes for fall. They will be top-notchers in popular lines.

Warp stripes for fall means that the neckwear people can use the same patterns in three different ways—raye, bayadere and on the bias.

Folded-in squares are selling better than formerly, but the four-in-hand still leads.

The best width of neckwear for spring seems to be about two inches.

Higher prices will prevail for fall, which means that quality may not be so good as formerly.

It is becoming more difficult every season to make silk selling around a dollar a yard bring more than \$4.50 when made up.

Silk right from the worm is costing more and is much scarcer than it has been in several years.

Where quality has been maintained neckwear manufacturers have had to pay from five to seven and a half cents more a yard on fall orders than they did last November.—Apparel Gazette.

It is believed that a small advertisement all of the time is better than a large advertisement inserted at long intervals.



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.

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.

For \$4.00

We will send you printed and complete

5,000 Bills
5,000 Duplicates
100 Sheets of Carbon Paper
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We do this to have you give them a trial. We know if once you use our Duplicate system you will always use it, as it pays for itself in forgotten charges alone. For descriptive circular and special prices on large quantities address

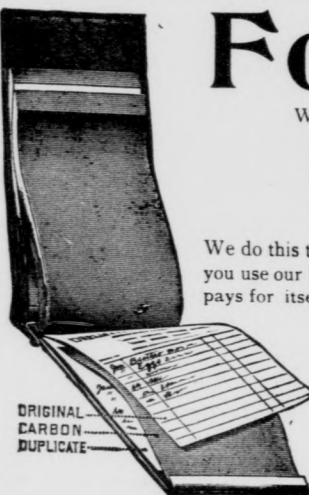
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KEEP YOUR NAME UP

by using

Eelskin Weatherproof Signs

These signs are 6 x 18 inches, printed on heavy cardboard, in permanent gloss inks, and coated both sides with paraffine wax.

108 Designs in Stock.

Send for catalogue and sample.

The Walker Lithographing & Printing Co.

Dayton, Ohio.

CENTRAL LAKE.

Side Lights on Transportation, Canning and Telephone.
Written for the Tradesman.

Information to the effect that the Pere Marquette Railroad Company has just received ten new locomotives and a number of freight cars, and that many more are to be put in commission at an early date, has been printed in the daily papers. If this means that there will be an improvement in the freight service of the above mentioned road, those of us who live along its lines will have occasion to shake hands with ourselves. Whether or not the congestion of traffic that has so impeded the smooth course of business between Traverse City and Petoskey has extended to other divisions of the road, I do not know from personal observation; but in this end of the State the conditions under which small shippers have labored have been heartbreaking. There has been an apparent lack of system in the management of the Pere Marquette's car department that to an outsider seems inexcusable. For instance, when the Central Lake Canning Co. was bombarding the railroad people with vain petitions for refrigerator cars during the winter months, it was accidentally discovered that at Ellsworth, seven miles from here, "refrigerators" were being used for the shipment of stove wood! Freight that was billed out of Grand Rapids on the 14th of the present month did not reach this station until the evening of the 20th. This is an exceptional instance, but as such consignments usually show up on the day following shipment, the consignee naturally wonders where his goods have been during the four days not accounted for, and has a pardonable curiosity to learn who is to blame. We know of instances where small shippers have been driven out of a lucrative business for the simple reason that they were unable to get cars in which to move their product, and there have been plenty of times here when produce buyers were afraid to put money into perishable goods for the same reason. It is currently supposed that the freight department of a railroad is the most profitable of any. If this is true, it seems a short-sighted policy to neglect that branch of the business. Northern Michigan business men may wear long hair and eat pie with their knives, but their money is as good as that of their more elegant contemporaries in the South. They know when they are well used and they never forget their friends, so if it is really the case that the new management realizes the needs of the road and will make an earnest effort to correct some of the faults and shortcomings of the old regime, it seems to the writer inevitable that there will be a renewal of commercial activity along its lines that can not help adding a satisfactory impetus to the business of this end of the road.

* * *


The Central Lake Canning Co. began operations here last season with the avowed intention of packing a fancy grade of fruits and vegetables. The summer was unfavorable for the growth of the more tender varieties, and the tomato crop was practically a failure. Fortunately the company had planned for the canning of other goods, and was able to market its entire output, which consisted of string beans, beets, pumpkin, squash, tomatoes and apples, at very satisfactory prices. This season's acreage will approximate ten times that of last, and some new lines, notably sweet

corn, will be added to the list. The climate of this region is so favorable to the growth of the finest qualities of raw material, that it is expected that Central Lake canned corn will compare favorably with that packed in Maine. The superiority of Northern Michigan canned goods was so positively demonstrated by last season's work that it looks as though this part of the State might soon be dotted with establishments similar to ours.

* * *

The farmers living in what we call the "Bay View Neighborhood," between Central Lake and Eastport, have more than the usual amount of enterprise. When C. E. Ramsey was manager of the Bell telephone exchange at this place, he worked up a good sized business with them by giving them a telephonic touch of metropolitan life. It was pleasant to sit by their own fire-sides and visit with friends on the next "forty" but one, and it was satisfying to get the news from the latest election or prize fight or funeral without the effort of hitching up Moll and Mag and driving to the nearest town. But after a while these farmers grew critical of their new-found luxury. They became connoisseurs, so to speak. When it was desirable to call up Jim Jones at 4 a. m. to see whether his Pete could change work with their John that day, or if Hime Emons wanted to borrow a couple of goose pokes of Reuben Glue and the hour was about the rising of the July sun, they found that the telephone operator was taking some much needed sleep and these matters had to be deferred. So the seeds of dissatisfaction were sown, and by degrees the farmers decided that, although the telephone was mighty nice in some ways, they were paying a good deal for social privileges, and were not getting the actual business use out of it that the investment appeared to warrant. They began to wonder what they would do and for a long time no one seemed to know. But at last there came the voice of Arthur Williams as one crying out of the wilderness, and he suggested that a solution of the whole difficulty lay in their owning a system of their own. The matter was taken up in a businesslike way, and an experimental line inaugurated between houses two miles apart. Connections were made through a series of barbed wire fences and the result was gratifying. The parties could talk. Out of this crude essay has grown a telephonic system that is of considerable local importance. A company was organized during the season of 1902, and has been incorporated under the name of The Traverse Bay Telephone Company. The lines run from Central Lake to Elk Rapids, Kewadin, Torch Lake, Eastport, Atwood, Norwood, Finkton and on beyond the Jordan River. There are many branches and side lines that take in the rural population of a great part of Antrim county, with a large and growing exchange at Central Lake, and connections through the Swaverly and Citizens lines to Grand Rapids and beyond. There are now about 150 phones in use on the lines of the Traverse Bay Company, exclusive of the thousands it has access to through its connections, and its subscribers seem well pleased with the service they are receiving. Most of this has been accomplished in a few months in a "back woods" country by a farmer boy, in the face of Bell competition, and it is interesting to look forward to what may naturally be expected to grow out of this independent concern in the course of the time to come.

Geo. L. Thurston.



"The Kady"

is not only good to look at, but so are Ethelyn, Dorothy, Marie and Maud, "All Queens," and any one ready to come to you with an order of "KADY SUSPENDERS." They are attractive and so is "THE KADY." Send us your orders direct, or through our salesmen, and get high grade "Union Made" goods. A handsome glass sign, a suspender hanger, or one of the girls, yours for the asking. Splendid things to use in your store.

The Ohio Suspender Co.
Mansfield, Ohio

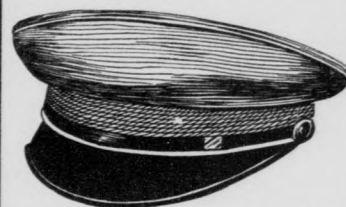
Clapp Clothing Co., Grand Rapids,
selling Agents for Michigan.

Cheaper Than a Candle

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

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 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.

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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.

Wall Papers

Newest Designs

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Newest Patterns

High Grade Paints and Oils

C. L. Harvey & Co.

Exclusively Retail

59 Monroe St., Grand Rapids, Mich.



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.

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.

Shoes and Rubbers

Another Chapter in the Lasterville Shoe Factory.

I see Mr. Fitem reeled off a few lengths about the shoe factory, but he came a long way from telling you all about it. In fact, it was not all known when he wrote. He told you how a site and \$9,876 50 bonus and free taxes for some years were given by Lasterville people to get the Consolidated Footwear Syndicate to move to Lasterville, but there was a lot more to it.

It turned out—but what is the use of getting ahead of a story? The man who turned out to be the promoter of the thing, a Mr. Mann, had full charge of the arrangements and after the offer of the villagers had been accepted and the Consolidated was reported as getting ready to come on and begin to build, Mr. Mann came to Lasterville and after seeing that the money was duly banked in the name of the Consolidated company proceeded to stir around a good deal.

Of course he had a good deal of time to talk and in the course of his conversations with prominent men of money he gave, confidentially, a good deal of inside information respecting the big profits that the Consolidated had made in the manufacture of shoes and of how easy it was to double and treble an output, at the same time more than doubling and trebling the profits, because the more goods manufactured the lower became the proportion of cost. He told of how the Consolidated had started in an exceedingly modest way and of how its business had increased in the first year to such an extent that new factories had to be built and of how bright the future looked. He hinted that he had urged his partners again and again to turn the enterprise into a stock company and, instead of simply using the profits to double the plant each year, to allow a few moneyed men to come in and thus start at once in Lasterville with an immense establishment. He was obliged to add, regretfully, that his partners would not hear to it—that their success had come through their own efforts and that they could not see their way to divide the fruits with anybody.

This talk interested the retired farmer who was only getting 5 per cent. interest on his extra money loaned out on farm mortgages on which he was taxed for personal property close to 2 per cent. It also interested the lawyer who made the big fees, but was always too busy making money to know what to do with it after it was made. It also interested the President of the Chamber of Commerce who came by his money honestly, and from these a great idea developed, which spread to others and yet others until it even reached the ears of Mr. Mann himself. He approved but felt himself powerless, still he would do what he could. He did. He urged his partners in the Consolidated by wire and mail. The postmaster who was interested saw the letters flying back and forth, and the telegraph operator whose father was interested knew the contents of the urgent telegrams which went from Mr. Mann in Lasterville and the reluctant ones which came back from the Consolidated.

It was a happy day when Mr. Mann was finally able to divulge the glad news that the powers of the Consolidated had finally relented and that the stock company had been decided upon. He also stated that while the Consolidated people, of course, felt that in all fairness

Lasterville people should have the privilege of buying some stock if they wished it, as soon as the fact that the establishment was to be stocked had become known in the money centers there had been such clamoring for admission on the ground floor that the powers of the Consolidated were embarrassed to know whom to serve first when all could not be served. In his telegrams and letters Mr. Mann urged his partners to give Lasterville capital the preference, that it deserved it, that the stockholders would be right on the ground and of more value to the enterprise than any amount of absent capital and again the powers relented and a stock subscription book was opened in Lasterville at the office of the Chamber of Commerce, and all of the stock allotted to Lasterville was taken before a good many people of means had even heard the good news. The lawyer who made the good fees got a big slice right on the start and then the retired farmer went him ten shares better before the President of the Chamber of Commerce got a chance at the page, and by the time the President and the hotel-keeper had invested their loose funds the stock was all taken and several widows with neat savings and a good many others felt much disappointed and cried favoritism.

This troubled Mr. Mann, and he heated the wires again until another allotment of the stock was made for Lasterville. This went almost as quickly as the first lot and still another was demanded for some who were still shut out so that the Consolidated finally made a final stand, giving Lasterville so much stock, which was positively all that could be bought for money.

A good deal of this was taken, but there were still a few shares.

It was at this time that Mr. Mann began to be foxy. Almost half of the capital stock had been obtained for Lasterville. Mr. Mann became thoughtful and finally confidential to the lawyer who was unscrupulous, but at the same time ingenious. He, Mr. Mann, had a little block of stock himself. He had been thinking how much more progressive his new-found Lasterville friends were than his partners in the Consolidated. The stock he owned and what had been allotted to Lasterville would be more than a controlling interest in the company. What a scheme it would be to gather in all the stock, have him join forces and control the company right in Lasterville.

He winked the other eye and the lawyer who liked to see such things winked back with thoughts of his great shrewdness, and he in turn took the retired farmer and the hotel keeper and the President of the Chamber of Commerce into the scheme and they went out as a committee with might and main to place the rest of that stock in small lots before it was recalled.

It was about this time that Mr. Laster was approached. Funny, was it not, that during all of this tummy rummy no one had even thought of consulting the old Nestor of the shoe business in Lasterville, but I suppose that they thought that such an old fogey, while he might know something of shoes from the little retail end of the business, could have no grasp of the great possibilities of a wholesale manufacturing of high class foot coverings.

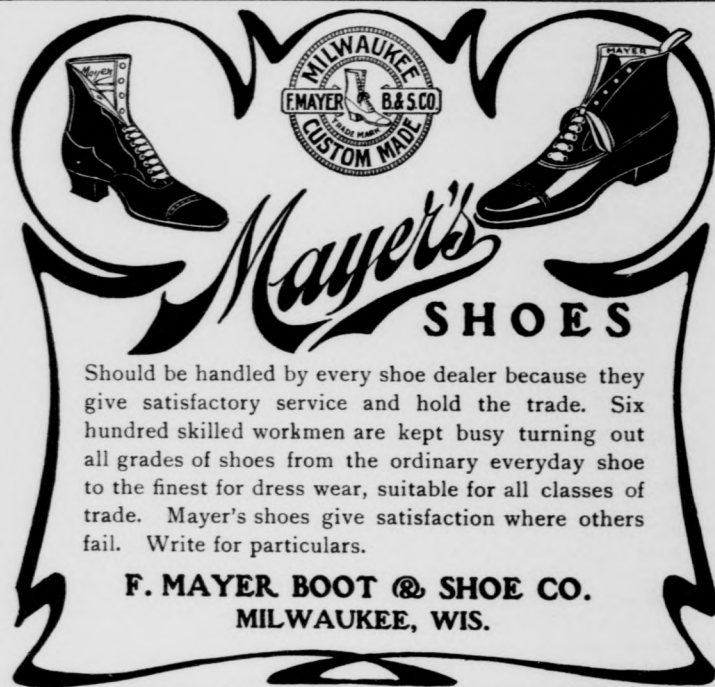
Still when the last few shares began to drag Mr. Laster was approached. He listened to the prospectus talk courtously.

Buy Now--Buy Bostons

Bostons are always durable. The line contains every practical and desirable feature in rubber footwear that ingenuity and experience has evolved up to date.

Prices advance June first. If you place your order now you will come nearer having the right assortment for your locality than you will if you buy a month from now, when the demands of the past season are not as fresh in your memory as they are to-day.

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



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

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

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

Lycoming Rubbers

but we also carry an assortment of the old reliable

Woonsocket Boots

Write for prices and catalogues.

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

Waldron, Alderton & Melze,
Saginaw, Mich.

NOTICE

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

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

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

THE RODGERS SHOE COMPANY,

Toledo, Ohio

Factory at Northville, Mich.

Finally, he enquired: "What are you going to make?"

"Why, shoes," replied the retired farmer, smiling a little.

"Yes, but what sort?" persisted Mr. Laster.

"Why—eh—why—all sorts, I suppose," said the retired farmer, in a puzzled sort of way, "men's, women's, boys', children's, misses', babies'—eh, everything but horseshoes, I guess."

Mr. Mann smiled a little and winked one of his winks in an aside to Mr. Laster. This wink was not returned. "The company," he explained, "would manufacture children's, misses' and women's shoes in kid and kindred fine leathers, both turns and welts, and would make fine lines of children's and misses' shoes specialties."

"In Lasterville?" asked Mr. Laster.

"Why, of course, in Lasterville!" broke in the lawyer, who was testy, and by force of having his head packed with law felt that there could be little else for that head unknown.

"I hardly think that I can spare the money for any stock," said Mr. Laster courteously, yet with a funny look in his eye which Fitem and I know well.

The lawyer and the retired farmer were for urging matters, but Mr. Mann, who was shrewd and a reader of character, par excellence, led the conversation easily into other channels and after a time the committee was gone and Mr. Laster had no stock. It was placed easily enough, though, and then things began to hum. There were 1,000 shares at \$100 per share. Lasterville people had 450 of these shares and Mr. Mann had 100 shares.

Meantime four sharp looking men, the partners of the Consolidated Footwear Syndicate, had come on to Lasterville, taken possession of the Misty Falls Park site and the \$9,876.50 and begun building plans on a large scale. The whole village was agog. One large frame building was completed and machinery from the Eastern factory began to arrive and be placed in position, and all the time there were demands on Mr. Mann for more stock. He was heartbroken to refuse, and by pleading with his partners he would occasionally succeed in securing from them for some favored Lastervillian a little block of stock, and it is known now that on several occasions he relented so far as to part with some of his own holdings. Finally the organization of the Lasterville Shoe Co. was completed and there was a banquet held on the evening of the day when for \$75,000 the plant, machinery and good will of the Consolidated Footwear Co. was turned over to

the Lasterville Shoe Co., the retired farmer having been elected President, the lawyer Vice-President, the hotel-keeper Secretary and Mr. Mann Treasurer.

The partners in the Consolidated appeared somewhat cast down and surprised that they had not been considered in the election of officers, which had been skillfully engineered by Mr. Mann, but they swallowed their chagrin and made felicitous little speeches at the banquet, cashed their checks for the purchase price of the Consolidated the next day, had a stormy meeting with Mr. Mann and the lawyer in the latter's office, declared that they had been frozen out and if they were not to be considered in the management of the new company they would get out, which they accordingly did, to the complete satisfaction of the lawyer and the hotel-keeper and the retired farmer and Mr. Mann, who immediately took hold of the factory and things began to hum.

Mr. Mann's shrewdness was the talk of the local financiers. How he had wormed share after share of the stock out of the possession of his former partners for Lasterville investors until their holdings had dwindled to a paltry ten shares each, while he had even allowed his own holdings to be drawn away from him until he had less than fifty.

But what's the use of stringing the thing out? You see how it is or you are not the bright lads I take you for and no brighter than the Lasterville dummies.

The factory has been running but a little while, but it closed down yesterday. Mr. Mann resigned early in the career of the concern and the retired farmer has been running the factory. As I say, it closed down yesterday. Mr. Mann left town some time ago.

Mr. Laster breaks out laughing every little while when he thinks about how these manipulators got hold of the worn-out Eastern factory with out-of-date machinery for a song and succeeded in unloading it on Lasterville, but it is not so funny for the retired farmer and only a little more funny for the lawyer who gets the big fees and the hotel-keeper, and it is not funny at all for the Lasterville widows who had their little alls invested in the enterprise.

The factory buildings do not take up such a very great deal of space at Misty Falls Park and it will be possible to hold the regular May Day picnic there as usual.—Small Sizer in Boot and Shoe Recorder.

The really successful advertisement writer uses the "blue pencil" mercilessly upon his own best work. He is a foe of unnecessary words.

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

The Lacy Shoe Co.

Laro, Mich.

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

Advertised Shoes

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

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

Shoe Dealers Should Be Careful About Their Language.

Genuine wisdom and sincerity show themselves in many writings.

The shoe dealer who speaks sincerely and with wisdom in his advertising will pull trade every time, but he who boasts of his business loses trade very fast. The public in general are more sensitive at the present time than in the past and every word in our advertising carries a heavy load with it. Ten-year-old school children of to-day are much wiser than children of the same age a few years ago, they can tell how much sincerity there is in your language.

We must try to realize that the people do not express themselves as freely as they used to. We have learned that it is good judgment to think sincerely before we spend our money and try to go where we feel that we will get value received. The retail dealer who has learned this lesson should grant his customers the same privilege.

We should never use a word in our advertising matter that sounds like "hot air;" when we read over the advertisement and discover this it becomes our duty to explain in such a way that our patrons will know we are dealing with truth. It is my conviction that we are throwing away money when we say we have the best shoes on the market. If every other dealer in town advertises to this effect whom will the people believe? If you want the reading public to be skeptical in regard to your sincerity and honesty just keep on talking about having the best of everything. The majority of people are not looking for the best shoes on the market, but they are looking for good shoes at the right price. The people are looking for honesty in the shoe business. They do not want \$1.50 shoes for \$1.68; they are looking for a genuine \$2 or \$3 pair for that price. Or, in other words, they are looking for just what they pay for. I find the one price system the best way to sell shoes.

A shoe dealer should be a good judge of shoes and he should take plenty of time in buying and try to get the best obtainable for the money he wishes to pay, add his regular profit and mark them in plain figures, sell for this price only and the same price to all.

If the shoe dealer will do this and prove to his trade that he is a man of good judgment and exercises this faculty in his buying as in other things he will soon gain the confidence of his customers and consequently his trade will increase. We should know that we can not conduct a successful and progressive business without having the confidence of the public. Those who practice the use of ostentatious language will soon find that the public have little or no confidence in them. We know this is true, then why should we continue to drive our trade away? The most convincing advertising a man can have is for the people in general to talk about his store and shoes.

It is much better to say in your advertising that Mrs. G— said our shoes are the best than for us to say so. I am inclined to believe that most of you could have the people talking about your store and the shoes you carry. This is not difficult to bring about.

There is not a city or town anywhere that can not boast of stores that are talked about in a manner that is advantageous to the dealer. All such talking is good advertising. If your store does not swell the list it strikes me you had

better be up and doing something to bring this about. Many will ask themselves how this may be done. Now let me answer this question. Read your trade journals carefully every week. You should review them as closely as a preacher should his Bible. People make more money by reading and thinking than in any other way. When you fail to read up-to-date articles which concern your line of business you can not attract up-to-date thoughts. It is rather impossible for you to think and act in a profitable way.

One sees wonders on all sides and great improvements in his line of business everywhere. And you may depend upon it that it is the readers and thinkers who bring these changes about. I give all credit for knowing this. Why do we not practice sincerity and attract the best wisdom there is to be had? The fact that you have the largest and finest store in town is not the most convincing fact that you have the right shoes at the right price. It is an advantage in advertising to have a fine store to speak of, but remember the public in general are not looking for fine stores. If they are looking for them they can not buy them. Let us learn that the perpetual creation of the power of thought brings to us the substance of what we have.

We make our own circumstances and when they are made by our boastful statements they lack the power that is back of wisdom and sincerity. Everything genuine is self-existent. It will build itself upon a solid foundation if allowed to use its own substance in all circumstances. The trouble with many of us retailers is, we do not seem to heed the right nor give attention to the wrong things that present themselves to us every day. Many go along in line very carelessly and some have evidently lost all hope of success because of their carelessness. There are wonders yet to be accomplished in the business world and the men who will open their minds to the perpetual light and power that control the mind will do things that others choose to call miraculous. The character of many things in the business world has not been put through the test of perpetual usefulness. The first thing a business man should do is to study his own character. When we fully understand ourselves we just begin to understand other things. No man can hope to find success if he fails to know himself in all things. How can a man expect to know how and when to do things pertaining to his business if he fails to know how to manage himself?

If he has acquired this valuable knowledge and neglects to manage himself at all times how can he expect his business to move correctly each and every day? If we fall into the habit of using ostentatious language in our advertising and in our talk with our customers in the store we are very likely to begin to talk this way to ourselves, thus to deceive ourselves as well as others. It is a very strange thing, but we all deceive ourselves too much. The reason of this great mistake should be of interest to every business man. He who learns how this is done and overcomes the difficulty will have less trouble with his customers. We do and say many things because we are overpowered by the different influences on all sides. We act many times without just knowing why we do so, but we generally realize it all after the storm is over. Most all of us can predict a fair future for ourselves, and many of us can explain how we are going to succeed, but circumstances



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."

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 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.

30 YEARS SELLING DIRECT

We are the largest manufacturers of Vehicles and Harness in the world selling to consumers exclusively.

WE HAVE NO AGENTS

but ship anywhere for examination, guaranteeing safe delivery. You are out nothing if not satisfied. We make 195 styles of vehicles and 65 styles of harness.

Visitors are always welcome at our factory.

No. 719—Driving Wagon 1/4 in. Kelly Rubber Tires. Price \$35.50. As good as sells for \$40 more. Large Catalogue FREE. Send for it.

ELKHART CARRIAGE & HARNESS MFG. CO., Elkhart, Ind.

No. 349—Canopy Top Trap. Price \$93. As good as sells for \$50 more.



are apt to convene and change our future. Remember, I have said we make our own circumstances.

If you have not succeeded stop and ask yourself why. There is no reason why any man should not call down upon his head a shower of benefits. A great influence stands over you ready to urge you on and upward. But with the whole human family the trouble is we sell ourselves too cheap. By this I mean that we allow ourselves to be controlled too much by the lower thoughts and refuse to entertain the higher intelligence. Emerson said: "Let any thought or motive of mine be different from what they are, the difference will transform my condition and economy. I—this thought which is called I—is the mould into which the world is poured like melted wax. The mould is invisible, but the world betrays the shape of the mould. You call it the power of circumstance, but it is the power of me."

The writer earnestly enjoins you to reflect carefully over these beautiful words of Emerson with their deep meaning and you will find them full of power.—Edward Miller in Boot and Shoe Recorder.

What Constitutes Good Salesmanship in a Shoe Store.

I believe in a salesman working not only for his employer, but for himself as well, and where you find one proficient salesman doing the latter you find thousands of good salesmen doing the former. It is in the use of the adjectives that classifies the knowledge of the man. The one is a good salesman by virtue of his even temperamental qualities and by his knowledge of the whims and idiosyncrasies of the general public, and a knowledge of the fitting qualities of his stock. The other, the proficient one, has not only the knowledge and ability of his associate, but in addition has what the adjective proficient implies—advanced knowledge of his trade—the shoe trade as it is in this instance. And just there lies the great difference—the difference between the man who knows his business proficiently and the one who knows it in a goodly manner.

I have myself in my employ good salesmen whom I would not be without for the best reasons in the world—they move the goods and command trade; but any one of these same men, were he called upon to decide emphatically upon whether a bottom was of solid leather or boarded composition, whether a shoe was burned or the leather rotten, would be at his wits' end to say which was which.

Now, this might seem a trifle overdrawn, but I know whereof I speak, and I also know that this lack of practical proficiency in the shoe business on the part of these men is directly attributable to their having received their education in salesmanship—salesmanship, mind you, not shoe business—in large metropolitan shoe stores and departments. There is the evil, and the only remedy is in preventing a beginner from serving his apprenticeship in a large store and encouraging him to start his career in a less pretentious establishment. It is there he is taught to fit everything that was ever made in foot covering. It is there he is given the privilege of inspecting the sample lines. It is there he becomes familiar with the different grades of both upper and bottom leathers, and learns the corresponding prices of each when embodied in a shoe—such things as tacking on a top lift, extracting a protruding tack, putting on heel

plates, cutting insoles, and occasionally putting on a cement patch. "Unnecessary knowledge," your city salesman will say; but any knowledge which brings one into closer relations with one's chosen profession is knowledge worth striving for.

Just these things the city salesman loses by serving his apprenticeship in a large store, where he never sees a sample; where he is never informed of the cost price of a shoe; where he does not acquire knowledge of leather through the being present at the interviews between buyer and factory salesman. And so he goes through his training, learning that which is necessary to sell shoes, but neglecting the necessary knowledge, the lack of which utterly unfits him to ever fill a higher position than that which he occupies.

Hardly a day passes but what I have some young fellow come in here and want to go to work. Wants to learn the business. I say to him: "Do you really want to learn the business? Do you want to make it your business through life?" And, of course, always receive an answer in the affirmative. Then I tell him something like this: "Now, young man, you go home, pack your grip and buy a ticket to some small town of from five to twenty thousand inhabitants. When getting there you should be prepared to make the best possible impression, which favors your chance of getting a position in the biggest shoe store in town, or if there is no possibility of that, take the next best one. Get the job, even if you have to work for your board, for if you are accepted you then have your opportunity to get started in a position that may offer a desirable future. This opportunity should be more of an object than the salary until you have learned something of the shoe business. Know at the beginning that in business there is no such way as your way, for the employer is paying you to do things as he wants them done. Take hold as if you felt some interest in the work. Be careful not to overlook details or to shirk a duty. Do not work by the clock, for you will learn more, through seeing more by keeping your eyes otherwise engaged than watching the clock hands.

"When the samples are spread out for inspection, show an interest in them, and your employer will undoubtedly soon invite your inspection. Study those samples, listen to the description of their make-up, acquire the knowledge of the cost prices of everything from shoestrings up to brogans or ball-room slippers. In brief, familiarize yourself with every detail of the business; study leather qualities so by the feel of it you can place the grade. Louie the Shoeman once said: 'A shoe man's brains are in his thumbs,' and that is as true as gospel. Educate your thumbs. Stay in that little store four or five years if necessary and then go to a metropolitan city, and in six months more you are not only the master of shoe construction values, but also of cost of moving the goods.

"Then you have a future, for with such knowledge it requires but the presentation of the opportunity for you to accept a position of buyer, with the knowledge necessary to fill it satisfactorily."

And what I tell those job-seeking young men—when I have time and feel like talking—is exactly what I heartily believe to be the necessary qualifications of any man who wishes to succeed in the shoe business."

The Making of Shoes

is with us a serious matter. We devote our best thoughts and our whole energies to the work.

The result is shoes—that are right and reliable in each and every particular. Try them.

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Michigan

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,

25 Fountain St., Grand Rapids, Mich.

Be friendly—write occasionally.



DON'T

take the risk of selling

Adulterated Flavoring Extracts

Souders'

10c Lemon

15c Vanilla

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.

Dayton, Ohio

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.

Woman's World

Society For Promoting Woman's Indifference Towards Man.

According to a London dispatch the women of the ancient town of Guilford, in Surrey, have leaped into sudden fame by forming an anti-matrimonial trust that they call the Society for Promoting Man's Indifference Among Women. They have secured quarters that they have christened the Spinster's Retreat and describe themselves as "young women and those older in years withstanding temptations to enter the married state." The rules of the order, as they have been made public, compel the members to have a wholesome contempt for falling in love, to abhor marriage and to display the Society's badge at least one day a week. Members are not debarred from friendship with the opposite sex, but it must be purely platonic and free from sentiment.

Considering that men are men, and women are women, and that the pursuit of each other has been the chief business of life ever since the dawn of creation, it would seem that a society for the promotion of man's indifference among women had its work cut out for it. No one can deny, however, that it enters upon a field of large usefulness, for any process of education that would render woman indifferent to man would be an emancipation that would make the right to vote, and even to her own pocket-book, sink into innocuous desuetude.

When the time comes when a woman can stay single because she prefers it, without feeling that she has to apologize for being an old maid, when a woman would rather talk to an intelligent woman than a stupid man, when a girl can dance at a party with another girl without looking as if it were a funeral occasion and she was the remains, then, and not until then, will woman be free.

We have not reached that point yet—we have not attained the pinnacle of indifference to man where we can cheerfully do without him, and anything that tends to promote that beatific state is a step towards happiness, for disguise it as we may, man is coming to be more and more a luxury, and the true philosophy consists in enjoying his society when you have it, but being able to do without it, when you haven't it, without repining. When women come to regard men as an annex to life, instead of the whole thing, they may snap their fingers at fate.

It is not to be denied that up to now there has been no pretense of indifference among women so far as man was concerned. They have frankly striven for his notice, and have been happy when they got it and miserable when they missed it. The women who are truly envied by other women are not the Mme. de Staels and George Eliots and Florence Nightingales, but they are the famous beauties who have always had platoons of lovers sighing at their feet.

So we are daily witnesses of the mortifying spectacle of women running after men, and chasing them down and marrying them in spite of themselves. We see girls who are dull, lethargic, uninteresting in the presence of women, but who are galvanized into instant life and animation the minute anything in trousers heaves in sight. We know women who, like cats, have only scratches for their own sex, but who purr so loudly and so melodiously you can hear them all over the place when a man deigns to notice them, so we feel that any sort of a society that can foster a

spirit of indifference among such women towards men will go a long way towards filling a long-felt want.

If the Guilford women's Society for Promoting Woman's Indifference Towards Man is a defensive measure for the furtherance of content and happiness among women, it is admirable, but if it is intended as an offensive move, it looks like going to a lot of unnecessary trouble. In these strenuous matrimonial times, when the supply of husbands is so far below the demand, any woman can keep from getting married without the assistance of a society at her back. It is simply dead easy to scare a man away from the proposing point.

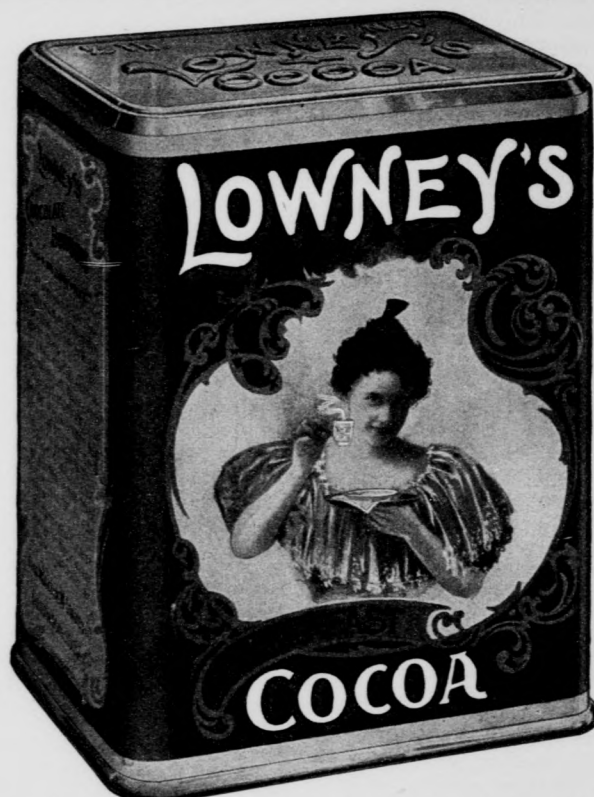
The part of wisdom for those who wish to withstand the temptations to matrimony is to cut out the temptations and to do this a woman has only to render herself unattractive. A dowdy dress, a brusque manner, even a way of treating a man as if he was of no particular importance, will all do the trick, and send him scuttling away to a woman who has the sense and the good taste to appreciate him.

If these devices fail there is the expedient of adopting the literary cult, which establishes a quarantine about a woman that is warranted to keep off suitors. The average man would sooner face a loaded shotgun than the woman who fires at him questions about the psychology of Maeterlinck's philosophy or the inner meaning of Browning. Any girl who will carry around with her a copy of Ibsen needs no other chaperon. Argument is another first aid to spinsterhood. No man ever tried to persuade an arguing woman that heaven had destined her for him. On the contrary, that is one place where the nays always have the floor without a dissenting voice, and the woman who knows she is right about a thing and can prove it by facts and figures in a good, hot argument can drive men before her like chaff before the wind.

The habit of telling home truths to a man is another way of ridding oneself of masculine society. So is the plan of letting him do his share of the jolly. He is not used to it and it makes him very, very tired to have to burn incense before another, instead of merely sitting up and having the perfume of praise and adulation curl up around his feet. No man ever went back a second time to see the girl who told him of his faults and took no more pains to entertain him than she would a dull and uninteresting woman. But why multiply suggestions for keeping man at a distance? The trick is not to drive him off, but to catch him, as every woman knows, and the Guilford Society will have little trouble in protecting itself against the temptations of matrimony from without.

But, we take it, the missionary intentions of this Society are towards its own members, and it is in the promoting of a proper spirit of indifference towards men among them that its beneficent work will be done, for there is no doubt that the mere fact that the chief object of woman's life is to please man lays upon her the heaviest burden. When she divests herself of this, when she is no longer on a still hunt for a husband and can view a man's like or dislike with the same equanimity she does a woman's, she is, for the first time, in a position to really enjoy life.

It is hardly too much to state that the general feminine desire to win the admiration and praise of men is what makes slaves of women. It is our fear



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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.

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If it is

Souvenir or View China

that you are looking for see our travelers
or write

Geo. H. Wheelock & Co.

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Every Cake



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

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

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that we may do something of which man may not approve that has put us in mental, moral and physical straight jackets. Among themselves women express the broadest and most liberal opinions, but in the presence of a man their views are cut-and-dried to the narrow pattern which they imagine he admires. Among themselves they get into clothes that are loose and comfortable, but when they approach the presence of man they torture straight hair into curls, squeeze themselves into tight stays, and perch themselves upon high heels because experience has taught them that the most be-curl'd, be-ruffled and be-painted woman among them gets the loudest round of applause from the lords of creation.

Perhaps the craving for the applause of man is merely nature and that no education or training will overcome it, and in the meantime the world will watch with interest the efforts of the Guilford Society for the Promoting of Man's Indifference Among Women, and prophesy that they will never do it!

Dorothy Dix.

The skeletons of fifty-one mastodons have been found in the State of New York distributed along certain well marked belts, as follows: Thirty-four in Eastern New York from Albany south through Newburgh; thirteen from Rochester south through Livingston county; two near Chautauqua Lake and two near Ithaca. Outside of these belts the State is barren. It would appear, therefore, that the mastodons had distinct feeding grounds, and the remains indicate that the beasts were living in a time not very remote. Their skeletons are now usually found resting on the boulders of old streams in a comparatively thin layer of peat. No specimen of the mammoth has yet been found in the State.

New Ideas in Gloves, Umbrellas and Canes

There is nothing of particular importance in gloves at this time of the year. The glove season has about closed, and what is passing in the way of business is on specials for sporting wear, automobilizing, and in white gloves for evening wear, although the white glove season is not as large as formerly, when white gloves were worn at all functional affairs. Men who commonly wore them now cover their hands with kids of a more sober hue, and first assume the white gloves when they arrive at their destination. A gray or suede or light tan glove is considered just as appropriate while en route and soils less quickly. The adoption of two pairs of gloves where one pair formerly answered has been helpful to the glove trade.

There are quite a few buyers in market who are making purchases to replenish stocks carried over from the holidays. In umbrellas the styles of handles selected are less showy than formerly. Ivory and wood handles, with silver mountings, lead in the finest goods, while wood in the straight and bent forms comprises the cheaper assortments.

Manufacturers who have been making a specialty of rainproof silk and cotton umbrellas report an exceptionally good business for these goods. Except in this particular buyers are placing the same amount of business that they did for last fall. The rainproof umbrella has taken quite a hold on the trade, and cravenetted taffeta is a strong leader where quality is desired.

There have been few novelties in handles brought out for the season, as the styles in this branch are generally introduced for the fall and not for the spring season. A fad for spring in ban-

dles is natural wood with silver initials, and fashionable are gun metal with silver inlaid and Irish blackthorn with military tassels.

There is a demand for neat effects in walking sticks with just a suggestion of silver in the handle. English ash and Irish blackthorn are the choicest woods and take best with furnishers as being the foremost styles in this respect. They are selected for the rarity of the woods and the beautiful way in which they finish. Pretty tracings are wrought on the blackthorns by acid and then hand polished.

Gloves for spring are commencing to arrive and will soon be in stock in the various stores, but not for some weeks yet will there be much demand for these lighter goods. Reports from many of the dealers show that the past season has not been a good one for the heavier goods, and a good many of the fur-lined and wool gloves remain unsold, the mild weather having lessened the demand for them.

Mr. D. L. Strayer, in speaking about the correct things for the coming season, says that for semi-dress or street wear the two-button or clasp kid gloves in tan, red tan and gray will be the vogue, in the pique sewing. These goods serve for wear to church or the theater. For full evening dress white and pearl are used, though pearl is preferred. For noon dress or wedding wear gray suede is demanded. The stitching is in self-colors and black or white. For general business wear the English style outseam is correct in shades running from light buff to dark oak tan.

For automobilizing there are gauntlets in summer cape stock, Berlin and lisle thread, and in the short wrists, lisle, single clasp, as well as the netted silk

back styles with kid palms. The summer cape tan gauntlets with black Tilbury palms are sure to be marked favorites, and the Berlin or cloth gauntlets with grip leather palms are very good.

As has been said, it will be some weeks before the spring lines will be prominent, but, of course, much will depend on the weather.—Apparel Gazette.

A Retort in Kind.

There is a Vermont bookseller who never tires of repeating the retort that he once made to Rudyard Kipling.

This bookseller lives in Montpelier, and Mr. Kipling, during his residence in Vermont, visited his store one day. He is a thin, sharp man, and the poet, taking an interest in him, questioned him about his business.

"How many books do you sell a day here?"

"What is the profit of bookselling in Montpelier?"

"Do they read me hereabouts?"

These and other questions Mr. Kipling asked. Finally he took up "Celibates," a work of George Moore.

"Is this good?" he said.

"I don't know, sir."

"You don't know? Why, haven't you read it?"

"No, sir."

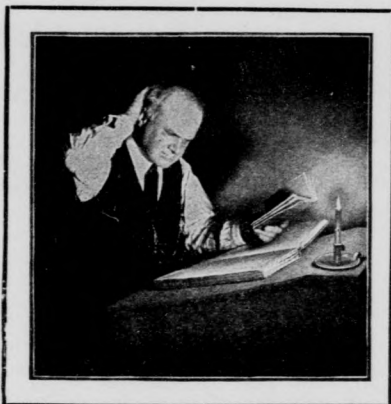
Kipling frowned at the little man.

"A bookseller," he said, "and you don't read your own books?"

The other, much enraged, retorted hotly:

"If I were a druggist, would you expect me to take my own drugs?"

Petrol, a by-product of the manufacture of kerosene, is being so extensively used in England by steam yachts, launches and automobiles that the demand is exceeding the supply to such an extent that the price has become almost prohibitive. The Yachtsman predicts that an increase in the use of wood alcohol will be the result.



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 _____

BILL HELLER'S CLERK.

How He Acquired the Store at Slab Siding.

[Story in Seven Chapters—Chapter VI.]

Written for the Tradesman.

"Go'n see what them fellers is puttin' off'n their wagons," ordered Heller from the desk, where he was writing a dunning letter to Henry Botts, of Spring Lake. "An' tell 'em not to leave nothin' here less'n it's at their own risk. I've got through makin' a free warehouse of this store fer the accommodation of every jigger what happens to take a notion to ask me to."

So Heller returned to his writing with a grunt of annoyance, for the teamsters outside were making a great noise of talking and laughing, and were pitching off boxes and bundles and rolling barrels about in a way that had never before been known in Slab Siding.

"Who all's this fer?" queried Harm as he appeared among the freight handlers, "an' what the dickens ye leavin' of it here fer?" he pursued, as the extent of the operations began to gain hold on his intellect. "We can't be all cluttered up with a mess of stuff like that."

"Seems like yer astin' questions an' givin' orders purty fast fer the size of ye," admonished the head teamster with an ugly grin. "Be yuh the boss around here or is it a man with hair on his teeth an' a license to vote at school meetin'?"

"Well, say, don't rub it into a feller jest cus he's little," smiled Johnson. "I didn't go fer to be abusin' of ye, but Heller wants to know who all this is fer an' why yer a leavin' of it here."

"Why, the stuff's fer him, o' course. 'Tain't fer nobody else. The' was such a bunch of it I had to take m' two extry

teams an' hire Lumpy Madden's, too. Reckoned ye must be out o' stuff an' wantin' of it powerful bad, so we brung everything to one trip."

Harm did not wait to hear all that the teamster had to say. He dashed back into the store and warned his employer to go out at once and see what was going on.

Heller rubbed his eyes and stared at the piles of boxes and rows of barrels that were reposing on his platform. "Did you say this was fer me?" he asked in a bewildered way.

"Sure it is. Leastwise the agent at the Lake said it was, and there's yer name on the boxes. Looks a mighty sight like your'n, don't it?"

"Well, but how did it get here? Who sent it?"

"Gee! I do know who sent it, but I know blame well how twenty-eight hundred of it got over here from the railroad, fer it come in my wagon, an' it cracked the hind ex comin' across the Bender swamp. It'll cost me two dollars, good, to git a new one put in."

"This hain't my stuff," blurted Heller angrily. "I never ordered it in, and hain't no bill of it. It's a mistake."

"Well, I paid out twenty-nine dollars fer freight onto it," retorted the teamster, "an' the' hain't no mistake about that. I got the bills to show fer it, too."

"Twenty-nine dollars—twenty-nine demons!" ejaculated the merchant.

"I'll never pay it. I didn't order in the stuff, I tell you, it hain't mine. Can't you understand English? I tell you it b'ongs to somebody else," and then he raged up and down the narrow platform and began pitching the goods back into the waiting wagons. "Take

it away," he screamed, "take it away, every blamed bit of it!"

Harm laid his hand on the merchant's arm and said soothingly, "Take it easy, Bill, till we find out suthin' more about this. It may turn out all right in the end, and anyways the' hain't nothin' to be gained by goin' into spasms over it."

"Well, but the goods hain't mine, I never ordered 'em in, an' if we let 'em be left here, I sure got to pay fer 'em, an' it'd be the ruin of me—an' of you, too," answered Heller. Johnson was surprised to see how white and careworn he had grown.

"Le' me run over to the postoffice an' see if the' hain't a letter that'll tell all about it. Mebbe the's a bill or suthin' that'll explain it. Like as not the goods is sent in fer us to sell out on commission."

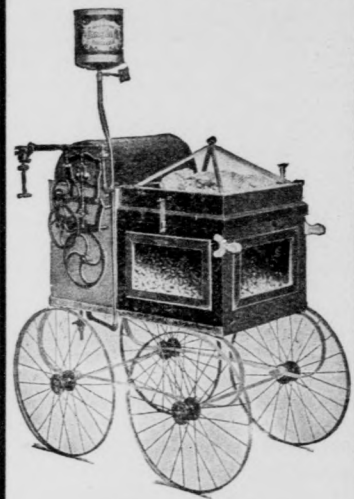
Thus counseled, Heller gave a grudging assent to the proposition, so the teamsters sat around, looking at him in mild curiosity, and winking slyly at each other when his head was turned away. Evidently they considered him rather weak minded.

Presently Harm returned waving a fat envelope which Heller tore open without ceremony.

"Good God!" he exclaimed, "more'n six hundred dollars!"

Harm caught his breath as he heard the amount, and unthinkingly reached for the bills that Heller held in his hand, but the merchant turned upon him like a tiger, seized him by the throat and bore him to the ground. "You done this," he screamed, "it's your work, you've undermined me, you've spiled my good name, you've made me go broke and ruined my reputation! Take that, blast ye!" Heller aimed a terrible

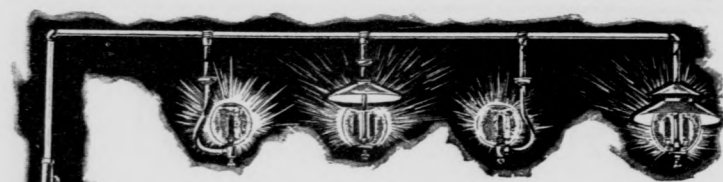
Little Gem Peanut Roaster



A late invention, and the most durable, convenient and attractive spring power Roaster made. Price within reach of all. Made of iron, steel, German silver, glass, copper and brass. Ingenious method of dumping and keeping roasted Nuts hot. Full description sent on application.

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/4 lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers: Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, Ice Shavers, Milk Shakers, etc., etc.

Kingery Manufacturing Co.,
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Royal Gem, 3 Lights
\$30.00

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



Imperial System

Our Motto

The Best in the Market at Lowest Possible Cost

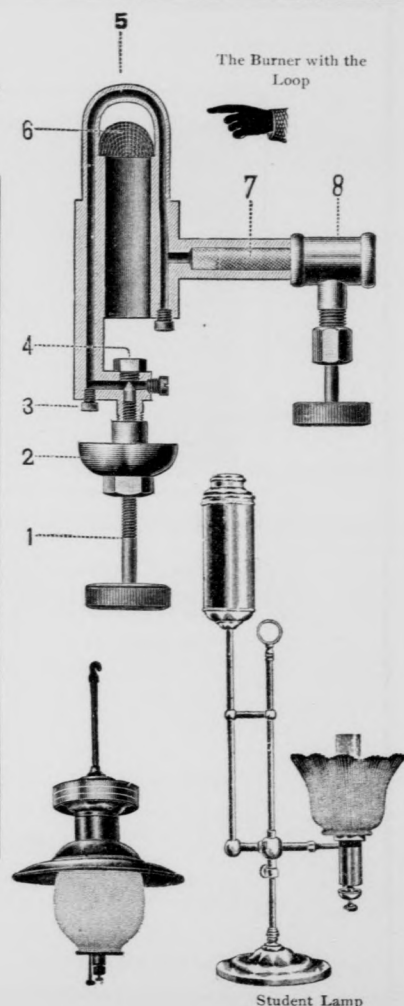
Imperial Specialties

MANUFACTURED BY US.

Make your
Old
lamps as good as

New
by putting on one
of our
Celebrated

**Loop
Burners**



blow at his clerk's face, but his uplifted hand was arrested by the head teamster, who then skillfully raised him to an upright position, and admonished the angry man to take things more coolly. For answer the merchant precipitated himself upon the would-be peacemaker.

Heller was as a babe in the hands of the teamster, who, without any show of resentment, pinioned him securely in his strong arms. The merchant struggled desperately for a time, and cursed insanely. His mouth and lips were covered with froth and blood, and his eyes glared like those of a caged beast. But presently his strength left him, his head fell forward on his breast, his muscles became limp and unresisting, and the head teamster, alarmed at this curious phenomenon, carried him into the store and laid him carefully on the counter.

"Gee!" he exclaimed ruefully, "I didn't go fer to hurt him. I hild him just as careful—. I was afeared he might do suthin' he'd be sorry fer arterwards. Does he git them spells often?"

Harm was utterly distracted. He knew that Heller had accused him wrongfully, but he also knew that his employer had not been himself when he made the uncalled for attack. Now a double responsibility fell upon the young man. Something had to be done about the goods and whatever it was must be done at once, for it was late in the afternoon, and the teamsters had yet their long homeward drive to make before dark.

He picked up the bills which Heller had dropped during the scuffle and examined them as carefully as his limited time would permit. Something in the items struck him as being painfully familiar. He felt in his coat pocket for the experimental order he had written some days before, and finding it still there, he compared it with the newly received bills. They were practically identical.

Struck with a sudden thought, he pulled out the waste basket and hurriedly looked over its contents. Not far from the top he found the original order for jug corks, baking soda and soap. How came all this? Could he have mailed the wrong order? But no! Heller had handed him the letter and had said that the order was all right, for he had read it. Yes, he remembered now that Heller especially mentioned the extracts. There was a mystery here, but he had no time to solve it. The question was, "Could the goods be used, or should they be returned?"

A physician had been summoned and Heller removed to his own rooms. The medical man said there was no telling when Heller could be talked to. It looked to him a good deal like a case of brain fever. At any rate an interview for the time being was out of the question. Mrs. Heller was a fussy, incompetent woman who knew nothing of business matters and who cared less and Harm knew better than to consult her. His decision was sudden and final.

"We'll take the goods," said he to the waiting teamster.

"Don't git yerself into no muss, boy," said that individual warningly.

"We'll take the goods," he answered decisively.

"What about the money fer the freight, though?"

"I'll pay it."

"It's purt' nigh thirty dollars."

"Yes, I know. I'll pay the freight."

"An' there's the bill fer totin' of it over here, too."

"I know—I know," said Harm im-

patiently. Freight bills were matters of minor importance to him now, who had suddenly shouldered so much greater responsibilities. "Git the goods unloaded as soon 's ye kin, an' help me into the store with that barrel of molasses. Guess I kin handle the rest of it myself."

The teamster was glad to get the matter settled with so little trouble, and presently he and his convoy shook the dust of Slab Siding from their wagon wheels and disappeared in the direction of the neighboring railroad town from which they had come.

Geo. L. Thurston.
[To be continued.]

Poor Business Policy.

We hear considerable talk about the increasing demand for a better and higher grade shoe for both men and women. Did you ever stop to think that perhaps you could sell better shoes than you ever dreamed of selling if you had them in stock to show? It is possible that your lines want to be touched up a little on the finer grades. You will find that it will pay you to handle such goods. If your business has become stagnant on low-price shoes, put in a few of the better grades. Dealers who have given up very low priced shoes and have devoted more of their attention to the better grades find their business much improved in every particular. It is not only more satisfactory to your customer, but is also a decidedly better business proposition, for it is a fact that there is but little money to be made on the low-priced shoes. The dealer who wakes up to this fact and adds a few of the better grades evidences good business sense. Take advantage then of every opportunity to look over a line of samples. Visit the market as often as circumstances will allow you and keep fully informed as to what is selling. You will find that it pays to know the various styles, for by so doing you may get everything up-to-date. These are wise business methods that will pay every dealer to pursue.

Our Trade Winners

The Famous Favorite Chocolate Chips,

Violetta, Bitter Sweets,

Full Cream Caramels,

Marshmallows.

MADE ONLY BY

Straub Bros. & Amiotte, Traverse City, Mich.



"Reserve Strength"

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

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

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

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



The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

Hardware

Modern Methods of Pricing a Hardware Stock.

All are familiar with the old maxim of "Goods well bought are half sold." I have always contended that it is just as necessary (in order to make a proper showing at the end of the year) that your merchandise be plainly and systematically priced or listed as it is to have it well bought. I claim that by so doing you are assisted in buying as well as selling to an advantage. A ready reference to your cost is often the means of getting you a better price in buying, for by careful comparison of your last costs with a salesman's quotations you know exactly what you are doing and he is almost certain to strive to make a favorable showing.

So much for buying. Now, in selling it certainly inspires confidence in your customer when you can promptly and without any hesitation furnish him with a price and an exact description of any article in your stock. It is just as certain to create a feeling of distrust when you are at a loss to know what your cost and selling prices are and are obliged to look up some old invoice or hunt for some nearly obliterated character on the article or on the nearest wall or shelf. The customer is very apt to question in his own mind whether he got the right price or not. In many establishments some one clerk, by his attention to details and faculty for remembering, is generally looked to for information as to prices, stock, etc. You have no doubt heard one salesman call to another: "Say, John, what do these crowbars sell for?" John is no doubt busy with another customer, and if he does not have the price in mind he leaves his customer to help find the price of crowbars. Possibly the price is not found and is guessed at or quoted at some old price that they were sold at before the advance and a profit is lost where one ought to have been made. This is only an instance of what could happen or possibly it is an actual occurrence a number of times a day.

In the matter of pricing up an inventory, a system of pricing is an absolute necessity, if you would come anywhere near the value of your stock of merchandise. After you have perfected such a system it is very little labor to keep it up. Nothing that you can do will keep you better posted than comparing and changing the prices in your price books from your invoices.

This is our method: We had made to order a set of five price books. We started out at first with but one book, but being rather bulky and being handled so much it did not wear very well, and, again, time was lost by one clerk waiting for another to get through with it. We had the books made seven by nine inches, of the best quality of paper and bound in stiff leather covers, flat opening. We would recommend that the loose leaf style of book be used, so that a leaf torn or worn could be replaced at any time. The books are indexed through with leather index tabs. These tabs project at the edge of the book so that it is not necessary to touch the pages if the fingers are soiled. The pages are ruled with columns for list, discount, net, job and retail prices. The sizes and description of the articles we write in ink. The list and prices are written with a fine, hard pencil, that they may be readily erased for changing. We select illustrations of the articles

from our catalogues. You can generally find anything you want in the catalogue houses' lists. These are better on account of being smaller and the paper thinner. We make use of the pictures for the reason that when several articles of the same name are listed—for instance, wedges—our most inexperienced help could tell from the picture, if he could not from the description, which pattern sold at five and which at ten cents per pound. Getting up these lists is very interesting work for quiet days or evenings.

Our lists are classified as a general list, fittings and plumbing, paint, pump and stove department. In the general list we keep all lines that do not properly belong to the other lines. In the pump list we devote one page to each style of pump and on the same page we list such repairs that we keep in stock for that particular pump, such as handles, caps, etc. The stove list is made up with a stub leaf between the pages. To this stub we paste the page taken from the manufacturer's list, showing the illustration and description of the stove. On the ruled page we insert prices, costs, etc. From this page linen tags, printed with spaces for cost, selling price, oven and fire-box sizes, are made out and attached to the stoves. The stove book is really more for the buyer's benefit. Goods that we keep in shelf boxes are priced on slips of cardboard tacked or pasted to the side of the box or bin. These slips are ruled off in the same spaces as the pages of the lists, and are corrected or changed when new goods are added or prices changed.

Guns are priced by attaching by strong cord a linen tag, printed with spaces for the caliber, weight and length of barrel, cost and selling price.

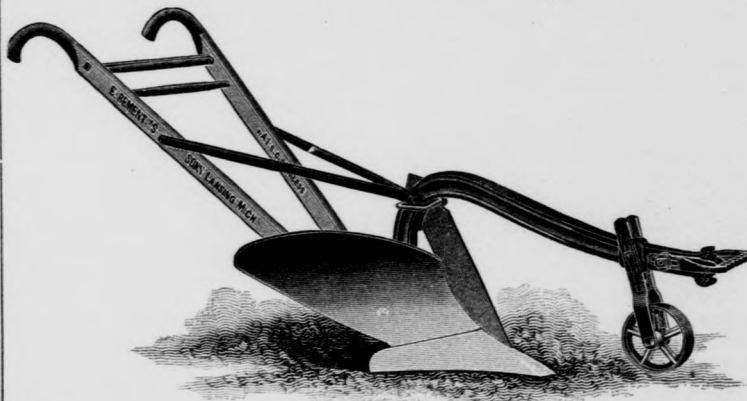
These books we keep in an accessible place near the telephone so that there is no delay in quoting a price when taking an order. We keep in a central place where all the salesmen can easily see it a common school slate. This we have divided off in two spaces. The upper part we have headed "Advanced" and the lower space "Declined." When a change in the price of staple goods, such as nails, wire, etc. (these goods being generally memorized), is made, the name of the article is written under the proper heading. This slate is, in fact, a bulletin board which gives immediate notice of the change. No prices are placed thereon—simply a notice of change.

In making any change in the price books, especially the more staple lines, we also enter the date of the change. This is convenient in case of a dispute in price afterwards.

We keep a file for all quotations that we receive and make. Our catalogue and lists, received from manufacturers, we keep accessible where we can in a moment look up anything that is called for and we do not happen to have in stock. Our customers know this, and it is often the means of bringing us orders for articles that yield us a fair profit.

In pricing your lists and stock there is one very important factor and it must not be lost sight of, and that is your competitor. His views as to what goods ought to sell at are not always in accord with yours, and it sometimes happens that there is cutting of each other's prices, the question of profits being lost sight of altogether. As a remedy we would urge that you use a little tact and diplomacy and get better acquainted with him. He is not such a

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.

bad fellow as you imagine him to be. Your interests are almost identical with his. You both are entitled to fair profits on your investments. With this end in view, I would urge that you get in touch with your competitor, agree at least on the price of a few of the staple goods that you have been selling at little or no profit as a result of your rivalry for trade, stick to these prices, do not take advantage of the situation to get too large a profit, but a fair to-all return, and it will be more liable to endure and will be more satisfactory to all concerned.

H. C. Scofield.

Some Kindred Lines the Hardware Dealer Should Handle.

I believe that the hardware man of today must increase his salable items in order to have the balance on the right side of the ledger at the end of the year.

Some of us can remember the time when the ironmonger sold nothing but goods made from that metal, and should be set down in the "down-to-date" hardware store he would feel very much out of place and would long for his old way of doing business. It seems to me, however, that as conditions change our only salvation is to change with them, or else we find ourselves out of the race, and the business we ought to hold going to other stores.

My idea of "kindred lines" is anything that can be added to an ordinary stock of hardware and nails and can be sold at a profit and will help keep the expense of selling down.

Cutlery and sporting goods are now to be found in a great majority of hardware stores, and are very closely allied to hardware; and here there is a great opportunity to widen out, for guns and ammunition bring a demand for hunters' clothing and camp outfits, and for skiffs and row boats, until one is at a loss to know where to draw the line.

Some of our number would not think of keeping store without plows, cultivators, drills, seeders, etc., and some even sell threshing outfits to their farmer friends. Seeds, too, can be added to these lines, and we begin to see that the farmer looks to us to furnish him most everything. By making good use of the plows, cultivators, seeds, etc., our farmer friend finds he has made enough to build a home for his family, and he comes to the hardware store to buy nails and locks for his new house. As soon as he has decided on them he finds he can buy his sash, doors and blinds at the same store. He now must have a wagon to carry his purchases home, and is pleased to find the enterprising hardware man has a well assorted stock of these from which he can select.

A new harness comes next; and here, again, the hardware man has provided for him. He now buys a whip and some axle grease to make "the wheels go around," and after a time, if he finds the extra work his horses have had to do while he has been building has told on them, he comes back to his hardware man for a tonic for them; and so, while there is quite a difference between a cylinder front door lock of latest design and a box of condition powders, yet the line of "kindred" can easily be traced. This same man must have his house heated, and the hardware dealer must not disappoint him, so he has added stoves and furnaces; and should there be a fire-place with grate and mantel wanted, the builder again finds the hardware store the place to purchase it. He must have paint for his new house, and again the hardware man is ready to sell him the very best mixed paint on

the market, and varnish for his floors.

When city houses are being built the hardware dealer finds that gas fixtures make a profitable "kindred line," and being in touch with the building as it progresses, he finds he can sell these to good advantage.

Now our enterprising hardware friend turns his attention to the kitchen, and here he finds he must be on his good behavior, as he has the lady of the house to deal with. Of course he has the best range made, and after she has bought that she finds she must have new kitchen utensils to go with it, and if he has looked well to his stock she will be able to find everything she can think of that will help to make kitchen work a pleasure. Many hardware dealers to-day can not only furnish the cooking utensils, but can supply the crockery and glassware as well, and it comes along naturally in this line. Then why not furniture? The same customer needs that, too, and it is a kindred line to the other necessities of a well-regulated household. Many dealers are adding sewing machines, and find them profit-makers. And thus we see that the man who starts to build a home is the legitimate customer of the modern hardware man, and finds his store the natural place to look for all his household needs.

The hardware dealer in the factory town finds he must carry belting, packing and hose, and a varied stock of mill supplies if he would receive the best results from the class of trade he can secure, and it is from the mills and factories that his tin and galvanized iron shop is made to pay the best; for they must have good work done and are willing to pay to have it well done.

Kodaks, cameras, photographers' supplies and phonographs make another line that enterprising hardware dealers are adding, and they fit in well with golf goods and tennis goods, hammocks, etc. Bicycles and bicycle sundries and repairs are now quite generally carried by hardware dealers and make an attractive side line.

I will not try to exhaust the subject of kindred lines, for there is no end to them, and only a lack of space, capital or ability need stand in the way of the hardware dealer adding lines to his staple hardware stock which will bring him profits. As I said before, it seems to me that, as we find less demand for some of the things which used to be sold at a profit, we must look around us for other lines which can be added to take the place of these, and if we do this I believe there is a broad field for the hardware man, and that he can do business with profit to himself and pleasure to his neighbors and live a prosperous and respected life in any community.

Ralph Burtis.

Changed the Sentence.

Some of the keenest things said on the bench are attributed to the late Judge Giddings. While holding a term of court at Big Rapids, he sentenced a man to seven years in prison for a grave crime.

The respondent's counsel asked for an investigation of the sentence on the ground that the prisoner's health was very poor.

"Your Honor," said he, "I am satisfied that my client can not live out half that sentence."

"Well, under those circumstances," said the Judge, "I will make it for life instead of seven years."

The respondent chose to abide by the original sentence.

Why should travelers always avoid taking the 12.50 train? Because it will be ten to one if they catch it.

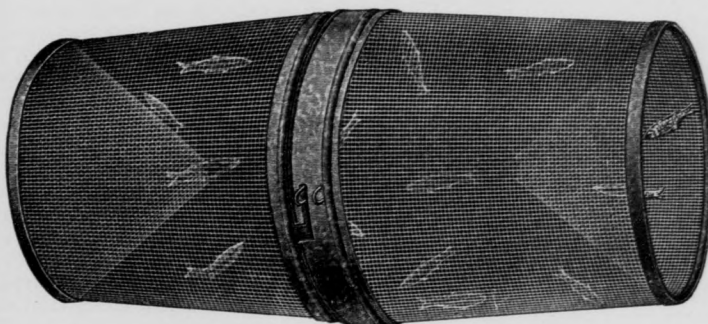
H. M. REYNOLDS ROOFING CO.

Grand Rapids, Michigan

MANUFACTURERS

Ready Gravel Roofing, Two and Three Ply Tarred Felt Roofing, Roof Paints, Pitch and Tarred Felt.

"Sure Catch" Minnow Trap



Length, 19 1/4 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. Packaged 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.

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

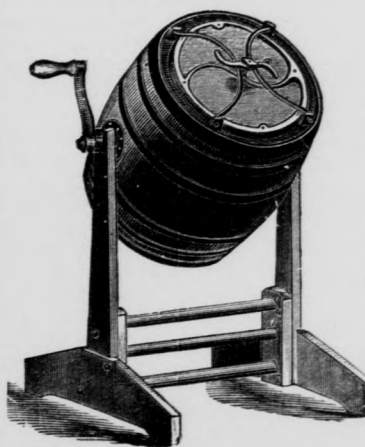
Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers CRYSTAL-ROCK FINISH for Interior and Exterior Use.

Corner 15th and Lucas Streets, Toledo, Ohio.

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

The Favorite Churn



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

Foster, Stevens & Co.

Grand Rapids, Michigan

TRICKS OF THE TRADE.

The Grocer Not the Only One Who Has Such Things.
Written for the Tradesman.

"There's tricks in all trades," said Bill Blivens cheerily, when the Kelly Center Debating Society had settled itself about the stove for its nightly session.

"True," replied Hank briefly.

"But there's no trade," resumed Bill, "that's got as many tricks in it as the grocer's."

Silence on the part of Hank.

"Now, who but a grocer," resumed Bill, "would ever think of mixin' oil and water?"

"And who but a darned fool," replied Hank, "would ever think he could?"

Silence on the part of Bill.

"More'n that," resumed Hank, determined to give the village blacksmith another stab, "I think a good deal more of a man that puts in his time mixin' oil and water than I do of the man who spends his spare minutes mixin' water and whisky."

An even louder silence on the part of Bill.

"Any other tricks in the grocer's business?" asked Hank, as if anxious to pursue the subject. This anxiety on the part of the grocer had rather taken the wind out of Bill's sails. He had expected to give the grocer a number of sharp stabs without the sage of Kelly Center having anything to reply. After this he took one more shot at the village grocer.

"Well, I've heerd," remarked Bill, "that there are grocers not a thousand miles from Kelly Center who have been known to mix sand with their brown sugar."

"Might be," replied Hank. "That's the only way you can get sand into some people's make-up." And there ensued on Bill's part a silence that was absolutely deafening.

"Any other grounds for complaint?" asked the grocer who had suddenly assumed the aggressive.

"Well, there's lying in weight for instance," ventured Bill.

"Yes, and there's lying in wait in politics and such things," replied Hank with a feeble attempt at a pun.

"No, I mean short weight," replied Bill.

"True, true," responded the grocer, "but say, Bill, did you ever notice the difference between a quart measure and a strawberry box?"

At this Bill straightened up because he thought he saw a straw of an argument at which to grasp.

"Well, the grocer that sells the short quart of strawberries to the customer is just as bad as the farmer that sells it to the grocer."

"To tell the honest truth, Bill, the short quart of strawberries is like a stub tail to a dog—it don't bother the people much 'cause they've got used to it; but did you ever observe how the biggest berries are always on top?"

To this Bill had nothing to reply and the grocer was compelled to carry the thread of conversation a little further.

"No tricks in the blacksmith trade are there, Bill?" he asked.

"None that I know of."

"No such things as cheap shoes or cheap nails or anything of that kind?" "I never saw any."

The grocer found he got very little satisfaction out of this side of the question so he took another tack.

"Bill," he said, "I think you have

been throwing out some insinuations here and I'll just say to you that, any time you find anything the matter with anything you get at this store, I want you to tell me about it."

That ended the discussion and the Society devoted itself to national politics and other matters which were awaiting their consideration. When Bill arose to go home, he said:

"Hank, just pass me down a package of that there coffee, will you? The old woman said I had to get some for breakfast."

The grocer arose to wait on the customer.

"Want it ground?" he asked. He knew very well that Bill had a coffee mill at home and it was his custom to carry the beans home whole; therefore he became suspicious when Bill replied that he wanted it ground. However, he did as requested, and after a short session of physical culture at the big red coffee grinder, he started to do the package up again.

"Just wait a minute," said Bill, "I wish you would empty that package of coffee onto that pair of scales there and we will see if there's any tricks in the grocer's trade."

Hank was game and did as requested and the scales balanced nicely at fifteen and one-quarter ounces.

"A-ha," laughed Bill victoriously, for the crowd had heard and guessed the import of the request and were gathered around the scales to see the result of the test.

For once Hank found himself at a loss.

First he tried to attribute it to the waste in the grinder, but every man present knew that the machine had never got away with three-quarters of an ounce of coffee. He blamed it on the friction,

said he ought to be allowed for the weight of the package and then threw a few books into the wholesaler who had sold him the coffee and the manufacturer who had put it up; and wound up with the theory that coffee beans shrank after being carried a short time in stock.

None of these things, however, seemed to satisfy the Society or the grocer himself and the Debating Society adjourned with the opinion that Bill for once had gotten the better of the Kelly Center grocer.

The next morning was warm and sunny. Spring work was not yet begun and many of the members of the Club were out on Hank's front steps enjoying the change in the weather.

While they were thus employed Bill Blivens came along on his way to town. He was perched high upon a load of hay which he had carefully held in his barn until the price should become sufficiently high to tempt him to put it on the market.

From his high perch he smiled triumphantly upon the village grocer. Hank hailed him:

"Going to town?" asked the grocer.

"Yep," replied Bill, "got to sell this hay and get some more money to buy coffee. Takes a powerful sight of money to buy a powerful little coffee now-a-days, you know."

"Hay for sale?" asked the grocer.

"Sure."

"What'll you take for it?"

"Nine-fifty a ton."

"Well, I need some hay, Bill, for that colt of mine. If yo'll just drive around to the barn, I'll take that load off your hands and save you a trip to town."

Bill did not appear very willing, but he for the moment could think of no excuse or reason why he should not do as the merchant requested. They closed

"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.

McCollum

Manufacturing Co.

Chamber of Commerce,
Detroit, Mich.



Patented October, 1902.

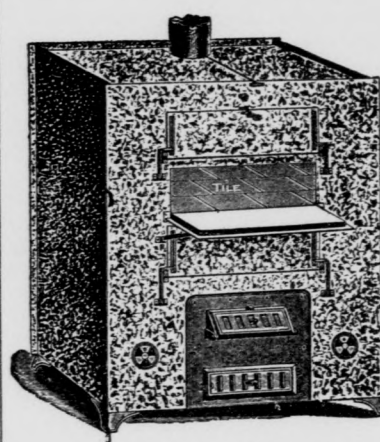
Metal Fountain Syringe Tank

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 any bathroom, lasts a lifetime and costs but little 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.

Workman & Co., 92 Pearl St., Grand Rapids, Mich.



182 BELDEN AVENUE, CHICAGO

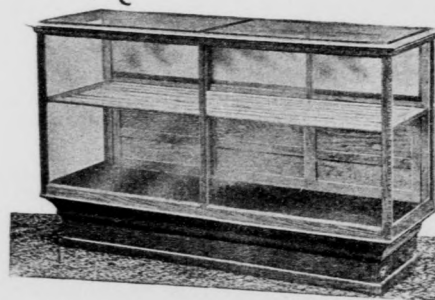
BAKERS' OVENS

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

Hubbard Portable
Oven Co.

Grand Rapids Fixtures Co.

A new elegant design in a combination Cigar Case



Shipped knocked down. Takes first class freight rate.

No. 64 Cigar Case. Also made with Metal Legs.

Our New Catalogue shows ten other styles of Cigar Cases at prices to suit any pocketbook.

Corner Bartlett and South Ionia Streets, Grand Rapids, Mich.

the bargain and Bill picked up the reins to drive through the open gateway, when Hank said:

"Wait a minute, guess you'd better drive onto the scales first," and apparently willing enough, Bill drove onto the heavy scales and the load was properly weighed. Then he clucked to his horses and started for Hank's barn.

The open gateway was just west of the store building and in the direction from which Bill had come. In consequence he had to turn his load rather sharply and that is where the trouble began.

Newspapers had before then gotten people into trouble, but, praised be the memory of Ben Franklin, they often get people into trouble who have trouble coming to them. It was a newspaper in this case that unexpectedly got in its work; for just as Bill started his horses a morning gust of wind picked up a stray copy of some rural weekly which was lying in the fence corner. The morning sun had dried it out and it was light as a feather. The zephyr picked up the sheet, gave it a sudden whirl and slapped it squarely over the eyes of Bill's off horse. Few men can withstand the attacks of a newspaper, so how could a horse be expected to do so?

That horse did the thing almost any horse would have done under the circumstances and in it its team mate joined with enthusiasm. It ran away. The spectators were suddenly regaled with the sight of Bill precipitated into the ditch and the frightened team driving straight for the porch on which they were gathered. They scattered in all directions, but they were back soon enough to see the finish. Tearing from the scales the horses plunged toward the porch and then veered as if suddenly realizing the danger of the collision. Their change of course, however, came too late and a moment later the wagon with its heavy load, which had just begun to gather impetus, smashed into the corner post of Hank Spreet's porch. That checked its course, while the horses tore themselves out of their harness, suddenly broken by the impact, and went on their mad career down the road.

It was when the wagon collided with the porch and came to a sudden stop that the thing of greatest interest occurred: The load heaved like a ship at sea and then suddenly the spectators in the vicinity thought they were being treated to a meteoric shower, for five great stones, each one all that a man could lift, were by some mysterious force suddenly shot out from that load of hay and fell thunderously upon the porch and ground.

When the wagon had been straightened up, the hay adjusted and the team recaptured, Hank looked smilingly and Bill sheepishly at the heavy stones lying upon the ground.

"I didn't reckon, Bill," Hank said, "to buy any building material when I bought that load of hay, but I s'pose you put that in so's to make dead sure that if the coffee wasn't sixteen ounces to the pound your hay would be two thousand pounds to the ton."

Douglas Malloch.

Luck or chance has no place in legitimate business. Success and luck are in no sense antonyms. It is pluck and not luck which wins in business. In target practice men do not hit the bull's eye by chance. Nothing happens by chance. The business man who succeeds is always obedient unto well-laid plans of his own.

Grit Brings Success.

The quality of grit, although largely a natural element of character, frequently has to be aroused to action by some outward circumstance. Robert Bruce found his reminder in a patient spider, Arago found his message, "Go on, sir, go on," in the binding of a book he was idly holding while utterly discouraged with his ill success in mathematics. Joseph Gillot, penniless and heart sick, was aroused to new determination by hearing the trite "Rome was not built in a day" in a wayside inn, and he had a job before night.

All the world writes more easily for that summoning of grit to him who became the inventor of penmaking machinery. Lewis Wallace, a careless and extravagant student, was aroused to giddy manhood by his father's naming to him the sums vainly spent on his education. Stung to self-realization, he found a situation that required all his grit to keep—tediously copying court records. He stuck it out, and the work, showing him his need of education, he did by hard night study what he might have done easily in his student days.

Orison Sweet Marden.

Half-Deaf.

James Payn says, in "The Backwater of Life," that as soon as he became deaf his friends tried to hearten him by collecting anecdotes of those who have made humorous mistakes through suffering a like infirmity. The efficacy of that method may be doubted, but, such as it is, many have had to endure it.

One story is, indeed, to be tolerated, because it refers to a gentleman who, although deaf, was not so much so as he pretended to be. A friend came to him one day and shouted:

"Will you lend me half a sovereign?"

"What?"

"Will you lend me half a sovereign?"

was the still louder question.

"What was that?"

"Will you lend me a sovereign?"

"You said half a sovereign before."

To do good advertising it is necessary to know what others in your line of business are doing.



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

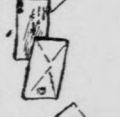
3% interest

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.



HAVE YOU

Are you tired of 3% or 6% interest? Do you want your money to earn something?

IDLE

If you are, write for "A Messenger from Mexico" to MEXICAN MUTUAL MAHOGANY & RUBBER Co., 762 to 766 Spitzer Bldg., Toledo, Ohio.

MONEY

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.

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.

Effect of the Merchant's Manner on Trade.

Everyone knows that a pleasant, inviting manner keeps the trade that has been secured. What the elements of such a manner are has never been seriously enquired into. Let us try our hand at it.

Personal neatness, cleanliness, plays a part. Particularly with the man who has a beard, the constant use of the razor is absolutely necessary. Women, who are the principal buyers in stores, take note of such things, and while the fact that Jones' face is always in a poor condition is hardly noticed by his fellowmen, the ladies observe it, and make remarks. "Jones is such a slob," perhaps may be often remarked. Well combed hair, clean hands and nails, clothes without dust—all add their quota in making the man's looks desirable to his customers.

In addition to personal tidiness then comes the attraction of dealing with a man who is manifestly trying to please one at all times. Some people make this wish so evident, yet do it with a tact that prevents them from being a bit obtrusive, that one finds a pleasure

in dealing with them. Others, again, possessing perhaps the best inclinations, succeed in rendering themselves so obtrusive that one feels he is committing an offense if he leaves the establishment without making a purchase. The palpable result is a desire to "keep away from the place" and to explain to one's friends the existing conditions.

To but a few of God's creatures is given the faculty of "seeing ourselves as others see us." Why not, then, seek to learn from those who witness our efforts how those efforts strike them? Why should not Jones ask his brother to tell him how his ways strike that brother? The latter may reply: "Tom, the trouble is, you do not give any of the women a chance to think a minute, to make comparison—you just explain this is the best, you would buy that, and then you go into a big rigmarole as to why it is always the best, and you almost insinuate that if the woman buys anything else, she's a blank fool. Now, if I was the lady, I'd feel insulted at such implications; if I did not feel insulted, I'd feel irritated. Smith, over the way, puts the various things in

front of her, gently tells the merits of each, and then seems to imply that only her good judgment can decide which is best for present wants and occasions. That suits her a hundred per cent. better." Such a talk would explain to Jones the defects in his manner; and by careful observation and study, he could eliminate the whole lot eventually. If his faults consisted in too little explanation, neglect of his customers, the same study and care to make conditions better would be desirable.

Of this neglect alluded to, there is far too much existing at the present day. In certain stores one almost feels one is intruding when one enters; this begets a desire not to appear again, or at least as few times thereafter as possible. It is hardly necessary to suggest to a merchant that such feelings are exceedingly detrimental to any increase, or even extension of business.

The crowning element of the merchant's manner is to adapt it to the various personalities with which he is called upon to deal. What will please one will give offense to another. Human nature, in all its forms and differ-

ences, must be constantly studied. No advice nor rules are of value. To the intelligent, the experience gained day by day and year by year will be of inestimable worth. They will know their people more thoroughly as time passes and will succeed better and better in inducing them to purchase.

An Adjustable Limit.

It was a Kalamazoo girl of whom the story is told that she refused to marry a most devoted lover until he had amassed a fortune of \$10,000. After some expostulation he accepted the decree and went to work. About three months after this the avaricious young lady, meeting her lover, asked:

"Well, Charley, how are you getting along?"

"Oh, very well indeed," Charley returned cheerfully. "I've \$18 saved."

The young lady blushed and looked down at the toe of her walking boots and stabbed the inoffensive earth with the point of her parasol. "I guess," she said, faintly, "I guess, Charley, that's about near enough."

The using of the same illustration (unless it be trade-marks) year by year in advertisements is of questionable expediency.

Some Members of Grand Rapids Council No. 131 U. C. T.



D. M. Bodwell
F. J. Davenport
W. E. Starr

M. G. Bowen
H. P. Ernst
W. O. Ephlin

N. C. Lyon
E. C. Kortenhoff
O. J. Levy

H. E. Skillman
Geo. B. Craw
F. H. Cummings

Howard Ives
Geo. A. Pierce
M. H. Gunn

TELLING THE TRUTH.

Its Importance as an Essential to Business Success.

Not ten thousand miles from the middle of the Atlantic Ocean there is located a great establishment, employing some thousands of clerks. Its goods go to all parts of the land, and the name and fame of the house are known in almost every city and village of the country. The head of this establishment is well known as a man who takes great interest in the welfare of his employees. He has done many things for his assistants and their subordinates—and these things, by the way, usually get into the newspapers—and he is not at all backward about giving fatherly advice and counsel on how to succeed in life. Very properly, the opinion of such a successful man is received with much deference by those who desire to be successful.

This eminently successful man was once addressing a meeting of his employees, when he took occasion to emphasize the importance of truth telling as an essential to business success. He said: "Every man of you here ought to tell the truth. We want you to tell the truth in dealing with our patrons. We positively do not want you to lie either to us or to our customers. There is no reason why you should not tell the truth, and you can never attain to great success unless you avoid prevarication." This sentiment was received with applause by those present, who were greatly impressed by such uprightness.

About two weeks after this meeting, purchasers of some lines of goods carried by the house wrote in, clamoring for goods ordered by them. The head office became cognizant of the fact that deliveries that had been promised had not been made, and heads of departments were summoned to give an explanation of the state of affairs. It developed that carelessness had been shown in placing orders for the goods required, and the goods had not been shipped nor would they arrive for some time. In the meantime, customers were clamoring for an explanation of the delay.

This order was issued from the head office: "Lines of goods referred to herewith were promised for delivery to customers on such a date. By accident the goods have not yet arrived in stock. They will not arrive until considerable time has elapsed after they were promised to our patrons. It is imperative that our patrons shall not be acquainted with the exact reason for the delay. Heads of departments will exercise their own judgment in making explanations to our customers." It does not require much wit to put two and two together when such an order is received by a subordinate. But it does require a great deal of wit to reconcile the content of such an order with the golden words of wisdom and morality uttered by an orator to the same people on a different occasion. Such would be the opinion of the average employee, at least.

If you are at the head of a body of men, it behooves you to be very careful what you say to them in the way of high moral sentiments. When you take the high moral tone, you establish a precedent for yourself. You set up a standard by which you are understood to measure other people, and by which they will infallibly measure you. If you preach high morality in public and next day find yourself caught by a defect in your business methods which

obliges you to crawl through the most convenient knothole in the most expeditious way possible, other people, and especially your subordinates, have sufficient sense of humor to see the point of the situation. And if you are obliged to delegate the crawling through a knothole to the same people who were formerly exhorted by you to always stand upright, they will do it for the sake of their livelihood, but they will wink at each other when they hear you preaching.

A great many able men, just because they are able, can handle a delicate matter without departing from the truth by a hair's breadth. They can make an explanation that is satisfactory, although it only in appearance meets the point of an objection raised. When they issue orders to their subordinates to use their own judgment in dealing with a given situation, they should remember the limitations of their subordinates. What one man can adroitly do by force of intelligence, another man can not do at all. So the subordinate often finds that the practical effect of an order is for him to use diplomacy of a kind that he is incapable of—or to lie bluntly.

It is well too preach with discrimination. Otherwise stupid people will think the preacher a hypocrite.

Photographic Detection.

The work done for the secret service consists largely of the reproduction of genuine and counterfeit bills and coins, and has greatly facilitated the detection of counterfeits and conviction of their makers. As soon as a suspected bill is received by the department it is sent to the official photographer, together with a bill known to be genuine, and photographs of both are prepared on a greatly enlarged scale.

Almost infinitesimal variations are plainly brought out by the camera, the slightest deviation in the signatures of the Treasurer of the register stand out as serious inaccuracies on the reproduction, and numerous details which the officials decline to explain to the public are so clearly portrayed as to leave no doubt in the mind of the authorities as to the character of the counterfeit, and frequently they furnish a clue to the perpetrator. Generally only a section of the bills is thus reproduced, so that even if the negatives were to fall into improper hands, they would prove valueless. As many prints are made as are deemed necessary, and these are furnished to the detectives who are placed on the trail of the counterfeiter.

When the guilty party or parties are apprehended, the photographic reproductions again come into use. At the trial, copies are shown to the jury, the members of which can easily determine the genuine and the spurious notes thereby, and where only the genuineness of the real and the counterfeit bills needs to be proved to the satisfaction of the jury a conviction is invariably obtained. In a recent case in Philadelphia, where counterfeit internal revenue stamps had been produced with great accuracy, the camera revealed to the experts at the department the certainty that the suspicious stamps were spurious, and no trouble was experienced in securing prompt conviction. In one instance an excellent counterfeit contained a vignette of Henry Clay, and the perfection with which the spurious bill had been engraved almost defied detection, but an enlarged photograph showed that one gray hair over the left ear had grown considerably since the genuine portrait had been made.

Decline in Price

For 1903.

Tanglefoot Sticky Fly Paper

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

120%

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

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



DR. PRICE'S Tryabita Food

is in such popular demand that you take no chances on its sale: the profit is large—combine these two FACTS.

Crisp, delicious flakes of finest wheat, cleanly prepared and infused with celery.

Dr. Price's Tryabita Food sells on its merits, besides it is being very extensively advertised.

Price Cereal Food Co., Battle Creek, Mich.

Easter Eggs

and other novelties

Putnam Factory

National Candy Co., Grand Rapids, Mich.

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

Clerks' Corner.

Store Workers' Wages—Unfilled Demand For Competent Men.

There is in all the world not another body of people engaged in one work with less training and preparation than the four million store workers of the United States.

Useful accomplishments, such as reading and writing—even ornamental ones, like dancing, singing, painting, etc.—are taught in schools. The Government, recognizing the tremendous influence of education on the nation's progress, compels attendance. Parents deprive themselves of life's necessities so educational benefits may be their boys' and girls'.

The ordinary man who has none himself—yes, he knows that education is power.

Among the vast array of store workers are found some college bred, and all have an average education. Compared to others, earning the same amount in other lines of work, they excel in appearance and in point of education. The average store worker is above that of any other line of business earning the same wage.

Two grave questions here arise. Why is the earning capacity of the store worker less than that of the laborer and much below that of the mechanic? And why the universal cry for more competent store help? There are two questions but only this one answer: The average clerk or salesman lacks preparation.

Reading and writing he learned in school. Even dancing and singing were taught him, but his bread-winning occupation he had to pick up. Others had done so before him and was there any other way? He starts in to absorb the mysteries of merchandising with an amount of self-reliance that is strictly American. He is, however, left to his own devices, but if he is bright and active he soon knows all his employers know. Thousands of such young men have gathered all they know about business in one town, in one store and from one man. Only a few of them have seen the inner workings of several stores in several towns. One fact remains and it is a stubborn one: Doctors, lawyers and preachers have among them an average of twenty successes out of every hundred. They were taught by men eminent in their professions and selected for teaching because of that. Mechanics among themselves have a percentage of fifty-five successes out of every hundred. It must be remembered that "success" to a mechanic means fewer dollars than it does to a professional man. Merchants, including shoe dealers, show a success percentage of only five out of every hundred.

Consequently, there are ninety-five unsuccessful ones in each hundred. The young man who relies on "picking up" his business therefore has nineteen poor teachers to one good one. Is it any wonder that he just barely makes a living? Is it any wonder that merchants throughout the country pick up competent and especially trained help with avidity?

The whole trouble lies in the undeveloped earning power. The merchant who was up to date thirty years ago is not so now, although he may have accumulated a fortune. If he remains in the retail business, some youngster without a cent to each one of his dollars will make it uncomfortable for him. The whirligig of time has brought

around other ways of doing things, different methods of accomplishing the desired end, and the man who can not adapt himself and his business to them is marked. This kind of a merchant has been bringing up young men in his business and they are most apt to show their training. They swell the ranks of the "average" man. The average man does not know his capacity. He is apt to be self-sufficient and fondly hug the belief that he knows the shoe business from start to finish, because he worked six years for John Smith who has been in business thirty years.

The writer was told lately by a correspondent that "he had been brought up in the business—had had a lifetime's experience," and added later on, "I am 23 years old." It would be hard to convince this young man that he did not know the A B C of successful retailing. And remember a man can not keep his business unless he can make the business profitable.

Competent help in retail stores means so much that when you find a man who answers the requirements, he is capable of operating an establishment on his own hook, or he may conduct a department.

To know how other people in other cities and other states do the things that come up in a shoe store day after day is a prime requisite. To learn the various standards of living as applied to the retail shoe trade is another. To fully understand the laws of trade and principles of merchandising comes next. Correct store deportment and the philosophy of salesmanship follow and are of the utmost importance. Up to date methods of taking care of stock and devising the means of reducing surplus stocks are points of great value. To this

Everybody Enjoys Eating Mother's Bread



COPYRIGHT

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. Wilmlink

I can protect your family

It will be a pleasure for me to write to or call on any man who desires to know the best and most economical method of obtaining life insurance. Write and tell me your age and occupation and I will gladly tell you what my plan of insurance will cost you.

It will not cost you one cent

It is my business to give life insurance information *free of charge*. I have insured some of the best business men in the country and will furnish references that will be satisfactory.

Drop me a line to = day

Wilbour R. Dennis

218-219 Houseman Bldg., Grand Rapids, Mich.

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.

Strongest, purest and best, packed in a can having two lids, one easily cut and the other removable for constant use. Eagle Lye is used for soap making, washing, cleansing, disinfecting, softening water, etc., etc. Full directions

OUR

New Deal

FOR THE

Retailer

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

Absolutely Free of all Charges

One Handsome Giant Nail Puller

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

HOW OBTAINED

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

Eagle Lye Works, Milwaukee, Wisconsin



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.

must be added a mastery of the technical part of the shoe business, with a disposition to keep abreast of the times and to absorb all the changes time brings around.

But ahead of all this comes a quantity I call "interestedness." It means loyalty to the interest of the employer—all day and every day—to always put yourself in his place and never do a thing or omit doing a thing which you would not do or leave undone if the business were your own. That is a large subject. Eighty per cent. of the store workers stumble on it. Many of them do more damage in an hour than the employer can make good in a hundred, and probably not with "malice aforethought," but simply because of "uninterestedness." They care not enough to weigh his words and watch his actions. A salesman's earning power is in direct proportion to his interestedness, and here is that answer: The pay of the average store worker is so small, because he does not earn more. There are, however, hundreds of top-notch positions waiting for men who can earn large salaries, and who do not expect any more than they can earn.

Competent help must know something more. In this item lies a mint of money for the right man, and when he knows that he can set his own price he will never want for a position. The choice of choice ones is his. Business building is the quality referred to, and is by far the most interesting and profitable study in merchandising. It includes what is termed "advertising," but strictly speaking one is the other—aim and object are the same. A shoe salesman who earns \$15 a week on the floor is worth \$30 in the same store if he be a "business builder." He is easily the cock of the walk, and he doesn't have to "clerk" any longer than he wants to. He knows a hundred ways of attracting people to the store and keeping them. He has the knack of constantly keeping that shoe store in the public's eye. When he spends any money for what is called advertising it comes back with interest every time. He does not guess at it, he knows exactly what to do to bring a certain result. The salesman rules the world. Who will gain-say it? Why are there so few genuine ones and so many counterfeits?

Salesmanship, department and business building can be taught as can reading. Not all readers become elocutionists, but the man who can read has the advantage of the other chap. Just so in the shoe business. The successful shoe merchant and the efficient shoe salesman are a matter of development. What there is needed is a determination not to stay poor and not to be the inferior of any other man in the business—to persist in acquiring all that can be learned about the ways and methods of successful men and to faithfully apply them day by day.—Paul O. Bauer in Boot and Shoe Recorder.

The Clerk and the Gift Bearing Salesman.

Fight shy of the traveling salesman who wants to bribe you to sell or to push his goods, and "get next to" the salesman who treats you like a man, sells his goods on their good qualities, and who depends upon you to sell them for the same reason.

The salesman who wants to give a clerk a piece of money, some cheap jewelry or other premium, with the request that he put out his goods in preference to others, will never do him any good.

That man is not a representative salesman; his methods should convince you at once that there is a screw loose somewhere in his make up or that of his wares.

He is a poor friend to tie to.

Better get the good will and respect of the man who sells his goods on their merits and treats the clerk as a respectable, hard working friend.

The successful salesman is an observer of men's characters and abilities, and by the nature of his work has opportunities of helping clerks into better positions.

He will "boost" the clerk who is doing the right thing and pass by the "grafter." The wise salesman will never let the clerk who is selling his goods and not looking for presents get out of a job.

The time was when you could sell the customer something else "just as good," but that is pretty hard to do to-day. This is because people are more familiar with the merits of goods they are buying than formerly.

Modern advertising is the cause of this, and a posted clerk can judge for himself the merits of a piece of goods by the methods used in advertising it to the trade and getting it before the dealer.

When a child comes in for a package of soda, but does not ask for any certain brand, give it what you consider the best, the kind you sell the most of and can endorse.

Do not give it the kind that costs a cent or two less and retails for the same price as the best. When you sell this kind sell it to the trade you can talk to.

Many customers are timid and do not like to refuse an inferior article when it is handed to them. Others take it for granted that you do not keep the kind they want in stock and they go to the other store when they want that article again.

A dealer asked the salesman, "Doesn't my neighbor handle your goods? I have several of his customers come here for nothing else but these goods. In fact, I do not handle any other brand and seldom have a call for any other." A little investigating reveal the fact that the neighbor had in stock another brand of goods costing the same and selling for the same price, which were an imitation in form of the other, but which did not give the best results in using. It was found that the clerk had been pushing out these goods in preference to the other for the consideration of a cheap present given to him by the salesman selling these goods. Figures showed that this merchant's trade in that line of goods had fallen off 75 per cent. in a year, and his loss was the gain of the man across the street.—Commercial Bulletin.

If you do not seem to be one of Fortune's favorites, do not complain. Try not win the jade with smiles, and bide your time.

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.

World Renowned



Columbia Catsup...

Buy a bottle for the home.
Ask for it at the restaurant.

THE MULLEN-BLACKLEDGE
COMPANY

Indianapolis, Indiana.

WORDEN GROCER COMPANY

Distributors

Grand Rapids, Michigan

A WISE MAN ONCE SAID



GLASS FRONT CABINET.

"It is better to be sure of a few facts than to know a great many things that are not true."

To an ordinary mortal that statement savors of good sense. There are a few facts about oil tanks of which we are absolutely sure. We refer more particularly to

Bowser

3 MEASURE
SELF
MEASURING

Oil Tanks

Which we believe are

The Best Oil Tanks
Upon Earth

The reason for our faith is that we know *how* and *of what* they are built. We know the patience, and care, and skill, and honesty that are built into every one of them. We know their accuracy of measurement. We know their value from the standpoint of economy of oil and of time and labor. We know they are cheap at the price we get for them. In fact we know all about them and we would like you to know. The best years of our lives have gone into the labor of bringing Bowser Tanks to their present state of mechanical perfection. The labor has been ours—the result is yours. We build them not for ourselves, but for you. All we ask of you is a chance to demonstrate their worth, and adaptability to your needs. This will cost you nothing. Write for Catalogue "M."

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

Butter and Eggs

Observations by a Gotham Egg Man.

The interruption to egg collection and movement caused by the cold wave in February is now past, and the markets are settling toward the spring storage basis. For some time past production has evidently been normal to the season, eggs have been coming in freely at primary points in Southwestern and Western sections, and although freight movement is unusually slow the arrivals at seaboard points are now rapidly increasing toward a point in excess of consumptive requirements.

Naturally, as the storage season approaches egg men are showing much interest in the course of prices and speculating upon the rates at which it will be possible to put away the April surplus. New York egg men who have recently returned from the West report a generally conservative feeling there and a general belief that storage operations, to be safe, should be conducted on a comparatively low basis. The arguments used are, first, the fact that on last year's basis so many eggs were carried over January first that heavy losses were incurred on the late holdings; second, that egg production promises to be larger than for several years past; third, that higher rates for money will make the cost of carrying greater; and fourth, that lower prices for beef will remove one of the cause for the unusually high level of egg prices that has been maintained during the past year or more.

All of these arguments are undoubtedly sound and should have their proper influence upon the price at which operators will put goods away this spring. The question, "What should be the price of April packings to make a safe deal?" is usually answered, "About 13c Chicago and about 14c at seaboard points," but although these figures represent the judgment as to what should be, there are some who seem to have little hope of obtaining any large quantity of stock on that basis. However, we find some large operators who declare that unless stock can be obtained on the basis of about 14c at seaboard points they will "stay out of the deal."

The situation is complicated somewhat by the reported scarcity of well seasoned white wood egg cases. Some large storers who long since placed orders for proper storage cases report great difficulty in getting their orders filled and the reason assigned is said to be a scarcity of suitable lumber. If this difficulty should continue and amount to any serious shortage of proper storage cases during April and May the tendency would undoubtedly be to increase the difference in price between ordinary packing and storage packings; but if it should result in forcing upon spring consumptive channels a larger proportion of the production than usual, the effect on values would probably be depressing rather than otherwise.

The immediate outlook is certainly for excessively large egg receipts at all distributing points. There has been a long period of very bad country roads during a time when egg production must have been rapidly increasing and travelers returning from the country agree in reporting an unusual accumulation of stock at the smaller interior points. At this point the trade channels between receivers and consumers have lately been lightly stocked, and will undoubtedly absorb unusually large quantities until they become normally filled with stock, but it now looks as

though we could expect a surplus by the first of April if not sooner. We understand that at some interior Western points a few goods are already being diverted to the storage houses.

We are pleased to note that the change in egg rules recently reported, by which no eggs designed for storage could be sold as storage packed firsts unless excelsior is used as packing, will probably be modified. At a meeting of the Egg Committee held on Monday it was decided that to sell as storage packed firsts the packing must be "dry, sweet excelsior, unless otherwise specified," and this action needs only the sanction of the Executive Committee to become effective.—N. Y. Produce Review.

The Apple Season Closing Unsatisfactorily.

The apple season is closing somewhat unsatisfactorily and holders admit that there has been no money in the business this season, either in the export or the home trade. A large exporter stated recently that frequently when good, sound No. 1 fruit brought good prices in Liverpool and London, such a large proportion of the shipments arrived there in poor condition that the average returns were disappointing. It is admitted, however, that considering the large quantities of apples exported from the United States and Canada during the present season, the British markets have stood up remarkably well; and had it not been for the poor keeping quality of the fruit shippers would have made money. Apples shipped from the West have arrived here in such a soft state that the fruit has wasted nearly a third. Of course it stands to reason that much of the fruit shipped to the other side would be in a more wasty condition even than here, owing to the long and trying ocean transit. Some heavy losses are reported in the United States, holders in Chicago being reported losers to the extent of at least \$250,000. One Chicago house is said to have dropped over \$30,000, and has still a considerable quantity of apples unsold that must show a still further loss when they are worked off. There is a considerable quantity of apples still held in Ontario, a portion of which of the best stock will no doubt go forward to the English market; but as a large amount is not fit for shipment, it will have to be sold here. The exports from the United States and Canada for the present season to date are 2,410,000 barrels, against 778,000 barrels on the same date last year, showing the heavy increase of 1,632,000 barrels. Late advices reported London weak and lower; and Liverpool is 1s 6d to 2s down, with condition of arrivals poor.—Montreal Trade Bulletin.

What We Need Most.

The primary class in Sunday school was listening to a lesson on patience. The topic had been carefully explained, and, as an aid to understanding, the teacher had given each pupil a card bearing the picture of a boy fishing.

Even pleasure, said she, requires the exercise of patience. See the boy fishing! He must sit and wait and wait. He must be patient.

Having treated the subject very fully, she began with the simplest, most practical question:

And now can any little boy tell me what we need most when we go fishing? The answer was shouted with one voice: Bait!

Same Effect.

First Kid—It makes my pop feel orful bad when he has to hang on to a strap coming home in the cars.

Second Kid—It makes me feel orful bad when I'm bad an' my pop comes home and hangs on to the strap there.

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.



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. Always in the market.

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

Nearly Perfect Conditions For the Manufacture of Cheese.

Several years ago I presented a paper at a farmers' meeting in the State calling attention to the fact that in making cheese it was one of the essential things to be careful of the natural conditions in the country where the business was to be undertaken. In the Old World the countries par excellence in this industry are Denmark, England and Norway and Sweden. Let us examine some of the natural conditions in those countries. The first thing that impresses me is the fact that they all have plenty of water surroundings; that is the air is at all times affected by the water conditions. I therefore came to the conclusion that large adjacent bodies of water were in a large measure responsible for their excellent cheese. Then we must reckon with the conditions of soil, water for drinking purposes and grass. These four things are necessary to make an ideal country for the cheesemaker.

Taking the same standard of comparison, where in the New World can we find the best cheesemaking territory? If one will study any good map of the Western continent one must be impressed with the fact that Ontario in Canada has more of the water conditions than fall to the lot of any other favored locality. With Georgian Bay making a deep slash in her northwestern corner, Lakes Huron and St. Clair on the west, Lake Erie on the south and Ontario on the east, with the winds from the north, tempered largely with the waters of Hudson Bay, this is very nearly ideal, as far as water conditions go; while the soil largely of limestone formation is also very favorable. Water is plenty and good for drinking purposes, and the grasses are as good as grow anywhere.

We would, therefore, reason that Ontario ought to be a great place to make good cheese. This so far has been upon a theoretical basis. What are the facts? That portion of Canada has made strides in the cheese industry that has astonished the Yankee. It is not because the Canadians are smarter than other people that they have captured the export trade from the Western world in the way of cheese. Their natural conditions made such a thing possible. Examine New York State: The cheese-making territory is regulated by the climate as affected by Lake Champlain, Lake Ontario and Lake Erie. Where in Ohio should we find the best dairy section? Of course it ought to be where the country is influenced by the winds from Lake Erie and Lake Michigan. Do we not find it actually in the "Western Reserve" in the northern part of the State? Other natural conditions there are not so favorable, so we find that the making of full cream cheese has largely been abandoned for some more profitable way of using milk.

I see from a recent report from Ohio that but very few full cream cheese factories are in operation in that State, and if the farmers know their business, and there they seem to, the number will not increase. Let us hope that the balance of them will study moral law some and quit making skim goods.

Let us look at our own State. The northeastern part of it has Lake Superior on the north, Lake Michigan on the east, Lake Winnebago in its center, while Green Bay cuts a great slash in its side. Certainly we have quite ideal conditions in the air tempered by water, while the fine water, good soil and perfect grasses supplement

the water conditions, as can nowhere else be found in the United States.

Cheese is not simply the solids of milk pressed together, but such a combination of the food qualities of milk, preserved in a digestible compound, not in its chemical sense, for in preserving the good portions of milk, the mixing is largely mechanical until the cheese are curing on the shelves. Then some chemical change takes place, as is the case of making cheese in a country where alkali is found in the water. In this case the alkali of the water finds its way into the milk and is of more specific gravity than the milk, which adds to the ease with which it stays in the curd, when rennet is added to the milk. We have, therefore, all the alkali of say 5,000 pounds of milk in 500 pounds of curd and the mixture is mechanical so far. Now when the cheese are placed on the shelves for curing, there develops some free butterfat—not much, but a little. This gives the alkali a chance to make its affinity known and it seeks out the butter fat, and you all know that grease and lye make soap. It takes but mighty little alkali in the milk to make soap enough in the cheese to spoil it. This fact rules out a large section of the West as good cheese producing territory. It does not militate against making good butter, for in the separator its very specific gravity aids in keeping it out of the cream, and if any alkali is in milk used for making butter it will be found as far away from the cream as it can get.

I was riding awhile ago with a Canadian gentleman, who knew the map of Wisconsin a bit and he often made the remark: "This is God's country for making cheese." We have in Northeastern Wisconsin very nearly perfect natural cheese conditions and cheese we should make instead of butter.

Yet here no one can go out and gather green cheese from the bushes. There has to be a maker of cheese and in this, as in fighting, it is "the man behind the gun" that is a factor to be reckoned with.

L. W. Clark.

Fond du Lac, Wis.

The Man Who Advertises.

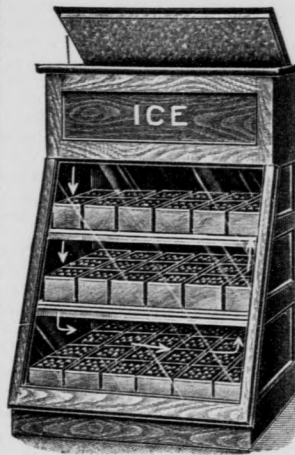
The best advertiser is the successful advertiser. The art of advertising lies in bringing in the customer.

There are some advertisers who believe that the whole art of it lies in smooth flowing sentences. But these get wiser as they grow older.

He who most intelligently and understandingly places his advertising, all other things being equal, will be he who wins out best in the world of trade.

The man who declines to advertise in summer because it does not pay is now busily trying to find excuse for refusing to advertise in the spring.

The appearance of things counts for much. It is of the highest importance that the merchant have a neat and attractive store, as well as his goods.



Every Retail Grocer

NEEDS

Grant's Berry Cooler

for keeping berries fresh and at an even temperature day and night, besides making an inviting display. Dimensions 44 in. high, 29 in. wide and 27 in. deep. Capacity 54 quarts. Write for full particulars and prices. Satisfaction guaranteed.

Folding Bath Tub Co., Marshall, Mich.

Manufacturers of Peerless Counters, Folding Bath Tubs.

Butter

I always
want it.

E. F. Dudley
Owosso, Mich.

E. S. Alpaugh & Co. Commission Merchants

16 to 24 Bloomfield St.

17 to 23 Loew Avenue

West Washington Market

New York

Specialties: Poultry, Eggs, Dressed Meats and Provisions.

The receipts of poultry are now running very high. Fancy goods of all kinds are wanted and bringing good prices. You can make no mistake in shipping us all the fancy poultry and also fresh laid eggs that you are able to gather. We can assure you of good prices.

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

Cold Storage and Freezing Rooms

Established 1864

We Want 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.

The New York Market

Special Features of the Grocery and Produce Trades.
Special Correspondence.

New York, March 28—There is an impression among certain members of the coffee trade that Brazil is going to have another big coffee crop and this, together with weaker advices from Europe and reports from Brazil of large daily receipts, has caused the market here to be a mighty dull one all the week. Neither roasters nor jobbers show any great interest, and the smaller "fry" of the grocery trade simply purchase small lots to keep up assortments. At the close Rio No. 7 is worth 5½@5¾c, and not at all stable at this range. In a speculative way a decline of about 5 to 10 points is shown. In store and afloat there are 2,656,036 bags, against 2,351,177 bags at the same time last year. In mild sorts, West India stocks continue to show a fair call and good Cucuta is worth 8½@8¾c. Sales of East Indias are about up to the average and no change is shown in quotations.

Raw sugars have declined and at the moment there is a margin between the cost of raw and the selling price of refined of about 98 points, which is a bigger margin of profit than has been shown for some time and one that leads the trade to think a decline in granulated is about due. Buyers will not take much interest in the situation so long as the general situation is so mixed up among wholesalers. There is a difference in prices, as to seller, of 15 to 20 points and one is never sure he is getting bottom rates. There are rumors that the sugar trust may take it into "its" head to sell over the heads of jobbers, to retailers direct, if, indeed, they do not go direct to the consumer. A merry war is in progress and if the equality plan can not be restored there is no telling what the end will be.

While the firm tone of the tea market, noted last week, continues, there is very little real business going forward now. The chief call is still for country greens and pingsueys.

Rice stocks are light. The market is steady and sales are few. Dealers in several cases have said that the rice trade just now is in a very unsatisfactory condition, so far as demand is concerned, but they seem hopeful that with the advancing season matters will take a turn for the better.

Stocks of pepper are light and sellers, in consequence, are rather indifferent. Full prices are demanded and obtained, although quotations show no advance over last week. Other spices are selling simply in an average manner and little change is to be noted in any respect.

Very little business is being transacted this week in molasses and all there is is simply the moving of a few lots under old contracts. Prices are firm, but no changes have taken place. Syrups are steady and unchanged.

This has been a great year for high-grade canned goods and jobbers say they have done a bigger trade in such goods so far this year than in any previous season. The taste of the public has been brought up by judicious advertising to a point where "anything" in cans will not sell with any degree of alacrity. Brands that are always reliable are sold almost ahead of production and the more money the people have the better goods they will purchase. A weak tone pervades the market for tomatoes and Maryland standards are hardly quotable over 75c for either spot or futures. Corn and peas are firm and salmon is about unchanged.

This has been a very quiet week in the dried fruit trade. Prices show no change, but are hardly what could be called firm, unless one excepts currants, which are doing fairly well.

Lemons and oranges are fairly steady. Sicily lemons, \$2.15@2.80; California navel oranges, \$1.50@3; Floridas, all the way from \$3@7. Bananas are steady. Pea beans are firmly held at \$2.25 for choice; medium, \$2.25; marrows, \$2.55 @2.57½.

The butter market is firm and arrivals of best Western creamery are quickly taken at 20@20½c and possibly a fraction more if the quality is extra fine. Imitation creamery, 17@21c; factory, fairly steady within the range of 14½@16c; renovated, 15@19c; rolls, 13@15c.

Little change has taken place in cheese during the week and 15c remains the well-established rate for full cream. Stocks are at a low ebb and it is likely we shall have a firm market until new stock arrives.

Western eggs of the better sort can not be quoted above 14½c. Arrivals are heavy, and last Tuesday saw the greatest quantity that ever came here in one day—33,449 cases of 30 dozen each. The retailer is getting 20c per dozen.

Increased Production of Eggs This Season.

According to the Egg Reporter and its numerous correspondents, the crop in this country this year will show an average increase of about 33 per cent., some authorities estimating an increase of 40 to 50 per cent. over that of last year. From all quarters of the United States reports have been received by the above authority indicating a considerable increase in hen fruit during the coming year. The "Egg Reporter" refers to the report that a large firm in Chicago made a contract last week for 25 cars of Aprils, storage packed, to be delivered in store there by the 20th of April at equal to 9c and 10c in the country. Dealers in different sections of the Western States predict 10c to 11c eggs for April. Time, however, will tell.

Respecting the egg crop of Canada during the coming season, present indications all point unmistakably to an increased production, which dealers here place at 20 to 30 per cent. over that of last year. As regards values, one of our largest dealers says that April eggs should be bought at 10c to 10½c f. o. b. at country points, another says he confidently expects to buy all he wants for this year's pickling at 10c to 10½c here on spot, while still another talks of 9c to 10c f. o. b. in the interior. But as we stated before time will tell.

Fresh Eggs

SHIP TO

LAMSON & CO., BOSTON

Ask the Tradesman about us.

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

The JOHN G. DOAN CO.

WHOLESALE

Fruit Packages, Fruit and Produce

In carlots or less. All mail orders given prompt attention. Citizens phone 1881.

Warehouse, 45 Ferry St. Office, 127 Louis St.
Grand Rapids, Michigan

F. M. C.
COFFEES

are always

Fresh Roasted

Buying Eggs

Every day. Market price paid. Wholesale dealers in Eggs, Butter, Honey.

Mittenthal Bros., Grand Rapids, Mich.

106 S. Division Street Cit. Phone 2224

Branch houses—Chicago, Ill., Kalamazoo, Mich., Battle Creek, Mich.

Established 1884.

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.



Ship us your


Butter, Eggs and Poultry

Highest Market Price Paid.

S. ORWANT & SON, Grand Rapids, Michigan.

Cit. Phone 2654.

Reference: The Fourth National Bank of Grand Rapids.

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.

Use Tradesman Coupons

INSTRUCTION BY MAIL.

One Way in Which the Grocery Business Can Be Learned.

You can not learn the grocery business by mail yet, but it would be a mighty good scheme if you could.

As a matter of fact, the grocery business is almost always never learned, but always picked up. That is not any way to learn a business. Take my case. I served several years in a grocery store. What did I learn there? Nothing except the taste of raisins and vanilla wafers and the hour when my large and handsome salary was payable.

Suppose anybody told me what the difference was between Java coffee and Rio? Where they came from and why one cost more than the other?

Not much. All I knew was that the third bin from the front had Java coffee in and the price was 30 cents a pound. And between you and me, I do not believe the old man knew much more.

Few grocery clerks know any more, unless they have other sources of information than I had. The man I worked for took no trade paper, and I would not have known where to go for information if I had wanted any. Certainly not to him, for I do not think he had any.

I know a good many grocers, but I tell the truth when I say that I do not know of one who studied the grocery business; in other words, who learned it as men learn other businesses. A lawyer studies his business out of books—he picks up some things, I imagine, but the great bulk of his stock in trade is learned by study.

So with the electrical engineer and the doctor.

You can not pick up the inside facts of any business, and that is why so few grocers are really well posted on the inside of their business.

How many grocers know the difference between the genuine imported Schweitzer cheese and the so-called Swiss cheese made in this country?

How many know how pineapple cheese is made and where it comes from?

Mighty few hands up.

This is not the grocer's fault so much. There are no text books of the grocery business. A man who sits down to study law or medicine or electricity can find a whole library full of books to assist him. Where are you going to get grocery text-books? I have never seen more than two or three, and they were absolutely worthless.

Not long ago I saw an advertisement by an English publishing house who had a "Grocers' Hand-Book" to sell. They said it was a regular cyclopaedia, and like a fool I sent something like \$2 over for it.

It was no good—simply a lot of clippings from trade papers. While it was possibly better than nothing, nobody could learn the grocery business from it.

I believe there is a big thing in a correspondence course in groceries. I would start one myself if I was not so busy making money. Then, besides, I think I know too much.

Take a clerk who starts in a store, ostensibly to learn the business. I have shown how he is prevented from learning much besides what he picks up. If he could get lessons on the various phases of the grocery business to read and study while he is working, he would emerge from his apprenticeship knowing more than seven-eighths of the grocers do to-day. Take the two matters of tea and coffee. The chance for a correspondence course in tea is shown by the letter published in the last issue from

Mr. Yates. I have been in Mr. Yates' country and I know him by reputation, although he probably does not know me.

Ever noticed a tall, extremely fine-looking man, with a luxuriant head of hair and a "swell front," as they say in bureau advertisements, on the streets of your town, Mr. Yates?

That was Nunky. What I started to say was that Mr. Yates has the reputation of being a good grocer with a successful store.

Yet, he frankly confesses that he does not know as much as he ought to about tea.

Take coffee. Why are grocers victimized when they buy coffee? Why did they send in samples by the hundred for the "Grocery World" to examine?

Simply because they did not have sufficient knowledge of their own on the subject to make them sure of their ground.

And they could not have, either, if they learned their business in the only way open.

By that I mean if they picked it up.

I believe a nice wad of money waits for the man who will get up a correspondence school for grocers. Why does not Salt Man do it—he knows pretty much everything, does he not?—Stroller in Grocery World.

Do well what you plan. Have help enough to make things move.

"Just as good and so much cheaper," fools some people sometimes, but the best flour will eventually get the best reputation and command the best price.

Housekeepers are willing to pay top price for CERESOTA, because they know it is top quality.

Northwestern Consolidated Milling Co., Minneapolis, Minn.

Judson Grocer Company, Distributors for Western Michigan

They Save Time



Trouble Cash

Get Our Latest Prices.

You ought to sell

LILY WHITE

"The flour the best cooks use"

VALLEY CITY MILLING CO., GRAND RAPIDS, 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.

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, Earl's No. 1, Early Puritans, Early Michigan, State of Maine, American Wonders, Carman's 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.



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

Keep an Accurate Record

of your daily transactions by using one of our

STANDARD

Autographic Registers

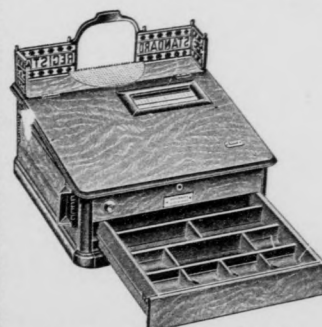
Mechanism accurate, but not intricate. They make you systematic and careful. Send us order for

CASH REGISTER PAPER

Quality and prices guaranteed. Try us.

Standard Cash Register Co.

1 Factory St., Wabash, Ind.



Style No. 2. Price only \$30

ANOTHER MISTAKE.

Sale Lost by Not Being Polite to Customer.
Written for the Tradesman.

A lady went to town to purchase herself a pair of cheap everyday shoes. Going down the street she stopped in front of a shoe store where they had shoes marked in a box, "Choice 98 cents." She looked them over carefully, handling several pairs to find something that she liked. A clerk happened to see her from the inside of the store and went out to wait on this lady customer. After he got out he stood by her just like a dummy—never even said, "How do you do, lady?" or anything. Later he came to his senses. After the lady got tired of looking at the shoes he said in a sort of rough way, "Did you find anything you want?" The lady looked at him as if somewhat frightened. "No, no," said she, "I can't find anything here." The dummy clerk had not enough brains to ask the lady into the store and show her others. If he had done so he probably would have made a sale which would have been a profit to himself and his employer—if he had acted like a gentleman, which all clerks must do before they can find success. He let the lady go. As she went along she stopped in front of another shoe store. There she found a clerk outside arranging on a table a display of shoes. She stopped, looking some of the shoes over. The clerk stopped his work of arranging the shoes and spoke to the lady, as a gentlemanly clerk naturally would. The lady looked at him for a second. She was thinking, "You and the other fellow are as different as day and night." After looking the shoes over outside, the lady, being a hard suiter, could not seem to find what she desired for an everyday

shoe—she must have been a very hard suiter when she went to look for a husband! Finally the clerk asked her into the store, probably she could find inside what she wanted. She accepted the invitation. Then she made that poor clerk take down about a dozen pairs of shoes from the shelf, which he did with good nature and a smile on his face—he deserved credit for it. At last she found a pair that she wanted. "What's the price of these?" The clerk looked at the box and found they were marked \$1.75. He told her the price and got down her size and she said she would take the shoes. The clerk wrapped them up and received her money. As she left he said, "Come again, lady." "Yes, thank you, I will," she answered.

Right here you can see where the first clerk lost the sale for his employer—he ought to be shoveling coal. But the last clerk is what you can call a gentlemanly clerk. When a lady feels like going into a shoe store and being waited on, if treated politely she surely will come again and will tell her friends what a nice clerk Mr. So-and-So has and they will be likely to go there and price shoes even if they do not want to buy. As they can be treated well while pricing shoes, they surely will go there and buy their footwear when they are in need of any. Therefore so much gain for the second proprietor and success for the clerk, and so much loss for the first proprietor and no success for his clerk. No doubt he will lose his position if the proprietor finds out the incident—then he surely will have to go and shovel coal.

Meyer M. Cohen.

Promoting Real Aims.

A very great number of the young men who enter stores as clerks have no

definite idea of what they want to do through life. They take a place in a store because it offers an immediate means of earning something and not because they expect to make merchandise selling a life work. Very few of them have any sort of trade even in an embryonic form; they have decided to work in no course simply because they do not know where or in what direction they want to move. Very many of these young men have chosen something for which they are not suited, or perhaps it might be said that they would make far greater successes in largely different directions. But they are often the last ones to discover it, and before they do the iron enters their souls and they stretch along through life more or less failures. They may not reach prisons often, but there are many cases where the young man drifts from one unsuitable occupation to another in an aimless way until he fetches up as a forger, an embezzler or a common thief who purloins goods from his employer. And it is all the result of wrong choosing of an occupation and an aimless pursuance of something that means nothing.

If a merchant finds in his employ a young man who would make a better carpenter, or mason, or blacksmith, or preacher than he ever can a merchant, it is a part of the duty of the employer to get at the fellow in some way and start him in the right direction. It may not be well to bluntly tell the young fellow that he would make a better something else, for if he has any spirit he might resent hard blows of that kind. A confidential talk or two will start matters right and the result will be worth the trial.

The merchant can not afford to have a questionably competent helper and,

as a prominent member of society, he can not afford to allow the young man to drift into destructive currents and eddies. Is it not worth while to try to make a percentage of existing humanity less aimless and objectless?

The Bottle Morgue.

"There are many druggists in this town who have made it a rule, although an unwritten one, that no prescriptions shall be compounded until the customer is there to receive them," said a New York apothecary the other day.

"Of course," he continued, "with our regular customers, or where people are known, it is entirely different; but there exists in this town, and all other large cities, a class of people who positively delight in ordering medicine frequently by prescription, stating at the time of order that they will call for it later and then failing to materialize. That throws the uncalled-for drugs back on our hands at a dead loss to us. Sometimes they bring prescriptions old and torn and request a copy of them, 'which they will take right now, if you please,' while other times they have boxes or bottles bearing our name and the number of the prescription, all of which leaves no room for conjecture, and we are forced to fill the order against any suspicion we may happen to entertain as to their being fakirs. When they come around with what has every appearance of being the real thing, it is a pretty unsafe proposition to ask what might prove to the honest customer any unnecessary questions, and so place ourselves in a very awkward position."

"As the result of just such action, I have in the back of the store a shelf which the clerks have dubbed, 'the bottle morque,' and there in undisturbed dust repose the bottles and boxes of uncalled-for medicine."

One and the Same Thing

Unconsciously you give away a part of your profits every time you give a customer Down Weight.

It may be small, but repeated dozens of times a day, hundreds of times a week, thousands of times a year, this loss represents a mighty total.

If you gave away consciously in money what you unconsciously give away in goods, you would be astonished at the wastefulness incurred by using a Pound-and-Ounce Scale.

The primary benefit derived from our Money-Weight Computing Scales is in their profit-saving.

They weigh in money. You know to a fraction the value of every article you sell by weight. No inaccurate weighing. No hit or miss calculations. The SCALE does the figuring and it is infallible, which grocers, grocers' clerks and the rest of humanity are not.

Sold on easy monthly payments.
They earn their cost while you pay for them.

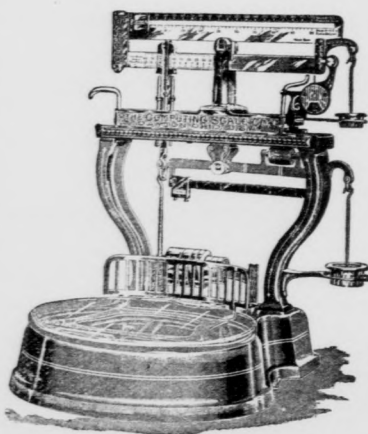
The Computing Scale Co.,

Dayton, Ohio, U. S. A.

Money Weight Scale Co.,

47 State Street, Chicago.

SOLE DISTRIBUTORS



Commercial Travelers

Michigan Knights of the Grip.
President, B. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, F. C. SCUTT, Bay City; Grand Secretary, AMOS, KENDALL, Toledo;

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

Gripsack Brigade.

Petoskey Record: Sam S. Schilling is now engaged as traveling salesman for Fochtman Bros.

Lansing Republican: John H. Darrow, a prominent Mason and traveling salesman, who has lived in Lansing ten years, has moved with his family to St. Louis, Mich.

W. J. Riley, who has traveled many years for Marshall Field & Co., has engaged to cover the Michigan trade for the Tefft-Weller Co. He has removed his family to this city, locating at 510 South Union street.

Arthur V. Walsh, of West Bay City, traveling agent of the Standard Oil Co., is very sick at his home with what was Sunday diagnosed as smallpox. The usual precautions to prevent a spread of the disease have been taken.

Walter W. Briggs, formerly engaged in the retail drug business at Kalamazoo under the style of Briggs & Aldrich, has signed with the Mulford Chemical Co., of Philadelphia, to cover the drug trade of Michigan. He will continue to reside in Kalamazoo.

St. Ignace Enterprise: A. E. McGuire, the traveling representative of the popular brand of whisky known as "White Seal," was exercising his persuasive powers upon customers in the city this week. In his line he is a leader, while his beaming good nature renders him a prime favorite with all he meets, socially as well as in his business capacity. Judging from his case, "drummers" are born, not made.

The Grain Market.

Wheat has shown some strength the last few days, owing to the large decrease of 1,764,000 bushels, against about 1,325,000 bushels at the same time last year, which makes the visible 6,325,000 bushels. In view of the small amount of contract wheat in store and the opening of lake navigation in the very near future, when all the contract wheat will begin to move toward the seaboard for export, we look for a scarcity of good milling wheat. The bear element is selling largely now on the prospects of a good harvest. However, there are some difficulties yet to overcome before harvest. Besides, it is some time before new wheat will come on the market, and even should we not do much exporting, all of our available stocks will be needed for home consumption. Some long wheat also came on the market, but when they wanted to buy it back they did not find much offering. To sum the whole matter up, present prices are low enough. Should investment buying set in, prices would be enhanced considerably from the present low levels.

Corn also made a small decrease of 435,000 bushels, where at this time an increase was expected. The only thing that keeps the price so low is the poor grading of the corn. There will have to be a large increase of good corn to raise the price. There seems to be plenty of corn, such as it is, but lack of good sound corn now seems to be the difficulty. Until this state of affairs changes,

it is very problematical as to price, so the market is in a waiting mood.

Oats are firmly held and the supply is hardly equal to the demand. Prices will remain at present quotations for some time yet.

Rye is dull. There is not much enquiry for good rye and poor quality is unsalable and neglected.

Beans are a trifle higher, but it is hard to keep them up, so the market is very unsteady.

Flour remains very steady. The mills keep grinding full time and it looks as if present prices will hold where they are, which is plenty low enough, taking the price of wheat into consideration.

Mill feed has sagged off about \$1 per ton for bran and middlings.

Receipts of grain have been, as usual, rather below normal, being as follows: wheat, 56 cars; corn, 16 cars; oats, 1 car; rye, 1 car; flour, 2 cars; potatoes, 24 cars.

Millers are paying 68c for No. 2 red wheat. C. G. A. Voigt.

Hides, Pelts, Furs, Tallow and Wool.

The hide market has little change. Light stock shows more firmness, but only as scarcity forces tanners to pay a price that yields them no profit but simply keeps them running. Heavies are not changed in value. Tanners hesitate paying the asking price, as strikes are threatened from all points.

Pelts are well sold up at the old prices. Trading is fairly good on a light supply.

Furs have declined at London sales and show a weak market as far as sold or reported, although a sharp advance was anticipated on some kinds on account of light offerings. Full reports this week.

Tallow is in good enquiry, but develops no more strength. Inferior grades are in light supply.

Wools are dormant, with little left in the State. Late shipments East have gone out on consignment. Indications are that wools must be bought at last year's prices to make a profit. Manufacturers are well supplied until the new wools come in. Clipping has begun much earlier on account of the advance of the season. Wm. T. Hess.

Preliminary Arrangements For the Convention of Gideons.

Grand Rapids, March 23.—The first annual convention of the Michigan Gideons will be held in Grand Rapids Saturday and Sunday, April 25 and 26. The programme has not been completed, but will be something after the following: Saturday morning, State Executive Committee meeting; in the afternoon will occur the annual business meeting, election of officers, etc. Saturday evening from 5 to 7 o'clock, annual State banquet for Gideons and Auxiliary (wives and daughters); at 7:30 occurs the camp fire. Sunday morning, 9 to 10 o'clock, will be observed as an hour of praise and testimony, and at the regular church service hour, 10:30, many of the pulpits of the city will be occupied by the Gideons. This will be followed by a mass meeting in the afternoon and also in the evening. The plans for these meetings have not been selected. D. W. Johns.

Retirement of Old House.

Chicago, March 26—Deane Bros. & Lincoln, wholesale grocers at 24 to 32 Michigan avenue, carrying a stock valued at about \$500,000, employing thirty traveling salesmen and one of the oldest wholesale houses in the city, has been absorbed by Reid, Murdock & Co. The increased cost of doing business, owing to the unjust exactions of labor unions, is given as one of the causes for the sale.

The Boys Behind the Counter.

Petoskey—Ansel Smith has taken a position in the men's furnishing goods store of Tuttle & Meyer.

Lansing—A. C. Bauer has a new drug clerk in the person of Edwin G. Hanson, formerly engaged in the drug business at Marion.

Traverse City—C. L. Curtis has taken a position in the furniture department of the Hannah & Lay Mercantile Co.'s store.

Reading—Eugene H. Longstreet succeeds Earl Hoskins as clerk in the drug and book store of Frank L. Shiley. Mr. Longstreet hails from Camden.

Detroit—David Prenzlaue, who has been in charge of J. L. Hudson's hat department for several years, has taken charge of the Crescent Hat Co.

Howard City—Fred E. Holt has a new clerk in his grocery store in the person of A. Mitchell, of Lakeview.

Hancock—Charles Chyden has resigned his position at Jacob Gartner's department store to accept a traveling position with A. E. Anderson & Co., clothiers of Chicago.

Cadillac—L. W. Rogers will succeed J. F. Taggart as pharmacist in the O. L. Davis pharmacy and will begin his relations with Mr. Davis on April 6. Carl L. Maurer, who recently retired from the firm of Davis & Maurer, will succeed Mr. Rogers with the Arthur H. Webber Company and will begin his relations with that company April 6.

Olivet—H. E. Green has engaged Ransom Sherman, of Brookfield, to work in his hardware store. Mr. Sherman has for a number of years conducted a hardware business for himself.

Grand Junction—Henry Arbour has resigned his position as pharmacist with W. H. Smith to take a similar position at Bellevue.

Traverse City—Morris Lewis has again returned to his former position in the S. Rosenthal & Sons clothing store. Since last fall Mr. Lewis has been employed at Mancelona.

Frankfort—Fred A. McKee, pharmacist for J. B. Collins & Son, died March 28, after an illness of four weeks.

Nearing the Season of Larger Consumption.

Detroit, March 30—The conditions in the raw sugar market are substantially what was expected on the failure of the ratification of the reciprocity treaty. Spot and nearby sugars are salable only at concessions, as refiners are abundantly supplied for the present. We note large purchases for April shipment at 3 11-16c, duty paid, whereas sugars afloat have sold at 3 3/8c, making this the market quotation for centrifugals and widening the difference between Cuban sugars and the duty paid, laid down cost of beet sugars from Europe, to about 40c per 100 pounds. This abnormal condition can not continue indefinitely.

While the market for refined has been quiet for new business, there has been an increase in withdrawals on contracts.

We are rapidly approaching the season of larger consumption and all conditions must soon contribute to strengthen the general position and put a stop to existing irregularities. Stocks throughout the country are sufficient only for current wants and while we believe in a hand-to-mouth policy at the moment, a change for the better may come any time. The situation will bear close watching. W. H. Edgar & Son.

Wives who taunt their husbands for failure to acquire riches had best beware. Occasionally the worm turns. Forty years ago a New Bedford, Mass., woman drove her husband away by her remarks as to his earning capacity. He left no address but simply departed,

saying he would not return until he was rich. Years passed and nothing was heard from him. The woman obtained a divorce on the ground of desertion and married another man with whom she lived happily until his death recently. Now the first husband has turned up with money to burn and has found the wife of his youth ready to help him burn it. He is 69 and she is 61, but they may be happy yet. Forty years, however, is quite a long vacation for love.

E. A. Moseley is "swinging around the circle," having started for the Pacific coast via Louisville, Cincinnati, Nashville and New Orleans, with the intention of returning via Seattle and Spokane Falls. At last accounts he was disporting himself among the orange groves of Redlands.

Mittenthal Bros., wholesale fruit dealers at Battle Creek and Kalamazoo, have engaged in the butter and egg business at 106 South Division street. They will buy for cold storage. The business will be under the direct personal management of Herman H. Mittenthal.

Geo. A. Bolster, junior member of the brokerage firm of Geo. D. Bills & Co., Chicago, is in town this week. He has contracted to handle the output of a half dozen Michigan canneries in connection with the California dried fruit trade of his firm.

"I don't know whether I am expected to say it is pretty or not," said the young man to the young woman who gave him a mirror, as he looked in it; "but I know it was the prettiest thing in the store when you selected it."

There has been a 5 per cent. advance in the price of diamonds. The numerous wedding engagements recently announced may have had some effect on the market.

J. D. Ritzema has opened a grocery store at 27 Grandville avenue. The Judson Grocer Company furnished the stock.

W. R. Brice & Co. will open an egg buying establishment here about April 10 under the management of W. J. Kone.

Geo. McDonald, the veteran Kalamazoo druggist, is very ill at the Phelps Sanatorium at Battle Creek.

The Warwick

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

A. B. GARDNER, Manager.

Stop at the Livingston Hotel



Grand Rapids, Mich.

Michigan State Board of Pharmacy

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

Star Island, June 16 and 17.
Houghton, Aug. 25 and 26.

Responsibility of the Druggist For Error and Substitution.

The character and general responsibility of the customer, especially in the sale of poisons, are frequently a matter of concern to the prudent pharmacist, but

Advertising a Cough Cure.

White space in an advertisement is like fertilizer on the ground—it costs money to put it there but it enriches the soil.

Window Display Novelty.

Wine of Wild Cherry.

Considerable precipitation will take

Bills Against Cocaine.

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.**

Losing Sales on Wall Paper?

Because your stock is not complete. We have ready for immediate shipment a good assortment of

Ready Selling Wall Paper

in all grades. A card will
bring samples or salesman.

HEYSTEK & CANFIELD CO.

Grand Rapids, Mich.

Michigan's Wall Paper Jobbers.

FRED BRUNDAGE

wholesale

❖ **Drugs and Stationery** ❖

32 & 34 Western Ave.

MUSKEGON, MICH.

WE CAN SELL YOUR REAL ESTATE

[illegible]

WHOLESALE DRUG PRICE CURRENT

Advanced—Menthol, Cod Liver Oil, Sabadilla Seed.

Declined—Tonka Beans, Oil Wormwood, Oil Peppermint, Buchu Leaves, Canary Seed.

Acidum		Conium Mac.	
Aetioleum, \$	60 5	Copaiba	1 15 1 25
Benzoleum, German.	70 7 8	Cubeba	1 30 1 35
Boracic	2 17	Exechthitos	1 50 1 60
Carbolicum	22 27	Erigeron	1 00 1 10
Citricum	42 44	Gaultheria	2 30 2 40
Hydrochlor.	3 5	Gesaniun, ounce	7 5
Nitrosum	8 10	Gossipil, Sem. gal.	8 00 8 00
Oxalicum	12 14	Hedeoma	1 80 1 85
Phosphoricum, dil.	2 15	Junipera	1 50 2 00
Salicylicum	42 45	Lavandula	1 15 1 25
Sulphuricum	1 10 1 20	Limonis	4 35 4 50
Tannicum	3 80 4 0	Mentha Piper.	5 00 5 50
Tartaricum	1 10 1 20	Mentha Verid.	4 00 4 25
Ammonia		Morruha, gal.	4 00 4 50
Aqua, 10 deg.	4 6	Myrica	4 00 4 50
Aqua, 20 deg.	6 2	Olive	7 50 8 00
Carbonas	13 15	Pis. Liquida	10 12
Chloridum	12 14	Pis. Liquida, gal.	2 35
Aniline		Ricina	92 98
Black	2 00 2 25	Rosmarin	2 10 2 10
Brown	80 1 00	Rose, ounce	6 50 7 00
Red	45 50	Succinl.	4 00 4 45
Yellow	2 50 3 00	Sabina	90 1 00
Bacca		Santal	2 75 2 75
Cubebae, po. 25	22 24	Sassafras	80 85
Juniperus	6 2	Sinapis, ess. ounce	2 55
Xanthoxylum	30 35	Tigil	1 50 1 60
Balsamum		Thyme	40 50
Copaiba	50 55	Thyme, opt.	2 1 60
Peru	6 1 70	Theobromas	15 20
Terabin, Canada	60 65	Potassium	
Tolutan	45 50	Bi-Carb.	15 18
Cortex		Bichromate	13 15
Abies, Canadian	18	Bromide	33 35
Cassia	12	Carb	12 15
Cinchona Flava	18	Chlorate, po. 17@19	16 18
Eunymus atropurp.	30	Cyanide	34 38
Myrica Cerifera, po.	20	Iodide	2 30 2 40
Prunus Virginl.	12	Potassa, Bittart, pure	28 30
Quillaja, gr'd.	12	Potass Nitras, opt.	7 10
Sassafras, po. 15	12	Potass Nitras	6 8
Ulmus, po. 20, gr'd	38	Prussiate	23 26
Extractum		Sulphate po.	15 18
Glycyrrhiza Glabra	24 30	Radix	
Glycyrrhiza, po.	28 30	Aconitum	20 25
Hematox, 15 lb. box	11 12	Althae	30 33
Hematox, 18	13 14	Anchusa	10 12
Hematox, 14s.	14 15	Arum po.	2 25
Hematox, 14s.	16 17	Calamus	20 24
Ferra		Gentiana	12 15
Carbonate Precip.	15	Glycyrrhiza, pv. 15	16 18
Citrate and Quinia	2 25	Hydrastis Canaden.	7 5
Citrate Soluble	7 5	Hydrastis Can., po.	8 0
Ferrocyanide Sol.	40	Hellebore, Alba, po.	12 15
Sulphate, com'l.	2	Inula, po.	18 22
Sulphate, com'l, by	80	Ipecac, po.	2 75 2 80
Sulphate, pure	7	Iris plox, po. 35@38	35 40
Flora		Jalap, pr.	25 30
Arnica	15 18	Maranta	2 25
Anthemis	22 25	Podophyllum, po.	2 25
Matricaria	30 35	Rhel	7 50 1 00
Folia		Rhel, cut.	7 1 25
Barosma	35 40	Rhel, pv.	7 50 1 35
Cassia Acutifol, Tin-	20 25	Spigella	35 38
Cassia, Acutifol, Alx.	25 30	Sanguinaria, po. 15	18 22
Salvia officinalis, 1/2	12 15	Serpentaria	8 50 70
Uva Ursi	8 10	Senega	1 10 1 15
Gummi		Smilax, officinalis H.	2 25
Acacia, 1st picked	45 55	Scilla	10 12
Acacia, 2d picked	45 55	Smilax, M.	2 25
Acacia, 3d picked	45 55	Symplocarpus, Fosti-	2 25
Acacia, sifted sorts.	45 55	us, po.	2 25
Acacia, po.	45 55	Valeriana, Eng. po. 30	15 20
Aloe, Barb. po. 18@20	12 14	Valeriana, German.	14 16
Aloe, Cape, po. 25	12 14	Zingiber a.	14 16
Aloe, Socotri, po. 40	12 14	Zingiber j.	25 27
Ammoniac	55 60	Semen	
Assafoetida, po. 40	25 30	Anisum, po. 18	13 15
Benzoleum	50 55	Apium (graveleons).	13 15
Catechu, 1s.	13	Bird, 1s.	4 6
Catechu, 1/2s.	14	Carul, po. 15	4 6
Catechu, 1/4s.	15	Cardamon	1 25 1 75
Camphora	64 69	Coriandrum	8 10
Euphorbium, po. 35	40	Cannabis Sativa	8 10 7
Galbanum	1 00	Cydonium	7 50 1 00
Gamboge, po. 35	2 25 1 35	Chenopodium	15 18
Gualacum, po. 35	2 25 1 35	Dipterix Odorata	10 10
Kino, po. 35 75	2 25 1 35	Feniculum	2 25
Mastic	60	Foenugreek, po.	7 10 9
Myrrh, po. 45	40	Lini	4 6
Opil, po. 4.40@4.50	3 25 3 30	Lini, gr'd.	4 6
Shellac	35 45	Labella	1 50 1 55
Shellac, bleached	40 45	Pharlaris Canarian.	6 7
Tragacanth	70 75	Rapa	5 6
Herba		Sinapis Nigra	11 12
Absinthium, oz. pkg	25	Spiritus	
Eupatorium, oz. pkg	25	Frumentum, W. D. Co.	2 00 2 50
Lobelia, oz. pkg	25	Frumentum, D. F. R.	2 00 2 25
Majorum, oz. pkg	25	Frumentum	1 25 1 50
Mentha Pip. oz. pkg	25	Juniperis Co. O. T.	1 65 2 00
Mentha Vir. oz. pkg	25	Juniperis Co. N. E.	1 75 2 50
Rue, oz. pkg	25	Spt. Vinl Gall.	1 75 2 50
Tanacetum V. oz. pkg	25	Vini Oporto	1 25 2 00
Thymus, V. oz. pkg	25	Vini Alba	1 25 2 00
Magnesia		Sponges	
Calcined, Pat.	55 60	Florida sheeps' wool	2 50 2 75
Carbonate, Pat.	18 20	carriage	2 50 2 75
Carbonate, K. & M.	18 20	Nassau sheeps' wool	2 50 2 75
Carbonate, Jennings	18 20	carriage	2 50 2 75
Oleum		Velvet extra sheeps'	2 50 2 75
Absinthium	5 50 5 75	wool, carriage	2 50 2 75
Amygdale, Dulc.	5 50 5 75	Extra yellow sheeps'	2 50 2 75
Amygdale, Amara	8 00 8 25	wool, carriage	2 50 2 75
Anisi	1 00 1 10	Grass sheeps' wool,	2 50 2 75
Aurant Cortex	2 10 2 20	carriage	2 50 2 75
Bergamit	2 85 3 25	Hard, for slate use	2 50 2 75
Calputi	80 85	Yellow Reef, for	2 50 2 75
Caryophylli	75 80	slate use	2 50 2 75
Cedar	80 85	Syrups	
Chenopadi	2 20	Acacia	2 50
Cinnamon	1 00 1 10	Aurant Cortex	2 50
Citronella	25 30	Zingiber	2 50
		Ipecac	2 50
		Ferri Iod.	2 50
		Rhel Arom.	2 50
		Smilax Officinalis	50 60
		Senega	2 50
		Selle	2 50

Menthol	7 20 7 50	Selditz Mixture	20 22	Linseed, pure raw	44 47
Morphia, S. P. & W.	2 25 2 50	Sinapis	2 18	Linseed, boiled	45 48
Morphia, S. N. Y. Q.	2 25 2 50	Sinapis, opt.	2 30	Nestfoot, winter str	59 65
Morphia, Mal.	2 25 2 50	Snuff, Macaboy, De	2 41	Spirits Turpentine	72 78
Moschus Canton	2 40	Voes	2 41	Paints BBL. L	
Myristica, No. 1	38 40	Snuff, Scotch, De Vo's	2 41	Red Venetian	1 1/2 2 08
Nux Vomica, po. 15	2 10	Soda, Boras	2 11	Ochre, yellow Mars	1 1/2 2 04
De Sepia	35 37	Soda, Boras, po.	2 11	Ochre, yellow Ber	1 1/2 2 03
Pepsin Saac, H. & F.	2 100	Soda et Potass Tart.	2 20 30	Putty, commercial	2 1/2 2 40
Pis. Liq. N.N. 1/2 gal.	2 100	Soda, Carb.	1 1/2 2 02	Putty, strictly pure	2 1/2 2 40
doz.	2 200	Soda, Bi-Carb.	3 1/2 4	Vermilion, Prime	
Pis. Liq., quart	2 100	Soda, Sulphas	2 2	American	1 30 1 15
Pis. Liq., pints	2 85	Spts. Cologne	2 60	Vermilion, English	70 75
Pil Hydrarg. po. 80	2 50	Spts. Ether Co.	50 55	Green, Paris	14 18
Piper Nigra po. 22	2 18	Spts. Myrcia Dom.	2 200	Green, Peninsular	13 16
Piper Nigra po. 35	2 30	Spts. Vinl Rect. bbl.	2 2	Lead, red	8 1/2 7
Pil Burgun	2 7	Spts. Vinl Rect. 10 gal	2 2	Lead, white	8 1/2 7
Plumbi Acet.	10 12	Spts. Vinl Rect. 5 gal	2 2	Whiting, white Span	2 90
Pulvis Ipecac et Opil	1 30 1 50	Strychnia, Crystal	90 1 15	Whiting, gliders	2 90
Pyrethrum, boxes H.	2 75	Sulphur, Subl.	2 1/2 3 1/2	White, Paris, Amer.	2 95
P. D. Co., doz.	2 75	Sulphur, Roll.	2 1/2 3 1/2	Whiting, Paris, Eng.	2 1 25
Pyrethrum, pv.	2 25 30	Tamarinds	8 10	cliff	2 1 48
Quassia	8 10	Terebenth Venice	2 20 30	Universal Prepared	1 10 1 20
Quinia, S. P. & W.	30 40	Theobromas	40 50	Varnishes	
Quinia, S. German	30 40	Vanilla	9 00 16 00	No. 1 Turp Coach	1 10 1 20
Quinia, N. Y.	30 40	Zinci Sulph.	7 2	Extra Turp	1 50 1 70
Rubia Tinctorum	12 14	Oils		Coach Body	2 75 3 00
Saccharum Lactis pv	20 22	Whale, winter	BBL. GAL.	No. 1 Turp Furn.	1 00 1 10
Salacin	4 50 4 75	Lard, extra	85 90	Extra Turp Damar	1 55 1 60
Sanguis Draconis	20 22	Lard, No. 1	80 85	Jap. Dryer, No. 1 Turp	70 75
Sapo, W.	12 14				
Sapo M.	10 12				
Sapo G.	2 15				

Drugs

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

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Druggists'
Sundries.

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

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

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

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

Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Egg Cases	Egg Baking Powder
Fillers	Sour Pickles
Muzzy's Starch	Rolled Oats
	Evaporated Apples
	Sear's Crackers

Index to Markets
By Columns

A	Col.
Akron Stoneware	15
Alabastine	1
Ammonia	1
Axle Grease	1
Baking Powder	1
Bath Brick	1
Bluing	1
Breakfast Food	1
Brooms	1
Brushes	1
Butter Color	1
Candles	14
Canned Goods	2
Catsup	3
Carbon Oils	3
Cheese	3
Chewing Gum	3
Chicory	3
Chocolate	3
Clothes Lines	3
Cocoa	3
Cocoa Shells	3
Coffee	3
Condensed Milk	3
Coupon Books	4
Crackers	4
Cream Tartar	4
Dried Fruits	5
Farinaceous Goods	5
Fish and Oysters	5
Fishing Tackle	5
Flavoring Extracts	5
Fly Paper	5
Fresh Meats	5
Fruits	14
Gelatine	6
Grain Bags	7
Grains and Flour	7
Herbs	7
Hides and Pelts	13
Indigo	7
Jelly	7
Lamp Burners	15
Lamp Chimneys	15
Lanterns	15
Lantern Globes	15
Licorice	7
Lye	7
Meat Extracts	7
Metal Polish	8
Molasses	7
Mustard	7
Nuts	14
Oil Cans	15
Olive	7
Pickles	7
Pipes	7
Playing Cards	8
Potash	8
Provisions	8
Rice	8
Salad Dressing	9
Saleratus	9
Salt Soda	9
Salt	9
Salt Fish	9
Seeds	9
Shoe Blacking	9
Snuff	9
Soap	9
Soda	9
Spices	10
Starch	10
Stove Polish	10
Sugar	11
Syrups	10
Table Sauce	11
Tea	11
Tobacco	11
Twine	12
Vinegar	12
Washing Powder	13
Wickling	13
Woodenware	13
Wrapping Paper	13
Yeast Cake	13

1

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



Mica, tin boxes	75	9 00
Paragon	55	6 00

BAKING POWDER

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

JAXON

ROYAL

10 size	90
1/4 lb. cans 1	35
6 oz. cans 1	90
1/4 lb. cans 2	50
1/4 lb. cans 3	75
1 lb. cans 4	80
3 lb. cans 13	00
5 lb. cans 21	50

BATH BRICK

American	75
English	85

BLUING

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



CONDENSED PEARL BLUING

Nutro-Crisp

The Ready Cooked Granular Wheat Food

A Delightful Cereal Surprise

Cases, 24 1 lb. packages 2 70 |

BREAKFAST FOOD

TRYABITA

Peptonized Celery Food, 3 doz. in case 4 05 || Hulled Corn, per doz. | 85 |

BROOMS

No. 1 Carpet	2 70
No. 2 Carpet	2 25
No. 3 Carpet	2 15
No. 4 Carpet	1 75
Parlor Gem	2 40
Common Whisk	85
Fancy Whisk	1 20
Warehouse	3 40

BRUSHES

Solid Back, 8 in.	45
Solid Back, 11 in.	95
Pointed Ends	85

Stove

No. 8	75
No. 2	1 10
No. 1	1 15

Shoe

No. 8	1 00
No. 7	1 30
No. 6	1 70
No. 5	1 90

Wiens' Dustless Sweeper

2

No. 6	1 50
No. 8	2 00
No. 1	3 00
No. 2	3 50

CAN RUBBERS

Schaefer Handy Box Brand.



1 to 25 gross lots	@75c
25 to 50 gross lots	@70c
50 to 100 gross lots	@65c

CANNED GOODS

Apples

3 lb. Standards	85
Gallons, standards	2 00 @ 25

Blackberries

Standards	85
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Beans

Baked	80 @ 1 30
Red Kidney	80 @ 90
String	70
Wax	75 @ 80

Blueberries

Standard	1 20
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Brook Trout

2 lb. cans, Spiced	1 90
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Clams

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

Clam Bouillon

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

Cherries

Red Standards	1 30 @ 1 50
White	1 50

Corn

Fair	95
Good	1 10
Fancy	1 40

French Peas

Sur Extra Fine	22
Extra Fine	19
Fine	15
Moyen	11

Gooseberries

Standard	90
----------	----

Hominy

Standard	85
----------	----

Lobster

Star, 1/4 lb.	2 60
Star, 1 lb.	3 60
Picnic Tails	2 40

Mackerel

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

Mushrooms

Hots	18 @ 20
Buttons	22 @ 25

Oysters

Cove, 1 lb.	85
Cove, 2 lb.	1 55
Cove, 1 lb Oval	90

Peaches

Pie	85 @ 90
Yellow	1 25 @ 1 85

Pears

Standard	1 00
Fancy	1 25

Peas

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

Plums

Plums	85
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Pineapple

Grated	1 25 @ 2 75
Sliced	1 35 @ 2 55

Pumpkin

Fair	75
Good	90
Fancy	1 10
Gallon	2 50

Raspberries

Standard	1 15
----------	------

Russian Caviar

1/4 lb. cans	3 75
1/2 lb. cans	7 00
1 lb. can	12 00

Salmon

Columbia River, talls	@1 85
Columbia River, flats	@1 80
Red Alaska	@1 30
Pink Alaska	@1 30

3

Sardines

Domestic, 1/4	8 1/2
Domestic, 1/2	8
Domestic, Mustard	11 @ 14
California, 1/4	17 @ 24
French, 1/4	7 @ 14
French, 1/2	18 @ 28

Shrimps

Standard	1 40
----------	------

Succotash

Fair	1 25
Good	1 48
Fancy	1 40

Strawberries

Standard	1 10
Fancy	1 40

Tomatoes

Fair	1 10
Good	1 15
Fancy	1 25
Gallons	8 65

CARBON OILS

Barrels

Kerosene	@12 1/4
Perfection	@11 1/4
Diamond White	@11
D. S. Gasoline	@14 1/4
Deodorized Naphtha	@12
Cylinder	@34
Engine	@22
Black, winter	@10 1/4

CATSUP

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

CEREAL COFFEE

Cere Kofa, 24 packages	2 50
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For sale by all jobbers

CHEESE

Aome	@2 15
Amboy	@2
Elste	@2 15
Emblem	@2
Gem	@2 15
Gold Medal	@2 14 1/4
Ideal	@2
Jersey	@2 15
Riverside	@2 14 1/4
Brick	14 @ 15
Laiden	@2 30
Edam	@17
Limburger	13 @ 14
Pineapple	50 @ 75
Sap Sago	@19

CHEWING GUM

American Flag Spruce	55
Beeman's Pepsin	50
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perfume	1 00
Sugar Leaf	55
Yucatan	55

CHICORY

Bulk	7
Red	4
Eagle	7
Frank's	6
Schener	6

CHOCOLATE

Walter Baker & Co.'s

German Sweet	23
Premium	31
Vanilla	41
Caracas	35
Eagle	28

CLOTHES LINES

60 ft. 3 thread, extra	1 00
72 ft. 3 thread, extra	1 40
90 ft. 3 thread, extra	1 70
60 ft. 6 thread, extra	1 29
72 ft. 6 thread, extra	1 29

Jute

60 ft.	75
72 ft.	90
90 ft.	1 05
120 ft.	1 50

Cotton Victor

50 ft.	80
60 ft.	95
70 ft.	1 10

Cotton Windsor

50 ft.	1 20
60 ft.	1 40
70 ft.	1 65
80 ft.	1 85

Cotton Braided

40 ft.	75
50 ft.	85
60 ft.	95

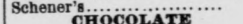
Galvanized Wire

No. 20, each 100 ft long	1 90
No. 19, each 100 ft long	2 10

COCOA

Baker's	38
Cleveland	41
Colonial, 1/4	35
Colonial, 1/2	35
Epps	45
Huyler	12
Van Houten, 1/4	20
Van Houten, 1/2	40
Van Houten, 1	72
Webb	31
Wilbur, 1/4	41
Wilbur, 1/2	42

CLEANER & POLISHER



Brunswicks Easybright

WATERPROOF CLEANER

CLEAN EVERYTHING

6 oz. can, per doz.	1 35
Quart can, per doz.	2 25
Gallon can, per doz.	7 50
Samples and Circulars Free	

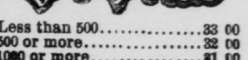
4

COCOANUT

Dunham's $\frac{1}{2}$ s.....	26
Dunham's $\frac{1}{2}$ s and $\frac{1}{4}$ s.....	26 $\frac{1}{4}$

11

STARCH	
Common Gloss	
1-lb. packages.....	5
3-lb. packages.....	4 $\frac{3}{4}$
5-lb. packages.....	5 $\frac{1}{4}$
40 and 50-lb. boxes.....	3 $\frac{1}{2}$ @4
Barrels	4
Common Corn	
20 1-lb. packages.....	6
40 1-lb. packages.....	4 $\frac{1}{4}$ @5 $\frac{1}{4}$



12

Lubetsky Bros. brands	
B. L.	35 00
Daily Mail, 50 edition.	35 00
Fine Cut	
Cadillac	54
Sweet Loma	33
Hiawatha, 5 lb. palls	56
Hiawatha, 10 lb. palls	54
Telegram	22
Pay Car	31
Prairie Rose	49
Protection	37
Sweet Burley	42
Tiger	38
Plug	
Red Cross	36
Palo	32
Kylo	34
Hiawatha	41
Battle Axe	32
American Eagle	32
Standard Navy	36
Spear Head, 16 oz.	41
Spear Head, 8 oz.	43
Nobby Twist	48
Jolly Tar	36
Old Honesty	42
Today	33
J. T.	36
Piper Hellsick	61
Boot Jack	78
Honey Dip Twist	39
Black Standard	38
Cadillac	38
Forge	30
Nickel Twist	50
Smoking	
Sweet Core	34
Flat Car	39
Great Navy	34
Warpath	25
Bamboo, 16 oz.	24
I X L, 5 lb.	36
I X L, 16 oz. palls	35
Honey Dew	35
Gold Block	36
Flagman	38
Chips	32
Kiln Dried	21
Duke's Mixture	38
Duke's Cameo	41
Myrtle Navy	39
Yum Yum, 1 1/2 oz.	39
Yum Yum, 1 lb. palls	37
Cream	36
Corn Cake, 2 1/2 oz.	24
Corn Cake, 1 lb.	22
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	32
Peerless, 3 1/2 oz.	32
Peerless, 1 1/2 oz.	34
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	28
Good Indian	23
Self Binder	20-22
Silver Foam	34

TWIN

Cotton, 3 ply	18
Cotton, 4 ply	15
Jute, 2 ply	12
Hemp, 6 ply	12
Flax, medium	20
Wool, 1 lb. balls	6 64

VINEGAR

Malt White Wine, 40 grain.	8
Malt White Wine, 80 grain.	11
Pure Cider, B. & B. brand.	11
Pure Cider, Red Star	11
Pure Cider, Robinson	11
Pure Cider, Silver	11

WASHING POWDER

Diamond Flake	2 75
Gold Brick	3 25
Gold Dust, regular	4 50
Gold Dust, 5c.	4 00
Kirkoline, 24 lb.	3 90
Pearline	2 75
Soapline	4 10
Babbitt's 1778	3 50
Roseline	3 70
Armour's	3 70
Nine O'clock	3 35
Wisdom	3 80
Scourline	3 50
Scrub-No-More	3 75

WICKING

No. 0, per gross	25
No. 1, per gross	30
No. 2, per gross	40
No. 3, per gross	55

WOODENWARE

Baskets	
Bushels	30
Bushels, wide band	1 25
Market	30
Split, large	6 00
Split, medium	4 00
Split, small	5 00
Willow Clothes, large	6 00
Willow Clothes, medium	5 50
Willow Clothes, small	5 00
Bradley Butter Boxes	
2 lb. size, 24 in case	72
3 lb. size, 16 in case	68
5 lb. size, 12 in case	63
10 lb. size, 6 in case	60
Butter Plates	
No. 1 Oval, 250 in crate	40
No. 2 Oval, 250 in crate	45
No. 3 Oval, 250 in crate	50
No. 5 Oval, 250 in crate	60
Churns	
Barrel, 5 gals., each	2 40
Barrel, 10 gals., each	2 55
Barrel, 15 gals., each	2 70
Round head, 5 gross box	
Round head, cartons	75
Egg Crates	
Humpty Dumpty	2 25
No. 1 complete	18
No. 2 complete	18
Faucets	
Cork lined, 8 in.	65
Cork lined, 9 in.	75
Cork lined, 10 in.	85
Cedar, 8 in.	58

13

Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	75
No. 2 patent brush holder	85
12 lb. cotton mop heads	1 25
Ideal No. 7	90
Palls	
2-hoop Standard	1 50
3-hoop Standard	1 65
2-wire, Cable	1 60
3-wire, Cable	1 80
Cedar, all red, brass bound	1 25
Paper, Eureka	2 25
Fibre	2 40
Toothpicks	
Hardwood	2 50
Softwood	2 75
Banquet	1 80
Ideal	1 50
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-inch, Standard, No. 1	7 00
18-inch, Standard, No. 2	6 00
16-inch, Standard, No. 3	5 00
20-inch, Cable, No. 1	7 50
18-inch, Cable, No. 2	6 50
16-inch, Cable, No. 3	5 50
No. 1 Fibre	9 45
No. 2 Fibre	7 20
No. 3 Fibre	7 20
Wash Boards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	2 75
Single Acme	2 25
Double Peerless	3 25
Single Peerless	2 50
Northern Queen	2 50
Double Duplex	2 75
Good Luck	2 75
Universal	2 25
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
11 in. Butter	75
13 in. Butter	1 10
15 in. Butter	1 75
17 in. Butter	2 25
19 in. Butter	2 75
Assorted 12-15-17	1 75
Assorted 15-17-19	3 00
WRAPPING PAPER	
Common Straw	1 1/4
Fiber Manila, white	3 1/4
Fiber Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butcher's Manila	2 1/4
Wax Butter, short count	20
Wax Butter, full count	15
Wax Butter, rolls	15

YEAST CAKE

Magic 3 doz.	1 00
Sunlight 3 doz.	1 00
Sunlight 1 1/2 doz.	50
Yeast Cream, 3 doz.	1 00
Yeast Foam, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	50

FRESH FISH

Per lb.	
White fish	10 1/2
Trout	10 1/2
Black Bass	11 1/2
Halibut	12
Ciscoes or Herring	5
Bluefish	11 1/2
Live Lobster	25
Bolled Lobster	27
Cod	10
Haddock	7
No. 1 Pickerel	8 1/4
Perch	7
Smoked White	12 1/4
Red Snapper	10
Cat River Salmon	15
Mackerel	19 1/2
OYSTERS	
Bulk	
F. H. Counts	1 75
Extra Selects	1 40
Selections	1 15
Baltimore Standards	1 15
Standards	1 10
Cans	
per can	
F. H. Counts	35
Extra Selects	27
Selections	23
Perfection Standards	22
Anchors	20
Standards	18
HIDES AND PELTS	
Hides	
Green No. 1	7
Green No. 2	6
Cured No. 1	8
Cured No. 2	7
Calfskins, green No. 1	10
Calfskins, green No. 2	8 1/4
Calfskins, cured No. 1	11
Calfskins, cured No. 2	9 1/4
Steer hides 60 lbs. or over	8
Cow hides 60 lbs. or over	8
Pelts	
Old Wool	50 1/2
Lamb	40 1/2
Shearlings	40 1/2
Tallow	
No. 1	5 1/4
No. 2	4 1/4
Wool	
Washed, fine	220
Washed, medium	223
Unwashed, fine	15
Unwashed, medium	16

14

CANDIES	
Stick Candy	
Standard	7
Standard H. H.	7
Standard Twist	8
Cut Leaf	9
Jumbo, 32 lb.	7 1/4
Extra H. H.	10 1/4
Boston Cream	10 1/4
Mixed Candy	
Grocers	6
Competition	7
Special	7 1/4
Conserve	7 1/4
Royal	8 1/4
Ribbon	9
Broken	8
English Rock	9
Kindergarten	9
Bon Ton Cream	8 1/4
French Cream	9
Dandy Pan	10
Hand Made Cream	11 1/4
Premio Cream mix	11 1/4

Fancy-In Pails	
O F Horehound Drop	10 1/2
Pony Hearts	12
Coco Bon Bon	12
Fudge Squares	9
Peanut Squares	9
Sugared Peanuts	11
Salted Peanuts	10
Starlight Kisses	10
San Blas Goodies	12 1/2
Lozenges, plain	9
Lozenges, chocolate	11
Eclipse Chocolates	13 1/4
Quintette Choc.	12 1/2
Champion Gum Dps	12
Moss Drops	9
Lemon Sours	9
Imperial	12
Ital. Cream Bonbons	11
20 lb. pails	11
Molasses Chews, 15 lb. cases	12
Golden Waffles	12

Fancy-In 5 lb. Boxes	
Lemon Sours	2 50
Peppermint Drops	2 50
Chocolate Drops	2 50
H. M. Choc. Drops	2 50
H. M. Choc. Li. and	2 50
Pk. No. 12	1 00
Gum Drops	2 35
O. F. Licorice Drops	2 30
Lozenges, plain	2 55
Lozenges, printed	2 55
Imperial	2 55
Mottos	2 55
Cream Bar	2 55
Molasses Bar	2 55
20 lb. cases	80
Cream Buttons, Pep.	2 55
and Wint.	2 55
String Rock	2 55
Wintergreen Berries	2 55

FRUITS

Oranges	
Florida Russett	2
Florida Bright	2
Fancy Navel	2 50
Extra Choice	2 50
Late Valencia	2
Seedlings	2
Medt. Sweets	2
Jamaicas	2
Rodl	2
Lemons	
Verdell, ex fcy 300	2
Verdell, ex fcy 300	2
Verdell, ex fcy 300	2
Call Lemons, 300	3 00
Messinas 300s	3 50
Messinas 360s	3 50
Bananas	
Medium bunches	1 50
Large bunches	2 00
Foreign Dried Fruits	
California, Fancy	1 00
Cal. pkg. 10 lb. boxes	1 00
Extra Choice, Turk.	1 00
10 lb. boxes	1 00
Fancy, Turk., 12 lb. boxes	13 1/4
Pulled, 6 lb. boxes	13 1/4
Natural, in bags	13 1/4
Dates	
Fards in 10 lb. boxes	5 1/2
Fards in 60 lb. cases	5 1/2
Hallow	5 1/2
lb. cases, new	5 1/2
Salt, 60 lb. cases	4 1/4
NUTS	
Almonds, Tarragona	16
Almonds, Ivica	16
Almonds, California	15 1/2
soft shelled	15 1/2
Brazils	11
Filberts	12
Walnuts, Greenobles	15
Walnuts, soft shelled	15
Cal. No. 1, new	16
Table Nuts, fancy	13 1/4
Pecans, Med	11
Pecans, Ex. Large	11
Pecans, Jumbo	12
Hickory Nuts per bu.	10
Ohio, new	10
Cocanuts, full sacks	10
Chestnuts, per bu.	10
Peanuts—new	
Fancy, H. P. Suns	4 1/2
Fancy, H. P. Suns	4 1/2
Roasted	6 1/2
Choice, H. P., Jumbo	7 1/2
Choice, H. P., Jumbo	8 1/2
Roasted	8 1/2
Span. Shld No. 1 n/w	5 1/2

15

STONEWARE

Butters	
1/4 gal., per doz.	48
1 to 6 gal., per gal.	52
8 gal. each	66
10 gal. each	78
12 gal. each	78
15 gal. meat-tubs, each	1 20
20 gal. meat-tubs, each	1 60
25 gal. meat-tubs, each	2 25
30 gal. meat-tubs, each	2 70

Churns	
2 to 6 gal., per gal.	6 1/4
Churn Dashers, per doz.	84
Milkpans	
1/4 gal. flat or rd. bot., per doz.	48
1 gal. flat or rd. bot., each	6
Fine Glazed Milkpans	
1/4 gal. flat or rd. bot., per doz.	60
1 gal. flat or rd. bot., each	6
Stewpans	
1/4 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball, per doz.	1 10
Jugs	
1/4 gal. per doz.	60
1/2 gal. per doz.	45
1 to 5 gal., per gal.	7 1/4

Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun.	35
No. 1 Sun.	36
No. 2 Sun.	48
No. 3 Sun.	85
Tubular	50
Nutmeg	50

MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	4 25 per gross
Quarts	4 50 per gross
1/2 Gallon	6 50 per gross
Fruit Jars packed 1 dozen in box	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun.	1 74
No. 1 Sun.	1 95
No. 2 Sun.	2 92

Anchor Carton Chimneys	
Each chimney in corrugated carton.	
No. 0 Crimp	1 86
No. 1 Crimp	2 08
No. 2 Crimp	3 02

First Quality	
No. 0 Sun, crimp top, wrapped & lab.	1 91
No. 1 Sun, crimp top, wrapped & lab.	2 18
No. 2 Sun, crimp top, wrapped & lab.	3 08

XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.	2 75
No. 2 Sun, crimp top, wrapped & lab.	3 75
No. 2 Sun, hinge, wrapped & lab.	4 00

Pearl Top	
No. 1 Sun, wrapped and labeled.....	4 60
No. 2 Sun, wrapped and labeled.....	5 30
No. 2 hinge, wrapped and labeled.....	5 10
No. 2 Sun, "Small Bulb," for Globe	80

THE WISE BUYER

Listens, Sees and Does His Own Thinking.

The buyer of goods for a department in a store was asked the other day, "Have you seen the new style of overcoats that X—, the manufacturer, is showing?" "No, sir," he replied, "I never go into X's place. When men have anything to sell they bring it to me. If I want to look at it, I look at it. If I do not want to look at it, I do not look at it. I buy my goods from such and such houses. I do not go around the market seeing what people have to show. I am not interested in X's goods."

Of course every buyer has a right to his own way of doing business as long as his employers are satisfied with the money he makes for them. But it is very probable that a man who always sits down and waits for things to come to him will some day find that some good thing has passed him by.

Many merchants can not go into the market to buy, but must depend on the traveling salesman as the intermediary with whom to transact their business. But the merchant who gets into the markets at regular intervals gets acquainted, even to a slight degree, with heads of firms, sees things at first hand, gets a chance to inspect lots of goods that for one reason and another are not brought to him by the salesman; this merchant enjoys a great advantage over the man who always stays at home. In these days when special rates are made on the railroads and special efforts made by wholesale houses to care for the visiting buyer, the cost of a trip to market should be considered a necessary, legitimate part of the expenses of store-keeping.

When a buyer comes into the market, he should have with him a list of the staples that he needs and a memorandum of the principal novelties that he may, perhaps, have in mind.

Then he should go about from one establishment to another, inspecting goods, making a note of prices and terms, observing what salesmen have to say about the character of their wares, terms of selling, etc.

When he has visited a sufficient number of houses to satisfy him, it will pay him to take a little time to himself to compare the results of his visits to different houses. Having secured his facts, he knows what to do.

When he places his order, he should be careful to get a properly signed duplicate of it, giving all the facts that he will wish to use when he comes to check up his purchases. It never hurts to put a business transaction in black and white. Carrying things in the head is a very poor policy for the man who has any details to remember, especially when on a trip to market. A statement in black and white is invaluable when trouble arises months after. Things promised verbally may be forgotten. A statement in writing never is forgotten.

It is surprising that many intelligent, honest, respectable merchants should be as sensitive as they are about giving information concerning their resources to credit men. It is not an uncommon experience for credit men to have their enquiries taken almost as insults.

When a stranger comes into a house and places an order for a bill of goods, it is perfectly proper that the man charged with the granting of credits should be given the fullest information regarding his visitor's responsibility. His questions are not put out of idle

curiosity or from a desire to pry into private affairs. A sensible merchant will answer his questions promptly and freely. By volunteering information, he will do much to strengthen his standing in the market, while by endeavoring to avoid answering or to conceal facts, he is sure to arouse suspicion.

Salesmen say that the buyer who "knows all about" merchandise is the easiest man to manipulate. He insists on teaching the salesman his business and as the salesman knows a thing or two about the goods he is selling, he is usually able to take a fall out of Mr. Wise Man.

So a wise buyer listens, sees and does his own thinking.

A Frost Proof Orange.

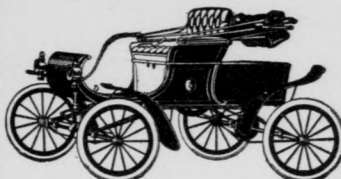
An orange which will grow North and yet which is sufficiently palatable to be eaten from the hand raw has been developed by Dr. Webber and Mr. Swingle, of the Department of Agriculture. They risked a chance of crossing the ordinary tender orange of our semitropical regions with the hardy trifoliolate orange (citrus trifoliata), which grows as far north as Philadelphia, but whose flavor is so insipid that it can be used only in preserving. The object was to obtain an offspring which should combine the hardy, frost resistant quality of one parent with the sweetness and juiciness of the other. Two plants recently fruited, and, while the experimenters did not expect to get favorable results from more than one hybrid in twenty thousand, both of these have proved to be of value. They produce a combination of virtues far different from any that exist in any single fruit known. In one case the ordinary orange was used as the mother parent, and the insipid Northern fruit as the father. The issue from this alliance is a small orange, about the size of a tangerine, and perfectly typical of the ordinary orange in general appearance. It is very juicy, tender, perfect in texture, thin skinned and nearly seedless, producing an average of one seed per fruit, although both parents were very seedy. In color of flesh and general appearance this offspring was most like the common orange, but in flavor and quality was quite distinct from either parent. It has a sprightly, acid flavor, perhaps a little too sour to be eaten out of the hand, under ordinary conditions, save on warm summer days. It has an aromatic flavor, similar to that of the trifoliolate parent, but very mild. The color of the flesh is light yellowish, like that of the orange as we know it.

Trifoliata was used as the mother parent and the common orange as the father in the second case. The resulting fruit is slightly larger than the other offspring, whose parentage was reversed, and has a rougher, thicker skin, but no thicker than that of the ordinary California orange. Its texture is perfect throughout, and it is both juicy and tender. It is nearly seedless, averaging one seed to every three specimens. The color of the flesh is light lemon yellow. It has the aromatic flavor of the trifoliolate mother, and is more sour than the fruit produced where the trifoliata was used as the father. But in neither of these offspring is any indication of the bitter, gummy product so distasteful in the trifoliata.

Both hybrids will grow two hundred miles north of the orange belt with little injury under extraordinarily severe conditions. Both trees have withstood a freeze without losing leaves, where ordinary orange trees were defoliated and lost twigs the thickness of one's finger, which had been actually killed by the frost. These hybrid trees withstood in Georgia a freeze of eight deg. Fahrenheit.—Los Angeles Times.

The Oldsmobile

The Best Thing On Wheels.



Price—F. O. B. Grand Rapids \$850.00.
Top \$25.00 Extra.

The pleasure of automobiling is enhanced by the delightful days of spring. The perfect simplicity of the Oldsmobile leaves "NOTHING TO WATCH BUT THE ROAD."

Its working mechanism is so easy to understand that nearly every member of the family can drive this practical machine.

Mechanical ingenuity has done away with all complications and progressive ideas in construction maintain the premier position of the Oldsmobile. It is built to run AND DOES IT.

Our second carload, due here April 1, is all sold but two machines. To those who think of buying we advise placing of order to insure reasonably prompt delivery. The factory is 600 machines behind orders today and deliveries will soon be hard to get. Catalogue on request.

ADAMS & HART,

12 West Bridge Street.

40 HIGHEST AWARDS
In Europe and America

Walter Baker & Co. Ltd.



The Oldest and
Largest Manufacturers of

PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES

No Chemicals are used in their manufactures. Their Breakfast Cocoa is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their Premium No. 1 Chocolate, put up in Blue Wrappers and Yellow Labels, is the best plain chocolate in the market for family use. Their German Sweet Chocolate is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children. Buyers should ask for and make sure that they get the genuine goods. The above trade-mark is on every package.

Walter Baker & Co. Ltd.
Dorchester, Mass.

Established 1780.

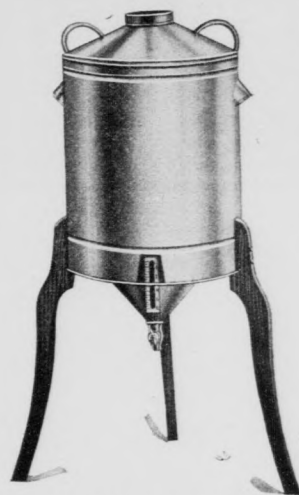
**CERE
KOFA**

Most people should not drink coffee. We manufacture the best substitute, made from pure cereal. 20 ounce package, 15 cents. Liberal discount to the trade. For sale by all jobbers.

Grand Rapids
Cereal Co.

Grand Rapids, Mich.

Cream Separators.



Let us have your inquiries.

WM. BRUMMELER & SONS,

Makers of Good Tinware.

249-263 So. Ionia St. Grand Rapids, Mich.

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.

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.

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.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

CONFECTIONERY, CIGAR AND ICE
cream parlor, stock and fixtures. Will inventory twelve hundred fifty dollars. Will sell for one thousand dollars. Will bear investigation. Leaving city. Daniel Hanlon, Lapeer, Mich., L. B. 929. 257

MONEY MAKER—FOR SALE, GOOD PAYING
bakery located in a city of 30,000 in Southwestern Michigan. Will sell right. Other business needs owner's attention. Address Bargain, care Michigan Tradesman. 256

\$5,000 WILL BUY LOT 31, COMMERCE ST.
opposite Union Depot, only \$8.00 per front foot. Good 13 room brick house thrown in. Worth \$150 per front foot for bare lot. House rents to pay good interest on investment. Edwin Faltas, Citizens Phone 614, Grand Rapids, Mich. 258

UNION HOTEL AT PORT HURON, MICH.
70 rooms; modern house; big money earner; best dollar a day house in Michigan; hotel, real estate and furniture must be sold to settle an estate. Apply to Schoolcraft & Co., Port Huron, Mich. 250 population. 259

FOR SALE OR EXCHANGE FOR GOOD
property—Woolen mill plant, with new buildings and machinery. Plant cost about \$8,000, but will sell to right parties for much less this amount. This plant is capable of earning to investor at least the entire cost of plant each year. It is a No. 1 proposition for a man in the business. Address No. 263, care Michigan Tradesman. 263

FOR TRADE—SMALL FARM NEAR BAT-
tle Creek. Want merchandise. Describe fully. Box 278, Frankfort, Ind. 243

FOR SALE—GOOD STOCK GROCERIES
and queensware; county seat, East in Iowa. Would exchange for Michigan fruit farm. Lock Box 522, Tipton, Iowa. 242

BEST BUSINESS CHANCE ON EARTH—
Sash, door and interior finish plant, now running on paying basis; fifty good standard machines; own all buildings and real estate; well located; don't miss inquiry; you don't know how low it will sell; all in good condition. Particulars, inquire Box 45, Superior, Wis. 249

CAPITAL WANTED—TO FLOAT AT ONCE
a limited amount of Treasury Stock of the Central New York Natural Gas & Oil Co. at \$25 per share, par \$100, for developing the cream of natural gas of Central New York by scientific discovery. Prefer person with ample means to back up whole proposition until it pays. A. J. Champney, Pres., Pulaski, N. Y. 248

FOR SALE—SMALL STOCK OF GENERAL
merchandise in live town; store and suite of living rooms at low rent if desired. Write for particulars. L. E. Mills, Grant, Mich. 261

STORE TO LET—STOCK AND FIXTURES
for sale. General merchandise. J. H. Gardner & Co., Delanson, N. Y. 245

FOR SALE—GROCERY STOCK, STORE
building, with dwelling attached; also house and lot. F. Loeb, Corner Howard and Jennings street, Petoskey, Mich. 255

STEWARTS' BAZAAR FOR SALE—BA-
zaar goods, wall paper, window shades, alabaster, crockery, glassware, dishes, jardiniere, notions, etc.; stock inventories about \$1,200; only bazaar in a good town; reason for selling ill health. Address Stewart's Bazaar, Portland, Mich. 254

FOR SALE—FIRST-CLASS DRUG STORE
and fixtures, \$5,000, doing \$12,000 to \$15,000 business a year; town of 1,000; good country, 100 miles from Chicago; low prices; no dead stock; we have nothing to give away, but if you want a good, clean business, this is your chance; good reason for selling. Address Mex, care Michigan Tradesman. 237

FOR SALE—DRUG STOCK IN CITY OF
25,000; no cut prices; old-established corner, brick; neighborhood drug store and sub postoffice; reasonable rent; invoices \$1,700; owner not registered. Address No. 236, care Michigan Tradesman. 235

THE HOOSIER HUSTLER, NOTED MER-
chandise auctioneer, carries the best book of reference of any living man in the business; now selling stock at Kenney, Ill. For terms and reference address Box 106 Kenney, Ill. 234

WANTED—PARTNER WITH SOME CAP-
ital to manufacture and market fire proof paint for inside of furnaces, chimneys, etc. Cheaply produced, unlimited demand. Will give entire satisfaction. For full particulars address L. Box 941, Port and, Ind. 238

FOR SALE—STOCK OF GENERAL MER-
chandise, consisting of dry goods, notions, millinery and groceries. Everything new and up to date. Will give liberal discount for spot cash. Good trade. Only one store of this kind in city of 3,500 inhabitants. Reason for selling, other business that requires my attention. Address No. 220, care Michigan Tradesman. 220

FOR RENT—A SPLENDID OPENING FOR
a first-class dry goods or shoe store; corner building, two-story brick, 25x90 feet, plate glass front; oldest and best business corner in the city; population \$5,000; paved streets, electric lights; Carnegie library; rent reasonable. Address Geo. W. Herdman, Jerseyville, Ill. 221

FOR SALE—FULL SET FIXTURES FOR
general store, cheap for quick disposal. C. L. Dolph, Temple, Mich. 227

FOR SALE—\$300 TAKES SMALL GROCERY;
good stock; rent \$5. Berg, Saugatuck, Mich. 290

DRUG AND JEWELRY STORE FOR SALE
in good lively town; pays \$3,000 yearly; no competition; growing business; stock about \$3,500. Address Sagar, Colman, South Dakota. 218

HOTEL, ALL FURNISHED, FOR SALE—A
good hotel at St. Charles, Mich., has got to be sold at administrator's sale. For particulars write Geo. B. Symes, Owosso, Mich. 230

FOR SALE CHEAP—TUFT'S ARCTIC SODA
Fountain; ten syrups, two fountains; gas drum; cream packer, etc. Address No. 228, care Michigan Tradesman. 228

FOR SALE—SEVERAL MACHINES FOR
mattress, spring and excelsior work. Bargains if taken at once. Linn Murray Furniture Co., Grand Rapids, Mich. 231

FOR SALE—SET OF TINNERS' TOOLS,
benches, patterns and small stock; reason for selling, sickness. Address Box 16, Martin, Mich. 226

FOR SALE—CONFECTIONERY, CIGAR
and tobacco store and soda fountain. Reason for selling, ill health. Address Box 210, St. Charles, Mich. 224

FOR SALE—ONE-HALF INTEREST IN
general merchandise stock at Clinton, Wis. \$8,000 stock. C. S. Thomas. 223

HAVING SOLD MY GENERAL STOCK, I
desire to engage in the grocery or general store business in some growing town in the Upper Peninsula of Michigan and invite correspondence. Address No. 240, care Michigan Tradesman. 240

FOR SALE—DRY GOODS, LADIES' AND
men's furnishings stock, inventorying \$8,000; did \$18,000 business 1902; neat store with bargain for cash. Address John Dave, Marine City, Mich. 202

FOR SALE—STOCK, GOOD WILL AND
fixtures of grocery well located in Grand Rapids and doing good business. Address No. 201, care Michigan Tradesman. 201

WANTED—AN UNMARRIED MAN, WITH
experience in dry goods, who wishes to purchase part interest in a good business in a hustling town. Address No. 225, care Michigan Tradesman. 225

FOR SALE—SODA FOUNTAIN AS GOOD
as new at half price. Call or write Tibb's Drug Store, 107 South Division St., Grand Rapids. 196

FOR SALE—DRUG STORE IN LIVE TOWN
of 1800; fine location; brick corner; everything will please you; owner not registered. Ed C. Wilson, Summer, Ill. 190

FOR SALE OR EXCHANGE FOR GOOD
Iowa, Northern Illinois, Southern Wisconsin or Michigan farm—a first-class stock of dry goods, clothing, shoes and groceries, located in good Illinois country town; county seat; stock will invoice from \$7,000 to \$8,000; doing good business; other business reason for selling. Address Z. U., care Michigan Tradesman. 193

A RARE CHANCE FOR SOMEONE WHO
wants to engage in the grocery business on a main street in the city of Grand Rapids. Come and convince yourself that you have a sure thing. Address No. 189, care Michigan Tradesman. 189

\$1,500 BUYS 80 ACRE FARM ONE-HALF
mile from thriving town; good buildings; power mill. Address L. Stover, So. Boardman, Mich. 210

A DRY GOODS, HOUSE FURNISHING,
millinery, dressmaking, clothing and furnishing business in the heart of the best retail city in Manitoba for sale. First-class premises; clean up-to-date stock; stock reduced in six weeks to thirty-five thousand at rate on the dollar; falling health; must sell. For particulars address Box 325, Winnipeg, Manitoba. 209

FOR SALE—ONE OF THE BEST PAYING
drug stores in Grand Rapids; corner store; centrally located; good hotel and transient trade; clean stock; price \$4,000; a good investment for person wishing to buy a drug stock. Address No. 204, care Michigan Tradesman. 204

WE CAN SELL YOUR REAL ESTATE OR
business, wherever located; we incorporate and float stock companies; write us. Horatio Gilbert & Co., 325 Ellicott St., Buffalo. 106

FOR SALE—STOCK OF GROCERIES AND
dry goods, invoicing about \$1,500; good town; good reasons for selling. Address No. 215, care Michigan Tradesman. 215

FOR SALE—AN ESTABLISHED MANU-
facturing industry; small capital required; expenses very low; an exceptional opportunity; good reason for selling. Address M., care Michigan Tradesman. 179

FOR SALE—GOOD PAYING WALL PAPER
and paint business in the city of Grand Rapids; stock in invoices about \$4,000; established sixteen years. Don't answer unless you mean business. Good reasons for selling. Address No. 186, care Michigan Tradesman. 186

I HAVE A FINE RESIDENCE AND FIVE
lots in this city. I will trade for a good stock of general merchandise. Address No. 751, care Michigan Tradesman. 751

WANTED—TO BUY DRUG STORE. AD-
dress No. 182, care Michigan Tradesman. 182

FOR SALE—THE BEST MEAT MARKET
in northern Michigan in the best town in the state. For particulars address No. 211, care Michigan Tradesman. 211

BONDS—\$15,000 5 PER CENT. LIGHT AND
power bonds, denomination \$1,000. Egyptian Investment Co., Herrin, Ill. 166

FOR RENT OR SALE—NEW DOUBLE
brick store, 41x80 feet; one of the finest opportunities in Southern Michigan. Address Baughman & Yunker, Gobleville, Mich. 164

CHOICE 160 ACRE STOCK FARM FOR
sale or trade on merchandise. A. L. Shantz Cedar Springs, Mich. 141

FOR SALE—WELL-SELECTED DRUG
stock worth about \$2,500. Good prescription and farming trade; established in one of the best business towns of Michigan since 1885; also two-story frame building occupied as a drug store and dwelling, together or separate, the latter cheap and on easy terms. Address No. 1345 Johnson St., Bay City, Mich. 174

FOR SALE—GENERAL STOCK IN A LIVE
little town. Splendid chance. Write for particulars. Address No. 158, care Michigan Tradesman. 158

GENERAL MERCHANDISE STOCK FOR
sale. Will invoice about \$4000; located in a good town in Northern Michigan; good cash trade. Address B. C. care Michigan Tradesman. 150

FOR SALE CHEAP—SMALL MANUFA-
cturing plant near Chicago. Well equipped foundry, machine and woodworking shops; brick buildings, low taxes, good water, cheap fare, six railroads. Address B. B. Potter, Griffith, Ind. 171

WANTED—A PURCHASER FOR \$5000
stock general merchandise in country town. A money maker. Address S care Michigan Tradesman. 146

FOR SALE—STOCK OF GROCERIES; BEST
location in growing city of 2,000; ill health cause for selling. Address No. 115, care Michigan Tradesman. 115

GREAT OPENINGS FOR BUSINESS OF
all kinds; new towns are being opened on the Chicago, Great Western Ry., Omaha extension. For particulars address E. B. Magill, Mgr. Townsite Dept., Fort Dodge, Ia. 90

FOR SALE—LIGHT, COVERED DELIVERY
wagon, made by Belknap Wagon Co. In use five months. L. E. Phillips, Newaygo, Mich. 82

SAFES—NEW AND SECOND-HAND FIRE
and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 321

CHANCE OF A LIFETIME—WELL ESTAB-
lished general store, carrying lines of dry goods, carpets, furs, cloaks, clothing, bazaar goods, shoes and groceries, located in thriving Western Michigan town. Will sell good stock at cost and put in small amount of shelf worn goods at value. Stock can be reduced to \$15,000. Owner is going into manufacturing business. Address No. 44, care Michigan Tradesman. 44

FOR SALE—DRUG STOCK IN ONE OF
the best business towns in Western Michigan; good chance for a physician. Enquire of No. 947, care Michigan Tradesman. 947

FOR SALE—THE LEADING GROCERY
stock in the best manufacturing town in Michigan; cash sales last year, \$22,000; books open to inspection; investigate this. Address No. 994, care Michigan Tradesman. 994

FOR SALE—\$3,000 GENERAL STOCK AND
\$2,500 store building, located in village near Grand Rapids. Fairbanks scales. Good paying business, mostly cash. Reason for selling, owner has other business. Address No. 838, care Michigan Tradesman. 838

MISCELLANEOUS

WANTED—EXPERIENCED DRY GOODS
salesmen, Michigan Knights of the Grip preferred, to carry our line of ladies' tailor made walking skirts in the States of Ohio, Kentucky, Pennsylvania, Illinois, Iowa, Wisconsin and Indiana. Diamond Skirt Co., Kalamazoo, Mich. 236

WANTED—SALESMEN; ENERGETIC;
school supplies; country work; \$100 salary and commission. R. O. Evans & Co., Chicago, Ill. 253

WANTED—A POSITION BY A CLOTHING
man of eighteen years' experience, first-class salesman. Has had charge of large clothing department. Glit-edge recommendations from present and former employers. Address No. 244, care Michigan Tradesman. 244

WANTED—AGENTS TO REPRESENT ONE
of the best old line legal reserve insurance companies. The one that earns the highest rate of interest and has the lowest death rate. Issues as liberal policy contract as is written. Exclusive territory, embracing a good district, will be given to the right man to act as district manager. Address No. 241, care Michigan Tradesman. 241

WANTED—CIGAR BANDS FROM ANY
of the Continental Tobacco Co.'s make of cigars. Rothinghouse Brothers, Gas City, Ind. 239

WANTED—TINNER AND PLUMBER,
good all-around man. Address No. 197, care Michigan Tradesman. 197

WANTED—AN EXPERIENCED CLOTH-
ing salesman. Messinger & Co., Alma, Mich. 262

WANTED—ENERGETIC, RESPONSIBLE
agents in Michigan to sell the F. P. Gasoline Lighting System; 25,000 plants now in use; oldest and only successful system on the market; agents now making \$30 to \$60 weekly; a fine proposition for good men. Address, with references, Lang & Dixon, Fort Wayne, Ind. 250

WANTED—SALESMAN OF ABILITY AND
experience as a stove and range traveling salesman to sell the "Eclipse" line in Michigan. Address, giving experience and references, The Eclipse Stove Co., Mansfield, Ohio. 246

WANTED—RELIABLE EXPERIENCED
dry goods salesman and stockkeeper also shoe salesman, for up-to-date stores; must be competent all-around men. State salary wanted and experience had. Single men preferred. Address Lock Box 28, Alma, Mich. 252

WANTED AT ONCE—REGISTERED PHAR-
macist for country store; must be industrious and come well recommended. Address No. 251, care Michigan Tradesman. 251

WANTED—A POSITION BY AN ASSIST-
ant registered pharmacist; seven years' experience; speaks five languages; sober, competent, capable; twenty-three years of age, married; will accept nothing but a good position; would like to locate in Grand Rapids. Address No. 219, care Michigan Tradesman. 219

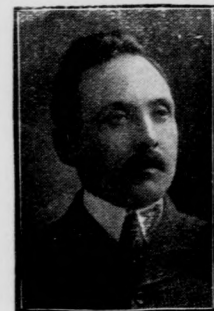
WANTED—A GOOD CIGAR SALESMAN
to sell nickel, seed, Havana goods to retail trade for Michigan and Indiana. Must be some acquainted with trade. Address C. C. Tobacco Leaf, care Michigan Tradesman. 180

WANTED—SALESMAN TO HANDLE OUR
full line on commission or salary. Address Angle Sled Co., Kalamazoo, Mich. 99

WANTED—A YOUNG MAN WHO THOR-
oughly understands stenography and typewriting and who has a fair knowledge of office work. Must be well recommended, strictly temperate and not afraid of work. Address Stenographer, care Michigan Tradesman. 62

"THE O'NEILL SALES"

absolutely sell to per cent, of your stock in a day.
Retail Selling—New Idea System



C. C. O'Neill & Co.

SPECIAL SALESMEN & AUCTIONEERS
408 Star Bldg., 356 Dearborn St., Chicago
We also buy and sell Store Fixtures and take them on consignment.



This fine three story and basement corner brick block, 40x90, for sale, rent or exchange for farm or western property. Furnace, gas, electric light, stone trimmings, plate glass windows. Built 1896. Located in good Northern Ohio town of 3,500 population. Price and terms right. Good opening for department store.
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Would a system of keeping your accounts that

Lessens Bookkeeping By One-Half

That gives you the Total Amount your customer owes you with Every Bill of goods he buys;

That gives your customer a duplicate of his order together with the total amount of his account;

Thereby keeping your accounts up to date like a bank, be of interest to you?

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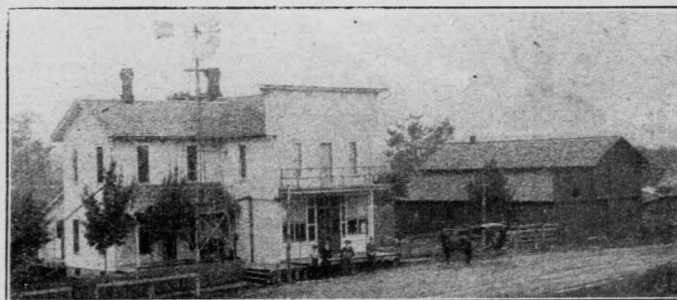
Long-headed Grocers

Quickly recognized the double profit opportunities afforded in Diamond Crystal Salt. The chance to make two profits by selling their dairy customers "the salt that's ALL salt," instead of common salt, was too good to miss. They realized that the better the salt they sold their dairy trade, the better the butter would be they bought, and the better would be the retail butter prices. This is the sort of business tact that builds success. Are you building this way?

Diamond Crystal Salt, put up in $\frac{1}{4}$ bushel (14 lb.) sacks, retailing for 25c. is a very convenient and popular form with both grocers and dairymen. Also sold in barrels and smaller sacks. For further information, address

DIAMOND CRYSTAL SALT COMPANY,
ST. CLAIR, MICH.

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.

This space is owned
by the

Oxford Pure Food Co.
Limited.

Detroit, Michigan.



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).

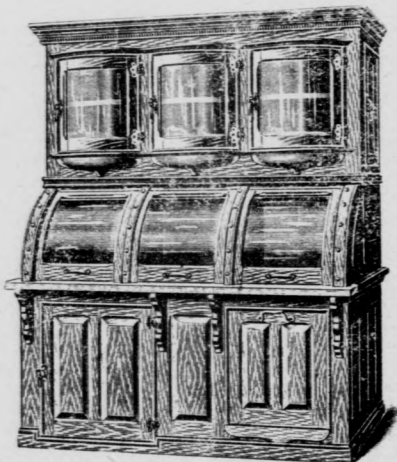
No. 672, 2-roll; No. 673, 3-roll; No. 674, 4-roll; No. 675, 5-roll. Made of oak, antique finish, rubbed and polished. Two ice doors—one on each end. We can furnish these refrigerators (at an additional cost of \$5 net) with division, making two complete refrigerators. One or both can be used at the same 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.

The Famous "Belding" and "National"
Roll Top Refrigerators



No. 18

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
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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.

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