

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.



Not a New or Untried Coffee
Has Been Sold for Years All Over the U. S.

WHITE HOUSE

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

COFFEE

Buy it from any of the following

DISTRIBUTING AGENTS:

JUDSON GROCER COMPANY,
Grand Rapids.

SYMONS BROS. & CO.,
Saginaw.

MEISEL & GOESCHEL,
Bay City.

C. ELLIOTT & CO., Detroit
B. DESENBERG & CO., Kalamazoo.

JACKSON GROCER CO., Jackson
FIELBACH & CO., Toledo, O.

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,
is Houseman Bk., Grand Rapids, Mich.

Sunlight

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

Walsh-DeRoo Milling Co.
Holland, Michigan

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, cleaning, 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.

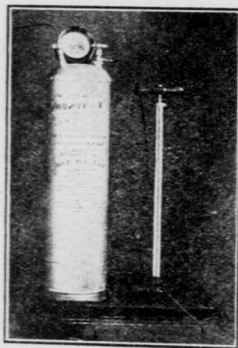
HOW OBTAINED

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

"THE Ann Arbor" QUICK LIGHTING GASOLINE LAMPS.

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



The Superior Mfg. Co.

Ann Arbor, Mich.

February 28, 1903.

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

Yours truly,

Jacob Helber,
Farmington, Mo.

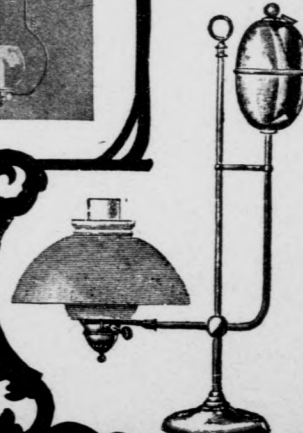
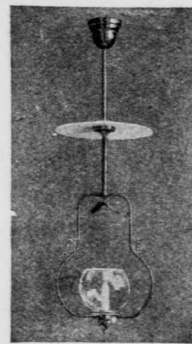
Mr. Helber is a business man in Farmington, Mo. He uses the "Ann Arbor" lighting system and is meeting with large success in selling both lamps and systems.

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

The Superior Manufacturing Co.

107 2nd Street

Ann Arbor, Mich.



MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 8, 1903.

Number 1020

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. K. McCORNE, 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 de-
sire it.

Martin V. Barker
Battle Creek, Michigan

Noble, Moss & Co.

Investment Securities

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

Government Municipal
Railroad Traction
Corporation

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

808 Union Trust Building, Detroit

IMPORTANT FEATURES.

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 38. The New York Market.
 40. Good Advertising.
 41. Commercial Travelers.
 42. Drugs and Chemicals.
 44. Grocery Price Current.

Oro Hondo

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

Buy Oro Hondo

The property consists of over 1,000 acres adjoining the Homestake and the sinking and hoisting machinery is now in operation. The shaft is down 300 feet and has struck one of the Homestake veins running through the ground. Plans are being made for the erection of a 250 ton stamp mill for crushing the ore. They have large bodies of paying ore in sight. The consensus of opinion in the Black Hills among mining experts is that Oro Hondo furnishes the best possibility of duplicating the record of the Homestake, which advanced from \$1.00 to \$115.00 per share, besides never missing a monthly dividend for 22 years.

Our Guarantee

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

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

Address all letters of inquiry to

Charles E. Temple & Co.

State Managers

623 Mich. Trust Bldg. Grand Rapids, Mich

References furnished on application.

DOUGLAS, LACY & COMPANY,

CURRIE & FORSYTH, Managers.

Bran h, Michigan Trust, Grand Rapids, Mich.

We are now offering for subscription 700,000 shares of the fullpaid, non-assessable preferred treasury stock of the Mexican Exploration and Development Company, Series "B," entitled to a priority of 12 per cent. on the investment in the earnings of the company, at 12½ cents per share, par value \$1.00. Subscriptions received from those not holders of Series "A" must be subject to allotment and can only be filled from stock remaining. All orders must reach us by the 20th, as the subscription closes promptly on that date.

An investment in the stock of this company is very desirable and is fully guaranteed by the trust fund. The charter of the Mexican Exploration and Development Company was established broad enough to permit the company to take up the development of the various resources of the Republic of Mexico, and also to operate manufacturing and other industries therein. The company has already commenced the conduct of its business successfully, and the above stock in Series "B" is offered for purposes of additional operating capital. Full information can be had on application to the above, either in person or by letter.

MANUFACTURING MATTERS.

Owosso—The Burnett Knitting Co. has increased its capital stock from \$9,000 to \$13,800.

Marshallville—The new mill of the Hart Cedar & Lumber Co. is nearly completed. It is expected that operations will begin about April 15.

Coldwater—W. H. Mackey, of South Haven, has purchased the patterns of the All Right Stove Co. and will add stove-making to his foundry business at that place.

Bay City—The necessary capital has been secured and articles of association will shortly be filed for the new Blum Felt Shoe Co., which will locate a large factory in this city employing 100 hands.

Holland—The German Gelatine Co. has been organized with an authorized capital stock of \$62,500, held by Chicago gentlemen as follows: Frank A. Miller, 2,900 shares; Adolph Heicke, 2,900 shares and B. C. Miller, 450 shares.

East Jordan—Piles are being driven for the dock and foundations are being started for the new 100 barrel grist mill and grain elevator. This mill is being erected by the owners of the Charlevoix Roller Mills. It will be run by electric motors.

Croswell—W. T. Leonard & Co., of Norwood, N. Y., have purchased the cheese factory at this place belonging to A. McAllister and will convert the same into a creamery. This firm has creameries at Applegate and Sanilac Center.

Sault Ste. Marie—The American Brick Co., Limited, composed of local capitalists, has filed articles of incorporation. The capital stock is \$37,000, all paid in, and the product to be manufactured is sandstone brick, for which the company owns valuable patents.

Adrian—The Standard Peat Fuel Co. has been organized with a capital stock of \$200,000. The stockholders are Geo. E. Abbott, 1,000 shares; Abram Wing, 13,000 shares; Robert M. Bidelman, 1,000 shares; Geo. B. M. Seager, 1,000 shares, and Frank E. Kennedy, 1,000 shares.

Coldwater—Frank Eddy has sold his cigar manufacturing business and store building to Jesse Malarney, who will continue the business, bringing out several new brands of cigars. Mr. Eddy retains his brands and will continue their manufacture, but has not yet decided on a location.

Thompsonville—The Piqua Handle Co., which recently purchased the old cooperage plant, is making extensive improvements, replacing the old steel boiler and engine room with one of concrete and raising the roof of the main building another story and adding seventy-two turning lathes.

Bay City—A new enterprise has been launched at this place under the style of the Alert Pipe & Supply Co. It is capitalized at \$100,000 and held by the following gentlemen: E. J. Bissell, 8,000 shares; W. T. Bronson, 600 shares; W. L. Clements, 500 shares; C. R. Wells, 500 shares, and L. B. Youngs, 400 shares.

Lansing—The manufacture of implements for the cultivation of sugar beets will be a new addition to the agricultural implement department at E. Bement's Sons the coming season. Plans and drawings are being made for the new machines, and it is expected that there will be some improvement made that will facilitate the cultivation of beets.

East Jordan—The site for a 500 horse power water power has all been secured by D. C. Loveday and a company will soon be organized to develop it. A modern plant is contemplated, plans being out for a Portland cement concrete dam. W. A. Loveday is the active promoter of this enterprise, and a portion of the power to be developed is already contracted.

East Jordan—Work has commenced on the new flooring factory and a large force of masons are at work laying the stone foundations. The plant will employ from fifty to seventy-five men and is a start in the general movement toward adding more labor to the immense amount of lumber manufactured here. M. H. Robertson and members of the East Jordan Lumber Co. are the chief promoters in this enterprise.

Detroit—Crowley Bros. have leased two adjoining buildings, which they will unite by arches, making their premises 100 feet square. The improvements now in process include new offices, two additional elevators, new heating and plumbing systems and complete sprinkler equipment.

Alma Record: C. M. Wellman has resigned his position with the Stockbridge Elevator Co. and left on Wednesday for Howell, where he will remain a short time, preliminary to taking a position on the road with the Ionia Gasoline Engine Co.

A Flint correspondent writes: Alf. Hazel, traveling salesman for the Durant Buggy Co., is about to remove his family from Flint to Rochester, N. Y., where he will make his home in the future.

Wolverine—Frank Butler has purchased the interest of his partner in the general merchandise business of Butler & McPhee.

Trumble & Baxter have opened a grocery store at 1013 Madison avenue. The Judson Grocer Company furnished the stock.

A Flint correspondent writes: Wm. F. Tracy, of Flint, is spoken of for the office of Grand Secretary of the U. C. T.

Holland—Henry D. Werkman, dealer in general merchandise, has sold his stock to D. A. Emmet.

Battle Creek—G. L. Reynolds has purchased the grocery stock of L. S. Perrigo.

Moore Park—L. Mendenhall & Co. succeed F. A. Pixley in general trade.

POWER OF SUNLIGHT

Destroys All Sorts of Germs by Its Brightness.

Nature's great disinfectant is sunlight. It is a most interesting fact that this wonderful light, which promotes the growth of useful plants and sustains animal life, at the same time destroys by its very brightness all sorts of germs which are brought in contact with it. It is this fact alone which renders the earth habitable. Germs develop with such marvellous rapidity that they would quickly overwhelm us by their very numbers if not constantly destroyed by the sun. A little computation will readily show this. Some germs are capable of such rapid multiplication that they may double every fifteen minutes under favorable conditions of temperature and food supply. Estimate the number of germs which might be produced in a single day of twenty-four hours, or ninety-six doublings. The number would be more than thirty two thousand billion billions, or sufficient to cover eighty thousand square miles a foot deep, or fill a space of more than fifteen cubic miles. The increase of a minute organism occupying a cubic space of not more than one twenty-thousandth of an inch to such prodigious magnitude is beyond comprehension, and practically can not occur; for while the germ may grow at this immense rapidity for a short time, the poisons which it produces become destructive to itself. The material upon which it feeds is also exhausted, so that its growth ceases.

Doubtless all have noticed the fact that mold grows during the night and in dark, damp cellars. Bright sunlight quickly destroys germs, mold and other parasitic organisms. Diffused daylight does not act nearly so rapidly, but accomplishes in the course of a few hours what bright sunlight is capable of doing in a few minutes. It is clearly evident, then, that in order that our houses should be kept free from germs, they, like our bodies, should be made full of life. The shutters should be opened, the curtains raised, and the light admitted to every room in the house, closets included, so that the disinfecting power of light may be exercised in every nook and corner of the dwelling.

Although these minute organisms are growing about us in great numbers they are for the most part so mingled with other grosser matters that they are hidden from sight. Powerful microscopes are necessary to see the individual germs, but we may easily produce growths or cultures of them in various suitable ways, one or two of which we will indicate.

Select two or three very smooth, round potatoes of medium size. Scrub them with strong soap made from soft soap or good laundry soap, without removing the skin. After they are thoroughly washed, steam them for half an hour in an ordinary steam cooker. At the end of half an hour remove the cooker from the stove, but do not open it. The purpose of the cooking is to destroy the germs on the outside of the potato. There are, of course, none on the inside. If the cover is opened, the potatoes are likely to become contaminated. While the cooker is cooling off, prepare a large, deep pie plate and an ordinary good-sized glass fruit dish that has a smooth edge. A large glass bowl would answer the same purpose. This should be thoroughly scrubbed with hot soap suds so as to be as clean as possible, and finally should be immersed in boiling water for a few minutes. The

glass bowl should be of such size that when it is inverted on the plate the edge will lie in contact with the bottom of the plate at its lowest part. When the dish is ready, put the plate on the table without touching the center of it with the fingers. Invert the glass bowl over it, taking care also not to touch it inside with the fingers. Add a tumblerful of water which has been boiled for ten or fifteen minutes; prepare also a sharp metal knife by first cleansing it thoroughly and then boiling it for ten minutes. The cleansing of the hands by thoroughly washing with strong soap suds should not be omitted.

Take one of the potatoes from the cooker, and carefully cut it in halves, protecting it as much as possible from the air. Do not bring the potato in contact with the table or any other object. Avoid turning the cut surface upward. Raise the glass bowl, place the two halves upon the plate, with the cut surfaces upward, turn the glass bowl over them, and pour boiling water to the depth of a quarter of an inch on the plate. Cover all with a black cloth, and keep in a moderately warm place. After two or three days make a careful inspection. If the work has been carefully done, no change will be noticed in the potato. The cut surfaces will remain perfectly white and clear. If the cleansing has not been thoroughly done, or if sufficient pains has not been taken to avoid infection, a white, green, yellow, bluish, or reddish growth will be found spread over the cut surface of the potato. The color of the growth will depend upon the particular variety of mold or yeast which happens to have come into contact with the potato. If the surface of the potato remains white and clear, germs may be planted by collecting dust from a window sill, the pantry, and from various other places by means of a knitting needle, and transferring the dust to the center of the potato. The knitting needle should be first boiled, then the end should be dipped in boiling water to moisten it. When this is brought in contact with the dust which it is desired to plant, a portion will adhere. The adhering particles may be rubbed upon the center of the potato. A mere touch is all that is required. Sometimes several different kinds of germs may be planted at once in this way, and the growth will be mixed; at other times a pure culture will be obtained.

The potato may be inoculated with saliva germs by first touching the tip of the tongue with the end of the knitting needle after it has been dipped in boiling water or passed through a flame. A great variety of growths may be obtained in this way, some of which are very curious and interesting. A remarkable growth which sometimes appears is bright red in color, and it grows very rapidly. The same germ sometimes is found in milk which has been set over night. There may be little red patches scattered here and there over the surface of the milk, or the whole may have acquired a red color. One variety of red germs grows upon bread, rice and other farinaceous substances. In Germany there is a church where these germs abound. Bread exposed in the church is next morning found to be colored red as though smeared with blood. This fact has been taken advantage of, and the appearance is claimed to be supernatural, and is called "the miracle of the bleeding bread." Thousands visit this musty old church annually to witness a miracle which can at any time be

reproduced in the laboratory. Some years ago the writer received from a gentleman residing in the West a specimen of rice which was covered with these germs, which appeared over night, greatly to the astonishment of the household.

Another method of cultivating germs is the following: Take an ordinary wide-mouth bottle. Put into it a tablespoonful of white of egg. Put a cork in the mouth of the bottle. Put the whole in the oven, and bake for half an hour. The white of egg should be coagulated, but should not be browned or burned. To avoid overbaking, it is a good plan to bake the bottle for an hour before adding the white of egg, then return to the oven until the egg is coagulated. Material from different sources may now be transferred to the surface of the egg in the bottle by means of the sterilized needle, as before directed. In passing the needle into the bottle, the mouth of the bottle should be held down to prevent the entrance of germs. On withdrawing the needle, the cork should be introduced while the bottle is still held mouth downward, and the bottle should then be put in a warm place. Ointment bottles holding two or three ounces are convenient for this purpose. They can be easily carried in the pocket, thereby keeping them warm by means of the body heat. During the night warmth may be maintained by binding the bottles to some part of the body, or wrapping them up with a jug filled with water at about 100 degrees Fahrenheit. It will be found very interesting to notice the different modes of growth of the different varieties of germs, and the differences in color and odor which characterize them. Care must be taken, however, not to become infected, as it is possible to come into contact in this way with some very active and virulent germs. J. H. Kellogg.

Look For Complete Demoralization in Sugar.

Detroit, April 5.—The raw market is fulfilling expectations, in that each sale registers a lower basis, with spot and nearby sugar salable only at a sacrifice, the latest reported being 10,000 bags Cubas now due at equal to 3.56 duty paid for 96 deg. test. The market will undoubtedly sell down to 3½c basis, which we now think will mark the low point and be followed by a gradual rise until a parity with Europe is approximated. Despite the course of prices here, we note a firmer and slightly higher market abroad, being about equal to 4.02 to 4.03c for centrifugals—nearly one half cent per pound above the last reported sale of Cubas.

Refined conditions are such as preclude intelligent forecast, but the immediate future bids fair to be marked by complications, irregularities and such general disturbance of prices and terms as will lead the average buyer to look for complete demoralization and no bottom. In this connection we suggest that the situation will bear the closest watching. W. H. Edgar & Son.

Tea Dealers Form an Association.

One hundred and sixty importers, wholesalers and retailers of tea throughout the country formed during the week the National Tea Association of the United States. The objects are declared to be the support of the law of 1897 forbidding the importation of impure, spurious or worthless teas and the promotion of the consumption of tea in the United States by disseminating information in regard to its quality and the proper methods of its preparation.

Knowing where to stop in anything is perhaps of more importance than knowing where to begin.

Where the Strikers Run the Town.

A strike which has no parallel in the long history of labor troubles resulted in the complete shut-down of the immense plants of the Mountain Copper Co., Ltd., at Keswick and Iron Mountain, across the State line, in Shasta county, Cal., and for over three months not a wheel has turned in the big corporation's \$15,000,000 establishment. The 1,100 employes quit to a man. The remoteness of the camp has thus far served to prevent the newspapers from getting anything save the most meager reports.

The strikers have taken absolute possession of the town of Kanswick, seizing the hotels and lodging houses and supplying comfortable quarters without cost to all the men. This was done on Dec. 5, when the company announced that it could not accede to the demands of the men without surrendering the rights guaranteed to it by the constitution, but would close its works down for ten years, if necessary.

"And we mean what we say," said the company.

"All right," responded the strikers, "we will wait ten years for you."

And so it started. The hotels and lodging houses were seized, together with innumerable cabins scattered on the Shasta hillsides about the smelter, and to-day the long siege is on in earnest. It is in the immediate charge of Keswick Smeltermen's Union No. 143, the local labor organization, but back of it is the Western Federation of Miners, with which No. 143 is affiliated. The Federation has indorsed the strike and has promised to spend all of the \$3,800,000 in its treasury, if necessary, to support the men. The result is that the strikers, in addition to quarters, have these things supplied them:

If unmarried they eat three meals a day at a great restaurant just equipped. If married they draw regular rations of groceries, meats, from a strike commissary, organized and conducted on a sort of military basis. They get free fuel.

There are two barber shops, open day and night for their accommodation.

Twice a day "sick call" is sounded and contract physicians attend to the ailing. Medicine is free. Stamps and stationery are supplied to those who wish to do any correspondence. There is a free theater.

The reading and club rooms are furnished with up-to-date literature.

Cobblers and tailors—these from their own ranks—do all needed repair work.

A two-story bathhouse is always open to them. Tobacco rations are issued daily. And the only duty required of them is service as sentries on eight-hour shifts every day—a duty, however, that is sternly insisted on. In addition every man has been solemnly sworn not to leave Keswick, the oath following his pledge not to permit any stranger to pass the picket line into camp while he is on guard.

Farmers Still Making Cheese.

There is a popular impression that the manufacture of cheese in this country has been so completely transferred to the factory system, during the last half century, as practically to abolish cheese-making on dairy farms. But the agricultural returns of the Twelfth United States Census show that in the year 1899 there were still 15,670 farms upon which dairy cheese was made. The quantity produced on these farms during that year was 16,372,330 pounds, an average of 1,045 pounds per farm. This product constituted almost 5½ per cent. of all the cheese made in the United States.

THE OLD RELIABLE

ROYAL



**BAKING
POWDER**

Absolutely Pure.

***No Grocer can afford to be without a
full stock of ROYAL BAKING POWDER***

THERE IS NO SUBSTITUTE

Around the State

Movement of Merchants.

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

Grass Lake—Chas. W. Jewell has discontinued the meat business.

Detroit—Assessor & Gies have purchased the grocery stock of Henke Bros.

Chesaning—Stuart & Stuart succeed Stuart Bros. in the hardware business.

Hart—J. H. Nicholson & Co. continue the drug business of J. H. Nicholson.

Nashville—The Baker Mercantile Co. has added a meat market to its grocery store.

Coldwater—E. R. Clarke & Co. have purchased the grocery stock of J. B. Perry.

Silverwood—Lee Russell has purchased the drug and wall paper stock of M. E. Hanson.

Thompsonville—J. E. Farnham has added a line of dry goods to his men's furnishing goods stock.

Lowell—The Geo. W. McKee grocery stock has been purchased by Verne C. Wolcott, of South Haven.

Fountain—Frank Owen has purchased an interest in the general merchandise stock of Martin H. Foster.

Nashville—F. J. Brattin has taken a partner in his hardware business under the style of Brattin & Perkins.

Carson City—E. H. Phelps, merchant tailor and dealer in men's furnishing goods, has sold out to M. E. Town.

Midland—Comerford & Dunning, dealers in harnesses, have dissolved partnership, John Comerford succeeding.

Paw Paw—W. J. Warner has purchased an interest in the grocery and meat business of his father, J. C. Warner.

Williamston—W. H. Price has purchased the drug stock of Dr. Millis, at Webberville, and will continue the business at that location.

Zeeland—The Zeeland Coal & Wood Co. and the Zeeland Lime Co. have merged their stocks under the style of the Zeeland Fuel & Lime Co.

Saugatuck—E. S. Pride, undertaker, has sold out to C. H. Adams, after having been engaged in the business about a quarter of a century at this place.

Ishpeming—Ohman & Danielson, who have conducted a shoe store for a number of years on First street, have disposed of their stock to John Skoglund.

Deckerville—Black & Lawson have sold their general stock to Otto and Max Zemke, of Vermontville, who will continue the business under the style of Zemke Bros.

Greenville—Anderson & Madson, grocers, have purchased the grocery stock of D. L. Hyde. Mr. Hyde will join his wife in California, where a situation is open to him.

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

Belding—Al. Tuinstra, who last week sold his interest in the hardware business of Tuinstra & Kuhn to his partner, Otto J. Kuhn, has leased a store building and will shortly re-engage in the hardware business.

Reading—Burlingame & Browning have purchased the three-story brick block, furniture and undertaking stock and business of F. D. Culver, who expects to move to the Puget Sound section as soon as he sells his residence property.

Alba—Charles Osterhout has purchased the stock of groceries belonging to the Geo. Koons estate and will continue the business at the same location. Mr. Osterhout was formerly of the firm of Sapersten & Osterhout.

East Jordan—The copartnership existing between George Hayner and Louis Gass in the meat and grocery business has been dissolved, Mr. Gass retiring. Mr. Hayner will continue the business in his own name.

Sault Ste. Marie—Jas. S. Shields, who has conducted the general merchandise business on Sugar Island for several years, has decided to remove from the Island and engage in the same line of trade at Algonquin, near this place.

North Lansing—W. H. Joy, a former business associate of A. A. Wilbur in Grand Ledge, has purchased an interest in the furniture and undertaking business of that gentleman and will again be his partner under the style of A. A. Wilbur & Co.

Jackson—Wm. Surbrook, of Lansing, has removed to this city and formed a copartnership with his brother-in-law, Arthur Lutz, to engage in the grocery business at the corner of Fourth & Franklin streets. The style will be Lutz & Surbrook.

Cadillac—The partnership existing between Olaf Johnson and Hans Ostensen, under the style of Johnson & Ostensen, has been dissolved by mutual consent. Hans Ostensen will continue the business—clothing and men's furnishings—in his own name.

Flint—Frank D. Wright has retired from the clothing firm of Crawford & Wright. The business will be continued by the remaining partner, J. H. Crawford, in company with Henry Zimmerman, who has been connected with the old firm for many years.

Lake Linden—Burgan & Hill, grocers and meat dealers, have dissolved partnership. Thomas Hill has purchased the interest of his partner, Thomas Burgan, who will remove to Alberta, Canada, and engage in the business of stock raising.

Hart—J. H. Nicholson has sold an interest in his drug store to Frank Gillespie and the new firm will be known as J. H. Nicholson & Co. Mr. Gillespie was formerly engaged in the drug business at Muskegon under the style of Lyman & Gillespie.

Escanaba—C. A. Barabe, who intends taking a course in mining engineering at the Houghton College of Mines, has sold his interest in the furniture business of Maynard & Barabe to his partner, J. C. Maynard, who will continue the business in his own name.

Hillsdale—There was quite a general change in the ownership of grocery stores at this place last week. Bert Carter purchased the interest of Mr. Patton in the firm of Carter & Patton, the new style becoming Carter & Son. Mr. Patton has purchased the grocery stock of George Briggs, the first ward grocer, and Mr. Briggs, in partnership with Charles Jones, will open a grocery store in the building just vacated by W. A. Noble.

Mrs. F. F. Peterson, dealer in groceries, Big Rapids: I can not do without your paper as long as I am in business.

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

\$5,000 WILL BUY LOT 34, COMMERCE ST., opposite Union Depot, only \$100 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 Fallas, Citizens Phone 614, Grand Rapids, Mich.

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.

Buy This Stock

For a safe, well paying investment

A Michigan company making widely advertised, popular game-boards; also library and dining tables, convertible into billiard tables, and a patented billiard ball.

After a thorough and careful investigation of this company's affairs, we offer for sale their Preferred Stock, and strongly recommend it as an especially reliable, high grade investment.

Their quick assets are considerably more than enough to take care of the entire issue of \$75,000 Preferred Stock, while their total assets are over three times that amount.

Full prospectus and statement of the company's condition will be furnished on request.

Carrom Archarena Co.
Ludington, Mich., Preferred 7% at 101

E. M. DEANE CO., LTD.
STOCKS, BONDS AND INVESTMENT SECURITIES
211 to 215 Mich. Trust Bldg., Grand Rapids, Mich.

References—Old National Bank, People's Savings Bank.

Grand Rapids Gossip

The Produce Market.

Apples—Dull and slow sale at prices ranging from \$1.50@2 per bbl.
Asparagus—\$2 per doz.
Bananas—Good shipping stock, \$1.25 @1.75 per bunch.
Beeswax—Dealers pay 25c for prime yellow stock.

Beets—50c per bu.
Bermuda Onions—\$3 per crate.
Butter—Receipts of dairy are meager owing to the fact that it is between hay and grass and that many farmers who have been making butter during the winter have now diverted their milk to the creameries. The local handlers quote 12@13c for packing stock, 14@15c for choice and 17@20c for fancy. Factory creamery is firm and strong at 28c for choice and 29c for fancy.

Cabbage—40c per doz.
Carrots—30c per bu.
Celery—85c per doz. for California Jumbo.

Cocoanuts—\$2.75 per sack.
Cucumbers—\$1.50 per doz.
Dates—Hallowi, 5c; Sairs, 4 3/4c; 1 lb. package, 7c.

Eggs—Receipts are heavy and are being absorbed by storage operators on the basis of 12@13c.

Figs—90c per 10 lb. box of California.
Grapes—Malagas, \$6@6.25.
Green Onions—12c 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. Mes-sinas 300-360s fetch \$3.50.

Lettuce—Head commands 25c per lb. Leaf fetches 18c per lb.

Maple Sugar—10 1/2c per lb.

Maple Syrup—\$1 per gal. for fancy.

Nuts—Butternuts, 50c; walnuts, 50c; 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.

Pieplant—8c per lb.

Pineapples—Floridas command \$5.50 per crate of 30s or 36s.

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—60c per bu.

Strawberries—\$2.50 per case of 24 pints.

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

Tomatoes—\$3.75 per 6 basket crate.

Turnips—\$1 per bbl.

Wax Beans—20c per lb.

The Boys Behind the Counter.

Bay City—D. J. LaChappelle has taken a position in the men's furnishing goods store of Heine & Jarrett.

Reading—Thomas Brockway, of Allen, succeeds Ora Linderman as clerk in the drug store of Branch & Co.

Eaton Rapids—H. R. Susemihl, of Elmira, N. Y., will manage the Mowers shoe store for Mr. Goodrich, the purchaser, who is unable to take charge of the stock at present.

Jackson—F. A. Brooks has resigned his position as salesman in the J. H. Gaunt furniture store to take one with Glasgow Bros.

Croswell—Gunder Hulverson has taken a position with the hardware firm of Smyth & Straffon.

Albion—Lafe Orison has taken a position in Rodenbach's grocery store and removed to this place from Springport.

Olivet—Fred Knox has gone to Battle

Creek to enter the employ of Bock & Son, hardware dealers. Mr. Knox has been in business here for many years. He has moved his family to the Cereal City. A reception was tendered to them at Masonic Hall on Saturday evening, when the members of the F. & A. M. and O. E. S. gathered to wish them well in their new home and say farewell. Mrs. Knox was presented with an Olivet souvenir spoon as a reminder of the occasion.

Shelby—Merle W. Gee, who has been employed in the wholesale department of Foster, Stevens & Co., of Grand Rapids, has taken a position in the hardware store of A. R. McKinnon.

Stanton—David Woods, who has been employed in Holcomb's grocery for the past two years, has taken a position in Curtis Ball's store.

Belding—Will Peck has resigned his position at the City shoe store and is now clerking for his father M. E. Peck.

Announcement to the Trade.

In keeping with the substantial growth of the Tradesman Company, the demands on our printing department have made it necessary that we make large additions thereto. We are pleased to announce that we have associated with us as manager of this department Mr. W. L. Smith, who has resigned the superintendency of the Griffith-Stillings Press, of Boston—not only one of the largest in the United States, but leaders in fine printing as well—and taken charge here. Mr. Smith has had very successful experience in the printing line, and that experience is yours for the asking. He will be pleased to call on you relative to a catalogue, booklet, or any other printing you contemplate getting out. As is its custom, the Tradesman Company offers you the best in the printing line—high grade stock, skilled workmen, the latest types and presses, supplemented by expert knowledge. Phone or write us—we are at your service.

The rural representatives in the New York Legislature declare that if the brewers boycott New York State hops in retaliation for the passage of the higher license law, they will bring forward a pure beer bill making illegal the use of substitutes for hops and barley in the manufacture of beer. For a dozen years pure beer bills have been hovering around Albany, but the brewers have always been able to kill them off. It is not likely that the boycott on State hops will amount to much. How it would do the brewers any good is difficult to understand.

The ability of the people of this country to make Yankees out of foreigners in a short period, has been one of the wonders of the world. Our powers of assimilation will be severely taxed during the next few years if immigration continues at the present rate. Prosperity will enable us to keep the new comers busy and that is a most important factor. If we should have dull times the foreigners might possibly prove a disturbing element.

S. B. Thomas, formerly engaged in general trade at Kinney, under the style of Monroe & Thomas, has engaged in general trade at Walker. The Grand Rapids Dry Goods Co. furnished the dry goods and the Lemon & Wheeler Company supplied the groceries.

Chas. J. Bristol has opened a crockery and bazaar store at Manton. H. Leonard & Sons furnished the stock.

Hides, Pelts, Furs, Tallow and Wool.

The hide market remains firm with a slight advance asked on light hides, while calf are in good supply and weak in price. The market is unsettled on account of strikes existing and threatened. The advances asked have stopped trading, while recruits are small.

Tallow is decidedly dull at unchanged quotations, except on edible, which is slightly lower. Pressers are out of the market.

Pelts are well sold up on an easier market. The demand is light.

The London fur market shows a decline from expectations. Some kinds held values well, while others were disastrous. The demand is good.

Wool is quiet and dull of sale. A continual hammering by manufacturers has had little effect in bringing it down in price. Western buyers say it is good stuff and step into market and take it at a price not warranted at seaboard points. Values are uncertain.

Wm. T. Hess.

The price of the Oldsmobile advertised by Adams & Hart is \$650—not \$850 as stated last week. Adams & Hart are meeting with excellent success in the exploitation of this vehicle, having received orders for a large number of the autos from different parts of their territory.

C. A. Brink has sold his grocery stock at 515 Lake avenue to J. H. Havens, formerly engaged in the grocery business at Reed's Lake.

The Miller & Charley Co. has engaged in the grocery business at Byne City. The Lemon & Wheeler Company furnished the stock.

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.

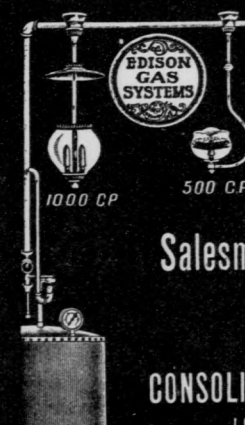
Are You Looking for a Good, Guaranteed Staple Article to Handle?

If so,
we have it.

Write for free booklet. It gives full particulars.

A. R. Wiens Dustless Brush Company,

225-7 Cedar St. Milwaukee, Wis.



BURNS AIR

92 Per Cent AIR
8 Per Cent GAS

300 GAS SYSTEMS IN CHICAGO

GUARANTEED BY 10 DAYS TRIAL

Salesmen and Representatives Wanted

in unoccupied territory.

EXCLUSIVE AGENCIES GIVEN.

Write for Catalogue and Sample Outfit

CONSOLIDATED GAS AND ELECTRIC COMPANY

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

"Dried Fruits—The situation in almost all offerings of dried fruits is very unsatisfactory. Trade has been dull and although stocks on hands are not so very large, with the warm weather coming on soon, some little anxiety is being felt as to the disposition of them. A few sales of prunes are reported, but they are for small lots only. Prices show no change but have a somewhat weaker tendency. Raisins are a trifle stronger in tone, although prices show no change. Demand is not large, but there is no anxiety regarding these goods on the part of holders, as it is believed they will all go into consumption before the new crop comes in. There is a little improvement in the demand for apricots, but with no change in price. Peaches show some easiness and meet with but very slow demand. Currants are very firm and are selling in a moderate way at unchanged prices. Figs are firmly held, but trade during the warm weather is limited and but little business is reported in this line at present. Dates are in light supply and are meeting with little better demand at unchanged prices. There is practically no change in the evaporated apple mar-

Nuts.—There continued some trade in nuts, but orders are growing less and will keep on doing so through the following months as the weather grows warmer, with one or two exceptions. Almonds are firmly held, owing to light supply, but demand is light. Walnuts continue in fair demand at previous prices. Brazils are moving out in a small way with no change in price. Peanuts are firmly held and are selling well.

\$150 EVERY MONTH **SELLING THE MOST**
POPULAR useful article for
daily use in every home (city
or country), factory, bank, business concern; mile like wildlife;
millions will be sold; a necessity that will sell in some territories
great and ever again to show it is sell.
Sample 10 cents; money back if you say so. Write today for methods
territory. **ZENO M. O. SUPPLY CO., SOUTH BEND, IND.**

Distributors, Grand Rapids, Mich.

DIAMOND CRYSTAL SALT COMPANY,
St. Clair, Mich.

[illegible]

POINTS ON CREDIT.

Considerations Which Appeal To Every Merchant.

The present difficulty is that the system has been abused and we are suffering to-day from excessive credit giving. A sale of merchandise is theoretically an exchange of goods for money, the transaction to be completed on the spot. Every transaction in which cash or its equivalent is not given in exchange for the commodity purchased is a loan by the seller to the buyer.

He, in the hope and expectation of a profit, waives his unquestionable right to receive a cash settlement, and in consideration of a promise to pay on the part of the buyer, and his confidence in the latter's intention and ability to do so loans his merchandise to the dealer or consumer for the latter's use and benefit. Is it not clear therefore, that it is without question the buyer who receives the favor?

I want to emphasize this point, as it has a direct bearing upon retail credits. Every individual in the community, from the producer to the importer or broker; from the wholesaler and retailer, down to the consumer, must disabuse his mind of the idea that when he buys a bill of goods and receives credit he has conferred the greater favor upon the seller, and until there are a better understanding and appreciation of this fact, the prevailing conditions can not be materially improved.

It is in my opinion the special duty of all retail merchants to so handle their credits as to correct this false impression which prevails most largely among the customers, who are the people to whom you sell your goods. It is a well-known fact that many who in other ways transact business on business principles, have a shocking disregard for the debts they owe to retail dealers, and it is this unjust and illogical discrimination which disturbs the whole credit system, for, as a matter of fact, produce and wares are not actually paid for, no matter how many hands they pass through, until they reach the consumer, and are paid for by him.

The Vice-President of a large St. Louis concern not long ago received the following letter from a man who owed his firm a bill of about \$50, six months overdue, and to whom they had written a polite note asking settlement:

I enclose you herewith my check for \$46.89, which is sent you with the understanding that it is in full to date. In the payment of my little monthly bills around, I have always used and consulted my convenience entirely. I am entirely able to meet any bill I owe upon a moment's notice, but I have never found it necessary in the payment of my little bills to inconvenience myself in the slightest. I shall instruct my wife to discontinue our account at your store.

While undoubtedly few persons express this view so bluntly and in writing a very large number of well-to-do and financially responsible people, practically take this same view of a retail debt. Therefore, to just the extent that you insist upon prompt settlements of all running accounts, and require that sales be made on a cash basis, will you bring your customers to a correct understanding of this matter and to a healthier and higher respect for their individual credit.

On the other hand, the more lax you are, the more difficulties you will encounter, and the more you will confirm your customers in the idea that they are conferring an everlasting obligation

upon you by permitting you to furnish them with the necessities of life.

I would like to know the difference between loaning one of your customers \$100 in cash at 6 per cent. on sixty days' time or merchandise of same amount for a like period of time. You have no collateral in either case, and if you seek to recover, the legal remedy is the same. Is it not merely the difference of a small percentage of profit on the merchandise in excess of the interest on the money?

Yet we resort to every device known to human ingenuity to induce people to accept our loan of merchandise, but would demand collateral and subject the applicant for a loan of money to a most searching examination as to his ability to pay. What is responsible for this condition?

Competition, the desire for supremacy in business, the hope of gain, and perhaps the struggle against adverse circumstances and eventual failure. We must admit, however, that this is abnormal and unhealthy. Even with the expectation of the retailer's profit there is no justification for the making of such credits and the taking of such chances with commodities placed in trust in our hands as merchants by those who have confidence in us. It ought to be a rule with us that we would not credit a man for merchandise to whom we would not loan money.

Have we a full realization of the fact that if the enormous sum charged off annually as losses from bad debts could be saved, the cost of merchandise could be reduced and the profits of merchanting increased to a very great extent? The ideal business is organized upon the basis of no losses from bad debts. Those losses come, however, to every merchant selling on credit. To maintain a fair margin of profit, the merchant is eventually compelled to add to the selling price of the article he sells a certain percentage to make good this loss. This is true of every merchant, from the producer down to the retail dealer who sells the article to the consumer, and the pity is that this same consumer does not realize who pays for it in the end, or comprehend the fact that through his indifference to business obligations, he adds eventually to the cost of the very food and fuel, clothing and shelter he enjoys.

I would not have you think that I ad-

vocate doing away with the credit system. This would be an impossibility. We could not transact our business without it. "Judicious credits are of inestimable benefit, but in the retail trade should be greatly restricted." This is a duty which devolves upon all dealers, and it is only through organization and concerted effort that they can ever hope for any marked success.

The great need, however, is a clearer conception by dealer and consumer alike of the worth and importance of credit. It, unfortunately, is not uncommon to find those who, while jealous of their rights as citizens, proud of an honorable family record, and rejoicing in the esteem of their fellowmen, are seemingly unconscious of the fact that commercial integrity is something to be equally proud of, and that credit is a sacred thing.

It seems to me, therefore, the plain duty of every one of us engaged in mercantile pursuits, from the most modest dealer to the jobber and manufacturer

whose volume of business is counted by millions, to press home in every consistent way the idea that credit is too cheap, too easily obtained and too lightly esteemed, and no one can so well emphasize this fact as all of those who grant credit to the consumer. If you make it a principle of your business to exact from your customers that treatment of their obligation to you which it deserves, you will have unconsciously educated yourself to better understand and to more intelligently transact business with those from whom you receive credit favors, the jobbers in your line.

Geo. C. Ford.

Her Choice in Tea.

They chit-chatted over the tea table, those girls. One was from Pittsburg and the other from New York. The game was to get acquainted.

Don't you Pittsburg girls just love repartee? asked the one from New York. Yes, it is good, returned the one from the city of wealth; but, don't you know, I prefer Oolong.

Voigt Cream Flakes



The best of all
Ready to Eat Foods.

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

Voigt Cereal Food Co., Ltd.

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

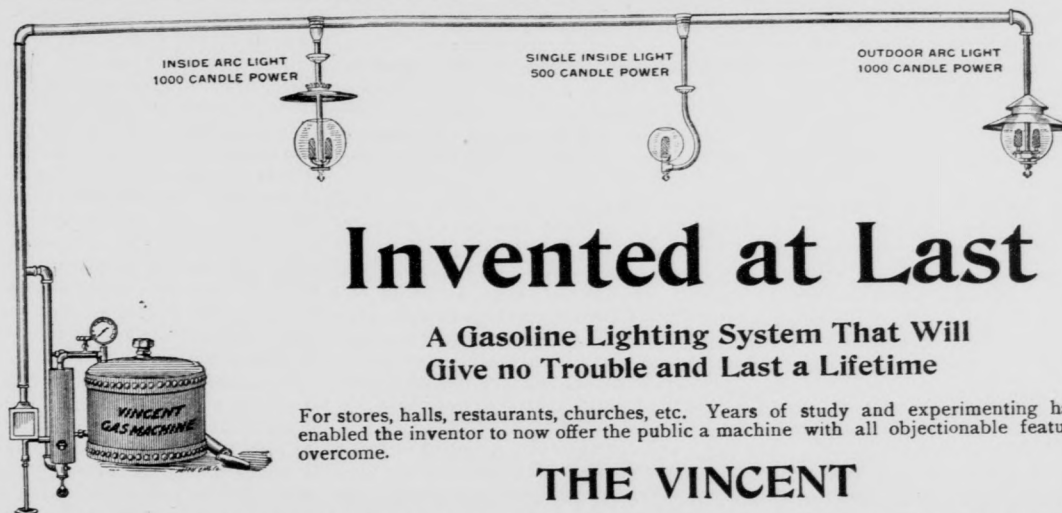
Cadillac

Fine Cut and Plug
THE BEST.

Ask for it.

MADE BY THE NEW SCOTTEN TOBACCO CO. (Independent Factory)

AGAINST THE TRUST. See Quotations in Price Current.



Invented at Last

A Gasoline Lighting System That Will
Give no Trouble and Last a Lifetime

For stores, halls, restaurants, churches, etc. Years of study and experimenting have enabled the inventor to now offer the public a machine with all objectionable features overcome.

THE VINCENT

Contains no packing or small passages to become clogged. The generator is separate from the tank. All valves are above level of gasoline, making it impossible for any oil to run from the tank. It can be started in one minute and maintains its own pressure. Any one can operate it with absolute safety. Does not affect your insurance. The purchase of a VINCENT means that you will have one of the best lighted stores and that you will own the KING OF LIGHTING SYSTEMS. Send diagram of your store for estimate. Reliable agents wanted. Manufactured by

Noel & Bacon Co., General Agts., 462 S. Division St., Grand Rapids, Mich.

Individual Gas Light Co., Petoskey, Mich.



Devoted to the Best Interests of Business Men

Published weekly by the
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Grand Rapids

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One dollar per year, payable in advance.
No subscription accepted unless accompanied by a signed order for the paper.
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Sample copies, 5 cents apiece.

Entered at the Grand Rapids Postoffice

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

E. A. STOWE, EDITOR.

WEDNESDAY - - - APRIL 8, 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 April 1, 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 fourth day of April, 1903.

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

THE TRADESMAN SUSTAINED.

The Tradesman is naturally gratified to have its position on the lemon extract controversy sustained by the Supreme Court, which held yesterday that the attitude of the State Food Department was erroneous and based on wrong assumptions. The court of last resort places the seal of disapproval on the so-called "Bennett ruling" and holds that the use of coloring matter in lemon extract is permissible. The court criticizes Judge Russell, of the Muskegon Circuit, for his unfairness in trying the Jennings case, which was expected by all who noted the attitude of the trial judge toward the defendant and his expert witnesses.

The decision is a knockout blow for Bennett and his cohorts, placing them in a very unfavorable light, because it convicts them in the eyes of the people of acting beyond the law and usurping duties and responsibilities which they were not justified in assuming.

Those grocers who have permitted themselves to be intimidated by the food inspectors into putting in lines of uncolored lemon extracts can now restore their old goods to the shelves and give the people such an extract as they have been in the habit of using for years.

The Supreme Court having put an effectual quietus on the pernicious activity of the Bennett-Bliss-Doolittle crowd on the extract question, it is now in order for the grocery trade to look into some of the bills which this triumvirate has caused to be introduced at the present session of the Legislature, including the baking powder and package coffee bills which have been before the Legislature before under somewhat peculiar circumstances.

GENERAL TRADE REVIEW.

The matter of most comment in the securities market situation is the remarkable shrinkage in stock quotations

which has characterized the past eight months, amounting to something like \$1,000,000,000, and that in the face of constantly expanding industrial activity. In the great financial reactions of the past stocks have advanced to abnormal levels and then a break in some one of the most prominent has led the reaction in the list which stopped all industrial activity and brought wide-spread ruin and suffering. The contrast with the present conditions, in which the corporations are steadily paying fair dividends, and industrial wheels are turning everywhere with constantly accelerating motion until the labor boom is without precedent, would seem to indicate that a repetition of financial reaction led by the stock market is not to be expected. Doubtless a partial explanation of the diminution in stock values in this harmless, or even beneficial, way is to be sought in the degree of inflation in values in their organization. A feature of the financial situation which would seem to explain the continual decline in stock values during the past few days is the constantly varying stringency in the financial markets. Call loans averaging 8 per cent. frequently touched 15 and that with no explanation further than the fact that industrial demand is too great for the monetary supply.

The only disturbing factor in the industrial situation is the increasing epidemic of strikes. This naturally operates to prevent transactions and gives uncertainty and uneasiness. In spite of this, however, the textile and footwear factories are maintaining their activity and give promise of continued favorable conditions if only the labor element will not push its demands to the point of reaction.

The President of the national organization of the Ancient Order of Hibernians is a man of sense. He objects to the obnoxious caricatures of Irishmen in stage productions, but does not indorse the policy of egging actors who appear in them. Such proceedings often serve as effective advertisements. The President of the Hibernians recommends that Irishmen withhold their patronage from entertainments that are offensive. Theatrical managers are quick to observe public tastes. They will not give the people what they do not want. The Irish are sometimes called "the" people. Certainly they are numerous enough to secure some degree of respect for their sentiments.

A recent census bulletin shows that three-fifths of the people of the United States are to be found living under temperatures ranging from 45 to 50 degrees. Between 45 and 65 degrees are to be found four-fifths of the people. It appears that persons of foreign birth are more numerous in the colder regions of the country, while the drift of the negroes is steadily toward the warmer sections. The natives of American soil only ask for temperate conditions. They do not sigh for eternal summer nor everlasting winter. They want to see all the seasons of the years in regular succession and without curtailment.

The cost of living, according to Dun's index number of commodity prices, proportioned to consumption, was about the same on April 1 as on the corresponding date last year, although there was a decline of 1.8 per cent. during March. Last year there was an advance of over 3 per cent. during April, but no such corresponding advance is expected this year.

THE RELATION OF ART TO MISERY.

There are those, and among them some not to be classed with the altogether foolish, who stoutly maintain that the desire for the beautiful is the main source of human wretchedness. Of course, there is Scripture for the statement that it is the love of money which is the root of all evil, and there is the proverb of the unscriptural Frenchmen, that in case of trouble one should hunt for the woman. But these maxims do not necessarily contradict each other or the thesis in question, for there is very little personal use which can be made of great incomes except to buy handsome things, and no one will deny that the woman who makes the trouble, when found, will be good looking. Homely women cause no misery to anyone. They are the comfort and solace of the race. It must be noted that the thesis set up by these pessimistic philosophers is not that it is the love of the beautiful which is the source of human misery, but the desire for its possession—an altogether different thing. The term "art," in its artistic sense, means the manufacture of beautiful things, or at least of objects which seem beautiful to their creator, or are in accord with the prevailing standard of beauty at the time and place. But the term may also be extended to mean abnormal skill in inducing people to buy pretty things when made—a faculty which when exercised upon people who can not afford them, may be properly called the black art.

The theory upon which it is contended that art results in human misery is obvious enough, even without taking account of the notorious infelicitous of the artists themselves. The misery results from a consuming desire to attain the unattainable and unnecessary. Art, say these philosophers, serves no useful purpose whatever except that of sustaining the innocent family of the artist, the artist himself being unworthy of support. And they reason this way: Contemplation of the beautiful produces an agreeable sensation. This is a very simple process. The image introduced through the eye stimulates a certain nerve center in the brain, and there you are. That is all there is of it, and whatever object will call into action that particular spot inside the head accomplishes all that can be accomplished by the observation of beauty. In that state of nature in which Rousseau declares that humanity finds its highest satisfaction these agreeable sensations are very easy to arouse. The young squaw daubs her face with crude pigments gathered from clefts in the rocks, and no human being can prove that the intellectual and emotional reactions aroused by her contemplation of her face reflected from the pool by her wigwam are not in every way as agreeable and satisfying as those which comfort the soul of the darling of society as she beholds her image reflected from a plate glass mirror, adorned with all that imagination can conceive of furbelows, jewels and cosmetics.

Why, then, not rest content in a state of nature, satisfied with what is easily obtained, and happy because all desires are fulfilled? If the natural nerve center which recognizes beauty jiggles satisfactorily at the sight of an object which can be had for nothing, why educate it until it will not stir until confronted with what costs days of toil to procure? Do not all poets agree that the rude ages of the world were the days when mankind was happiest, and are not the great works of ancient art the

handiwork of a decadent race, utterly corrupt as history tells us, and therefore utterly miserable? Is not the Chinese maiden as content with the costume which she thinks beautiful as were her ancestresses in the same costume 2,000 years ago? Are our own belles any happier who change their fashions every month? Who can prove that they are? If, by constant irritation, continued for generations, we have developed in the brain a supersensitive spot which can be soothed only by continual presentation of new arrangements of form or color, is that progress or degeneracy? In what way does such a sore spot on the brain differ from an irritation of the skin which we must quiet by applications of cold cream?

In such ways do these wretched advocates of content with what we have spin their sophistries, and will run on for days if one will listen to them. As a corollary to their main contention, they even insist that, since the desire for beauty is the main source of misery, it must follow that those most strongly possessed of that desire are the greatest contributors to human woe. That means the women, and sufficiently indicates the character of these pretended philosophers. They say that women are unnecessarily fussy about the form and color of the objects which surround them, and that, by selfishly yielding to the abnormal impulse to obtain pretty things, they wear out their mankind with unceasing toil in vain efforts to comply with their wishes. Particularly, they say, is this the case with women whose mankind are engaged in what are called "genteel occupations," which do not yield incomes which can support "gentility." In this class associations and aspirations so irritate the surfaces of the nerve centers of beauty that nothing which the family income can provide can reduce the inflammation. The result is social unrest, and social unrest means social misery.

It is unnecessary to say that the Tradesman has no sympathy with this or any other pessimistic philosophy. Nevertheless, there is always something to be learned from cranks, whose fads always have some foundation of truth, which their crankiness distorts into an overpowering issue. There is no doubt that the growth of artistic feeling, which began in this country when "chromos" superseded the raw colored prints which then adorned the rooms of those of moderate means, is making it harder than it used to be for men to make happy homes. This desire extends to all the personal and family surroundings. It delays marriages. It encourages divorce. It incites speculation. It may lead to speculation. It promotes the flat habit, so destructive of the birth rate. It impairs the power to accumulate for old age. Appreciation of beauty is the most delightful of human faculties. It rests the weary and soothes the troubled soul. Happy are they whose conception of the most beautiful is of such surroundings as are well within the means of the family income, and glorified and sanctified by the memories and hopes and endearments of a contented family in a happy home.

The feature of the week in fruit circles is the announcement of the organization of the California Citrus Union, which is claimed to include 87 per cent. of the shippers of citrus fruit on the coast. The most radical change promulgated by the Union is the adoption of the f. o. b. plan of distribution.

DANGEROUS KNOWLEDGE.

Probably few of us ever think of knowledge, in the sense of learning, as being dangerous. The more one knows, the more he learns, the better off he is, we say. Yet it seems to some of us to be quite certain that between no knowledge at all and a rich supply of it there is somewhere a point at which a little learning becomes worse than none at all, or, at any rate, the little learning becomes a dangerous thing.

There are really two kinds of knowledge and there is an important distinction to be kept in mind between them. There is the little knowledge which is a dangerous thing and the little knowledge which is not dangerous, but useful and desirable. The first kind may be described as superficial knowledge; the second as partial knowledge. Now, the singular thing about the first kind is that it has to be unlearned in the process of education, while the second kind of knowledge is the foundation upon which the superstructure of further knowledge may be built.

In the old days, when physical science was beginning to take hold of the imagination of men, and the wizards, astrologers and alchemists were beginning to learn how to control the forces packed away in charcoal, sulphur, niter, mercury and other strange substances, somebody uttered the warning which has come down to us against trusting to partial knowledge. These curious folk produced various compounds which had mysterious qualities, and it was soon learned by careless experiment that these things would go off in unexpected ways. Some were poisonous and some were explosive. Now and then a wizard would blow himself up. So it was that a little learning was a dangerous thing.

We have now learned the uses and safeguards of such things, or at least have learned not to fool with them. There are so many dangerous things that look harmless that even children are now taught not to handle things that are new and strange. But the warning that has become effective in the case of physical dangers has not yet been accepted in that range of experience where it is even more needed—in affairs that are not concerned with physics, but with that which relates to the conduct of life.

Those who know the most are well aware that their knowledge represents only a fragment of that which is attainable, that the things they know are as nothing compared to the things that are knowable. They are, therefore, modest, teachable and patient. They know that further discovery may at any time give new meaning to that which they already know.

Then there are those who have picked up a little learning, but they do not know how very little they know—they have no idea how much there is that can be known which lies outside the little things that they have learned. They take their superficial knowledge and shape it into a system which includes the universe. They will have nothing to do with anything that conflicts with their pet scheme. They do not see, as Tennyson did, that all our systems have their day and cease to be because the best of them are little and, compared with the sum of things, insignificant. Some one has said about this sort of person of the superficial knowledge: "He who knows only a little, discovering some fact which to him is new and surprising, exclaims with de-

light, 'Ah! That explains everything.' " He catches up a few facts about electricity and is ready to explain all occult phenomena. He reads about the X-rays, and is at once prepared to show how vibrations account for all interchanges of thought and emotion. He may not know the meaning of scientific experiment and careful study of the human mind, but the word "psychology" alone gives him the basis of a new system.

Certain conjectures of science have filtered through our press to thousands of men and women who are not fitted, either by education or natural endowment, to understand their true implications. The struggle for money has so taken our time and strength, has become so ceaseless and absorbing, that rational leisure for thoughtful study and meditation scarcely exists. In many circles, well favored by the gifts of fortune, men and women have been left to the influence of shallow and pernicious ideas of which the thoughtful man of a century ago would easily have recognized the true character. In proof of this read the advertisements in all the papers of the necromancers, astrologers, fortune tellers and dealers with the dead, who will for a stipulated price introduce you to the best society of the other world! Shrewd business men often display a kind and measure of credulity that are simply amazing. Our public libraries are full of fantastic books, with strange jumbles of old-fashioned philosophies pieced out with speculations of modern science, served to an unfamiliar time as a new revelation.

He who knows all that has been learned up to the present time about hypnotism, telepathy, psychology and theology does not jumble his "ologies" together and out of his imagination create a system of things which represents the whole truth of the universe, but he remains modest, patient and teachable. The really wise man is always aware of his ignorance; he understands the limitations of his knowledge. He realizes that he has only been gathering a few pebbles by the shore of the illimitable sea of knowledge.

But he who knows only a little, dis-

covering some fact which to him is new, believes that now he has found the secret key which unlocks all mysteries. He reads something about magnetism, and is prepared to teach others how to cure all diseases by the use of magnets. He hears of the X-rays, and is at once ready to show how vibrations account for everything. Here is the basis of all quackery. There are in the world an immense number of persons who are not mentally unbalanced, but who are superficially educated; the kind of learning they have is plastered on the outside. There is in them no depth of knowledge. But they know everything—except what real education is. They talk in scientific terms, but have not the faintest idea what the scientific frame of mind is. They are never heard to say, "I don't know," as Huxley did, or as our own wise Joseph LeConte did. They everywhere obstruct the progress of knowledge, of sound learning and of good morals.

THE IMPORTANCE OF PURE WATER.

A great deal of attention has been directed to the typhoid fever epidemic at Ithaca. The city itself is not large or influential, except that it is the seat of Cornell University, an institution which attracts something like 3,000 students to that town. Those who are studious and attentive to their duties are thereby made the more sensitive and liable to diseases. There seems to have been gross negligence in the matter of guarding the water supply. Some seek to make excuse for the Ithaca authorities that the health of the collegians is not necessarily the first thought, because although the college property is valued at over \$9,000,000 it contributes nothing in taxes. While this is literally true, if it were not for the college, Ithaca would be worse off than Southern California without the tourist trade. These 3,000 students leave a great deal of money in Ithaca, more than is brought there by any other enterprise.

The Cornell authorities also have a moral obligation, not only to give good instruction, but as well to have reasonable care and forethought about sanitary conditions, and if the water supply is

impure, surely some of the university scientists should have discovered it long ago. The institution can not do otherwise than suffer in public opinion and patronage on this account. Considerations of interest and duty should have prompted both the college and city authorities to see to it that the water supply was all that could reasonably be expected. After the horse has been stolen the barn is being locked, and a movement is on foot to establish new filter beds and take greater precautions. The Ithaca people charged with the business of providing wholesome water can not escape either criticism or responsibility. If any students are prevented from continuing at or going to Cornell, it is taking just so much money out of the pockets of Ithacans, and to that extent injuring their best and principal source of income. Having been awakened and aroused to the seriousness of the situation, President Schurman and the Cornell authorities are moving in the matter, and they have the right to be indignant that this situation should have been permitted to arise in the city for which the university has done so much. The general lesson which the text teaches is that every city and village should be constantly on the alert, looking out for its water supply. Occasional tests are not enough. They should be made frequently, and the slightest symptom of contamination should be followed by prompt action. Impure water is a constant and a very dangerous menace in any community.

Women are numerous in the Government departments at Washington, but it was not expected that they would want positions as letter carriers. They do. Within the last few months some hundreds of them have been appointed in the rural free delivery service. It is said that their work is quite satisfactory and they do not lose any more time than men in stopping to gossip as they go along their routes.

Nine-tenths of humankind intend to be honest and are entitled to some commercial credit for the intention. The question is—how much?

Perfection Wafers Please Particular People

Perfection Wafers

Make

Permanent Profitable Customers

P. W. on every cracker.

A trial order convinces.

Perfection Biscuit Company

Florodora Cookie Makers

823 Barr St., Ft. Wayne, Ind.

A postal will bring you a sample. See quotation on page 44

Dry Goods

Clinging Fabrics Favorites For the Spring Trade.

City stores are blossoming out with promises of spring. Spring goods of every description have the right of way on the tables, the counters, and in the windows. Suits and ready-to-wear lines of all kinds are being displayed by the decorator. Wash goods are the basis of many good window shows. Advertisements announce that spring lines are ready for the inspection of the public. Most of the big city stores expect a big spring trade. Easter is improving as a buying season every year. The custom of gift giving at Eastertide is increasing in all of the large cities and this helps trade.

Soft, clinging materials are among the favorite fabrics this spring. Accordion plaiting is again the fashion, and much shirring will be introduced on both skirts and sleeves. Few plain gowns are being made up; in almost every instance the spring costumes will be used in profusion, and one lace appliqued upon another will often be seen. The dyed laces are coming into special prominence, as well as the laces embroidered in silk threads. Buttons, tassels and pendant trimmings of all sorts are the vogue. Velvet ribbon in all widths will be used on the new gowns and lace stole effects threaded with narrow ribbon are good style.

In contrast to the all-black costume many delicately colored gowns will be worn. Biscuit color is a fashionable shade, as well as orangeade, pale gray, a delicate tint of blue and apricot and burnt orange in combination. A touch of green in varying tints will often be seen in the new gowns, and all the shades of brown are modish.

Skirts are a much more difficult problem than they were a few seasons ago; they are plaited, tucked, shirred; they show rows of pipings and insets of exquisite trimmings. In length they will continue long, with a graceful demitrain, with the exception of the walking skirt, which is now invariably made instep length, escaping the ground all the way around.

In planning the Easter wardrobe some sort of a fanciful coat must be included. It may be of lightweight cloth combined with heavy lace; it may be of silk richly embroidered, or it may be of satin lavishly trimmed with jet. But in design it must be picturesque, loose fitting, with full, flowing sleeves and made collarless, with a shoulder cape of beauty.

As a substitute for this style of wrap there are fluffy boas in a most tempting variety. Quite a fad right now is to have the boa of mousseline match in color the gown with which it is worn.

With a wood brown etamine dress, for instance, the boa would be of mousseline in the same shade of brown with many graduated plaited frills, and trimmed with loops in varying shades of brown velvet ribbon arranged in different lengths.

Among the very new wraps are silk pelerines with long stole ends, trimmed with raised chiffon flowers. Long stoles of braided chenille cords, copying in shape the stoles of the winter, are also among the spring novelties.

The Easter hat has never been more varied in shape than this year. As long as it is light and airy in effect the rest can be left entirely to the individual taste of the wearer. The flower hats with big flower muffs to match will be

a feature of the spring millinery. And a very new idea is the hat of lace trimmed with bunches of flowers, the lace appliqued with tiny velvet flowers. For instance, a picture shape will show the brim covered with lace appliqued with little cut out pieces of red velvet shaped to represent geraniums, while the rest of the hat will be formed of an artistic arrangement of green geranium leaves with their stems showing plainly and bunches here and there of the brightly colored geranium blossoms.

Hats with a low, flat crown entirely of flowers are the mode with the brim draped with embroidery, frills worked in silk threads which match in color the flowers used. On many of the very expensive hats long, shaded ostrich plumes will be seen. The fruit hats will be out in full force at Easter time, and berries will be seen quite as much as the larger fruits. A particularly novel idea in spring millinery is the jet pendant trimming. Turbans and picture hats will both show oftentimes a fringe of jet outlining the brim. An effective hat—a picture model—is made of folds of white maline veiled with black illusion, flecked with jet sequins; from the brim dangles all the way around a fringe of glistening jets, while at the back a cluster of white roses are caught.

Many of the Easter hats will owe their chief charm to their underbrim effects. The under brim is often of folds of maline worked with an embroidered floral design, or it may be made of overlapping cherry leaves with here and there a few small cherries half hidden among the leaves. Other pretty effects are produced by small ostrich tips artistically tucked under the brim, and still another novel idea is to show this underbrim either of some delicate straw braid or shirred chiffon, perhaps appliqued with small wreaths of such dainty flowers as forget-me-nots or tiny pansies.—Commercial Bulletin.

Poor Richard Junior's Philosophy.

Happiness must be given before it can be received.

There are more failures in Delaware than the peach crop.

A man may be provident and yet not have laid in his coffin.

The medical man is the modern oracle: we swallow all he tells us.

The hard part is not to work for success, but to wait for it to ripen.

A smart man is never quite smart enough to get the right opinion of himself.

Some people can think only in bed, but we constantly meet with them in society.

The man who says nothing may not win much, but he generally has a popular funeral.

Standing behind a counter is all right, but staying there is another matter.

Take care of the pennies and the safe deposit companies will take care of everything else.

Among the diseases caused by the mosquito, insomnia and that tired feeling should not be omitted.

That which people sow they shall also reap does not always apply to the pictures on the seed packages.

McLachlan University

MICHIGAN'S BEST
RESULTS PROVE IT

Send for list of pupils placed last year.
Send for catalogue.

D. McLACHLAN CO.

19-25 S. Division St. GRAND RAPIDS.

Wrappers



Latest styles and newest patterns, best workmanship and perfect fit. They can not be equalled.

Prints, Percales
Lawns and Dimities

at from \$7.50 to \$15.00 per doz.

Let us send you samples. We solicit a trial only. Write us.

Lowell Manufacturing Co.

91-3 Campau St.

Grand Rapids, Mich.

Freight or express prepaid on all mail orders.

All Signs



Indicate a good demand for shirt waists this year. We are well prepared and ask you to look at our line before placing your order. We have good assortments at \$4.50, 7, 9, 12.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Exclusively Wholesale.



Hosiery

One of the most essential things in a dry goods stock is a good line of hosiery. We carry an immense line of Gents', Ladies' and Children's Hosiery—embroidered, lace striped, drop stitched, Lisle thread, Hermsdorf dye—and our prices are right. Write for samples.

P. Steketee & Sons,

Wholesale Dry Goods,

Grand Rapids, Mich.

GIRLISH GOWNS.

All Parisian Modes Designed For the Tall, Slender Figure.

Paris, March 28—There is something very dainty and girlish about the type of spring toilets that one sees these mornings in the Bois. They seem designed always for young women or, at least, for youthful figures. Skirts, even on these walking gowns, are simple, and when the short bolero is not worn in most cases one sees a blouse with pelerine collar, equally trying to a figure that does not possess slimness and suppleness. It is a trite remark that all modes are designed for the tall, slender woman, but it seems more than ordinarily true this season.

Unfortunately, while all fashion plates are tall and slender, most women are not so. A fashion like full skirts or drooping shoulders, which increases the apparent breadth of the figure, bears heaviest on women who must employ dressmakers of inferior knowledge and skill. The master tailor has the skill to adapt his models to whatever figure or to the amount of avoirdupois his client may possess. He must understand how to make possible the fashions for which he is largely responsible.

All the ideas that seem distinctive for this season are a trifle trying. Many of the dressmakers, to gain sufficient fulness in their skirts and at the same time to preserve a close effect about the hips, are using yokes on skirts, an effect that shortens the figure and that is by no means universally becoming. Yet considerable stress should be laid on this fashion, for it is much seen. The models shown this week by a prominent dressmaker almost without exception show either a true yoke on the skirt or some arrangement of trimming simulating a yoke. Other couturiers are not so fond of the fashion, but it is one employed by all of them.

One of the models just referred to is of one of the new changeable etamines, red and navy blue, with a black embroidered spot in it, and is trimmed with squares of filet lace and narrow stitched bands of shot taffeta. The yoke on the skirt is trimmed with these stitched bands. The skirt hangs in large box pleats from the yoke, and at the bottom, between the pleats, is trimmed with the lace squares, surrounded by stitched bands. The blouse is nearly covered by a large pelerine collar of lace and stitched bands, but here some of the lace is embroidered in blue and red.

The fashion of embroidering lace is growing. It sounds like the acme of extravagance, and it may be that, or it may be a simple and striking way of using inexpensive lace. A most effective trimming on a navy blue canvas gown proved on inspection to be entre-deux of a coarse, rather heavy ecru lace, embroidered in colored French knots.

A great deal of silk handwork is used on a gown of string colored veiling. The skirt is laid in clusters of up and down tucks, which are finished on the edge by a chain stitch done in blue and green silk. The bottom of the skirt, which is very voluminous, is trimmed with barbs and wheels of filet, embroidered in the colored silks. The wheels are made of strands of colored silk, with lace centers. The high belt is of shot taffeta, and the short bolero hanging over it is trimmed like the bottom of the skirt. There are some hanging passementerie ornaments made of the

colored silk and passementerie postillons are attached to the belt.

The use of linen and lace is noticeable on gowns decidedly wintry as to their material. In the Bois the other afternoon a woman wore a blouse jacket of brown velvet, with a little thread of gold running through it. It had a large collar of butter colored linen and lace squares, dotted with fine gold buttons, and flaring turnup cuffs to match. The front was fastened with linen tabs. The belt was of the velvet, and narrow and inconspicuous, finished in the back with ends crossed over a diamond of linen, and these ends held elaborate passementerie ornaments.

There are a good many walking skirts these mornings. They are considered very smart, and the Parisienne has grown evidently to enjoy their comfort. A good model is cut to flare comfortably on the sides, with a cluster of round pleats in the back. It is made up in a dull plaid wool, trimmed with diamonds of black cloth and black soutache. Over the blouse is a deep pelerine, fastened in front with two rows of small black buttons. There is a very odd cravat worn with this. From under the pelerine rises a straight linen collar, half covered by a band of black velvet, the velvet appearing again in two pointed ends under the pelerine. The little, round turban worn is made of ruches of pinked black taffeta.

An effective hat noticed the other morning was of black straw with a large white bird perched in front, a little on one side. The shape was a turban, with a brim turning up sharply. The brim was deepest in the back, a little on one side, and here it was turned up closely against the crown. This represents a very popular fashion.

Some smart little turbans are made of rows of pinked ruchings in the shot taffetas so fashionable now. One in shades of brown and gold is trimmed with a cluster of stiff pink flowers. The large hats—and there are many in spite of the prevalence of the turban and toque—have generally an excessive flare on one side. They are popular made of ruchings of thin black.

Shirt waists promise to be very elaborate this season. In fact, it seems impossible to find a simple waist, and all this trimming is making a useful, almost necessary, garment very ex-

pensive. The white lawn waists are hand embroidered, and inset with lace to an extravagant degree. There are some plain shirts of fine white and ecru linen, but they are all hand tucked or embroidered. The coarse linens, the fashionable material now, are trimmed with bands of effective embroidery. A lot of this pretty work can be done at home, of course, if one is clever. French knots are much used, and a colored chain stitch edging is one of the novelties of the season.

Costumes made for the Concours Hippiques show how prominent the bolero is this spring. The Paris Horse Show is entirely a daytime function, and the costumes worn are mostly of the tailored variety. A jaunty little suit turned out by Paquin is of a fine pearl gray cloth. The skirt has a yoke continuing in a narrow panel down the front and the skirt proper hangs to this in fine pleats. The little bolero is cut in teeth about the bottom, and has a deep pelerine, also cut in teeth. These are all finished with cloth bands piped by a line of turquoise blue velvet. The yoke of the skirt makes the belt. The bolero is worn with an embroidered linen shirt waist, starched collar and black cravat.

Always encourage the inventive faculty in an employee, encourage him to think—even the small boy may give an employer an idea that will bring thousands of dollars.

BUY OF YOUR JOBBER

ONLY \$3.75

WARRANTED ACCURATE

WEIGHS 2 LBS. BY 1/2 OZS.

IMPERIAL COMPUTING SCALE

SAVES TIME & MONEY

COMPUTES COST OF CANDY FROM 5 TO 50 CENTS PER LB.

BEAUTIFULLY NICELY PLATED THROUGHOUT

PELOUZE SCALE & MFG. CO.

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ATTRACTIVE CATALOGUE—30 DIFFERENT KINDS OF SCALES

National Fire Insurance Co.

of Hartford.

W. Fred McBain,

The Leading Agency,

Grand Rapids, Mich.

Rugs from Old Carpets

Retailer of Fine Rugs and Carpets.

Absolute cleanliness is our hobby as well as our endeavor to make rugs better, closer woven, more durable than others. We cater to first class trade and if you write for our 18 page illustrated booklet it will make you better acquainted with our methods and new process. We have no agents. We pay the freight. Largest looms in United States.

Petoskey Rug Mfg. & Carpet Co.,

Limited

455-457 Mitchell St., Petoskey, Mich.



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

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Deposits exceed

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3 1/2 % interest paid on Savings certificates of deposit.

The banking business of Merchants, Salesmen and Individuals solicited.

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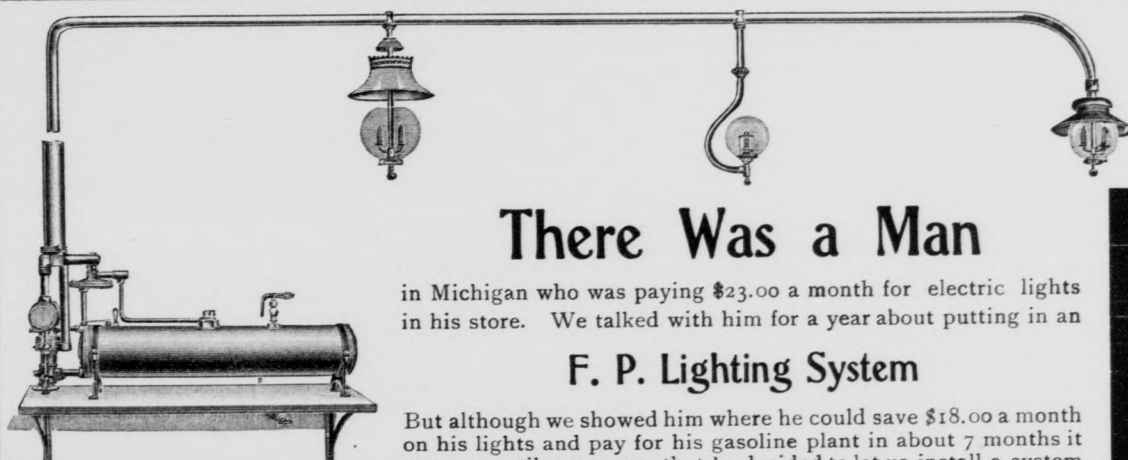
Cor. Lyon and Canal Sts., Grand Rapids, Mich.



The Imperial Gas Lamp

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

The Imperial Gas Lamp Co.
210 Kinzie Street, Chicago



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.

THE RIGHT MEDIUMS.

First Thing the Newspaper Advertiser Should Determine.
Written for the Tradesman.

This is a statement which I wish to be taken with the same deliberation with which it is made—that there is a very large amount of money wasted in local newspaper advertising by the merchants in our smaller cities. You will observe that it is stated that it is lost in newspaper advertising and not by newspaper advertising.

Advertising in a local newspaper in a city of from twenty to forty thousand people is as profitable as any advertising in the world if properly done, but very often it is improperly done and then there is a real waste of the money. It is true that almost as much money is wasted by improper advertising by stores of this class as is properly used. Of course there must be a cause for this, and the merchant in the small city of approximate population is a greater loser by poor advertising than is his brother in larger towns.

One great reason for this is that the larger stores employ men who are experts in this line of mercantile work. From this it must not be gleaned that every store should at once rush out into the highways and byways and hire an advertising expert to look after its advertising. It would hardly pay to give some man \$1,000 to \$1,500 a year to superintend advertising that will only total a fifth or a third that much.

However, the small store can have its advertising expert just the same. If some one among the clerks shows a particular aptitude for writing good advertisements he ought to be encouraged to do so and if his work is really meritorious, his enthusiasm might be boomed by a little additional salary. A merchant of this class, whom I know, has recently adopted an excellent idea. He has employed a young fellow particularly to look after his advertising, but this man does more than that. He has the store's advertising in three daily newspapers to look after. During the extra time which remains on his hands he makes himself of service by doing the usual work of a clerk in the store. This serves two very excellent purposes: The merchant's advertising is not only improved in quality, but the man who writes the advertisements, by means of his actual work as clerk, becomes thoroughly conversant with the goods in the store. When he writes about them in the display advertisement he knows what he is writing about.

The great difficulty with the professional advertisement writer is that he is never very well grounded in his subject. The man who is ready to advertise silk sales, tombstones and cheese and every other thing can not be expected to have such an abundant store of knowledge as to be able to write with entire intelligence upon all of them. In consequence the American professional advertiser has developed a style of advertising in this country which depends very largely upon catch phrases for its success. The professional advertisement writer of to-day is like the proverbial private secretary at Washington, who is ready at any time to write a speech or an interview for a congressman on any side of any question.

There is no doubt that the man who is the very best equipped to write the advertisements of the store would be the proprietor himself, if mere knowledge counted for everything. He is generally

a man who has grown up in the business, who has learned all the rudiments and all the higher branches of his particular kind of merchandising. There are things, however, which very often make this man the very poorest kind of advertisement writer. In the first place he is generally a very busy man and he is compelled to drive himself to writing his advertisements. In consequence they are hurried and often unsatisfactory to himself, and he is apt to neglect them and as a result they lack frequent change. When he does write a change, it is often true that he gets it to the newspaper office at a late hour and the compositors are forced to rush it into type without much study of its requirements. It should be said in justice to the type-stickers that this tardiness on the part of the merchant is responsible for very many of the poor display advertisements which may be found in American newspapers.

The proprietor, however, with all his knowledge of his stock and his store, may lack that insight into human nature and that knowledge of the people which are necessary to the advertisement writer. The man who writes an advertisement must know just what will appeal to the largest number of people who are interested in the article which he has to sell. Some men do not seem to possess this knowledge, however great their technical knowledge may be. It is this appreciation of the wants and desires of the people that makes what is often called the knack of advertisement writing.

Advertisement writing is to a certain extent a natural gift and yet it can be acquired by any man who will study men as well as books, and emotions as well as price currents. It is to the merchant who spends from two to five hundred a year in advertising and who wants to know how to get the very best value for his money that these words are directed. Let him either develop the faculty of advertisement writing himself or encourage its development in some one of his employees who has larger leisure and who possesses ambition and originality.

There is one thing, however, that his advertisement writing employee is hardly expected or permitted to settle, and that is the medium of advertising. The man who passes out the money would naturally be expected to be the man to say to whom it should be paid. He wants to spend it where it will do the most good. Many merchants in a town of from twenty to forty thousand inhabitants seem to have the idea that all they have to do is to slap an advertisement of exactly similar size in all the newspapers in their city to have covered the field perfectly, whereas if they had examined the advertising mediums of their cities critically they would have found that the money they were spending in this way in one newspaper was almost entirely wasted, while in another they could have spent three times as much with profit.

The city of from twenty to forty thousand inhabitants ordinarily has from two to four daily newspapers. There is one newspaper in that city, no matter what city it is, which is the best medium for the merchant to use. If he is a man who sells dry goods and household necessities, there is one newspaper he will find which is the best suited to his advertising needs for the reason that it reaches the homes of all of the people to whom he wishes to speak through its advertising columns.

This place in the home is something to which nearly every local newspaper aspires and which very seldom more than one in a community attains. In almost every town there are a newspaper of the home and a newspaper of the street, a newspaper of the fireside and a newspaper of the office.

If you are selling dry goods the newspaper of the fireside is the one where you want to spend the most of your money. If you are selling cigars and those things which appeal particularly to men, the newspaper which is read in the office, on the street car and at the club is the newspaper that will give you the largest returns for your money. It is, therefore, the first thing for the merchant to do to discover what newspaper is reaching the class of people the merchant is trying to reach. There is one newspaper which the women read, and I believe that the dry goods merchant, before he worries about who is to write his advertisements, or what they are to be written about, or how much space they shall occupy, should find out which newspaper that is. The question of space is then easy of solution because after you have found that newspaper you can hardly spend too much money in advertising, unless, of course, you carry the thing to excess.

It would pay every merchant who is advertising in several papers to sit down and devote a few moments' thought to this branch of the subject. He should not jump at the conclusion or take some business manager's say-so for a solution. A little investigation and a little observation will answer the question for him.

The keyed advertisement, which has been used so extensively by merchants endeavoring to ascertain the respective value of advertising mediums, is not a good system for finding out these things. It is very difficult to advertise any article in a keyed advertisement which will appeal to all people just alike, and the merchant will answer the question more certainly for himself by an observation of the effect of his general advertising for a short period than for any single advertisement by which he proposes to put the newspaper to a sudden test.

It is not always the newspaper with the largest circulation in your community which is the best medium. Some merchants seem to think this is the only criterion to go by and very often the newspaper which is the best placed for talking to the public is put to a disadvantage by the prevalence of this idea that advertising value in a newspaper is measured by mere numbers of copies printed or sold. A writer in The Journalist has recently said some wise things on this branch of the subject. He remarks:

"A big circulation is an excellent thing, but the character of the circulation should be taken into consideration, and, in many cases, quality counts more for effectiveness than quantity. If you are selling Oriental rugs, for example, a paper which has a circulation of a hundred thousand among bricklayers, car drivers and workmen generally will not bring you as many customers as one which reaches five thousand bankers and merchants, whereas the less aristocratic sheet with the big circulation would undoubtedly be the better medium in which to advertise overalls. There are a good many things to be taken into consideration, when laying out an advertising campaign, beside circulation, and no hard and fast rules can be laid

down to govern the advertiser. Pianos require a different medium from mouth organs, and if I were going to sell Frankfurter sausages I should select an entirely different list of papers if I wished to dispose of the expensive, imported article instead of the domestic product of Long Island City.

"Some years ago I was talking advertising with Frank N. Doubleday, then advertising manager for Scribners'. He had circulationitis in its most virulent form. After he had almost swamped me with arguments I asked: 'You advertise in the Evening Post, which only claims thirty thousand?' (This was over ten years ago.)

"'Certainly,' was his reply.

"'Well, I suppose you put five times as big an advertisement in the Evening News, which has over one hundred and fifty thousand?'

"His only reply was to sign the contract I was after.

"The advertiser in order to do himself justice must have an intimate knowledge not only of the circulation of a paper, but of the character and the class of people it appeals to. The tendency of the age is toward specialization in newspapers as in everything else. No newspaper, no matter how good it may be, can be the best for all classes. We have the home paper, which is read by the women and through which they hunt eagerly for bargain sales. We have the business man's paper, which he reads on the way to his office, and which rarely finds its way to the fireside, except possibly for kindling purposes. The sporting paper, the political paper—I refer to dailies which excel in these various departments—all have their spheres of usefulness, which must be taken into consideration by the wise advertiser. It is not a good plan to advertise Bibles and hymn books in the Police Gazette simply because it has a larger circulation than the Christian at Work."

This applies just as much to the newspaper in the average Michigan city as it does to New York or any other metropolis, and the thing for the merchant to do is first of all to find out where he wants to put his advertising. Then let him determine who is to write it and it will be possible to say, in his case at least, that his advertising money is not being wasted. Charles Frederick.

Odd Materials For Bread.

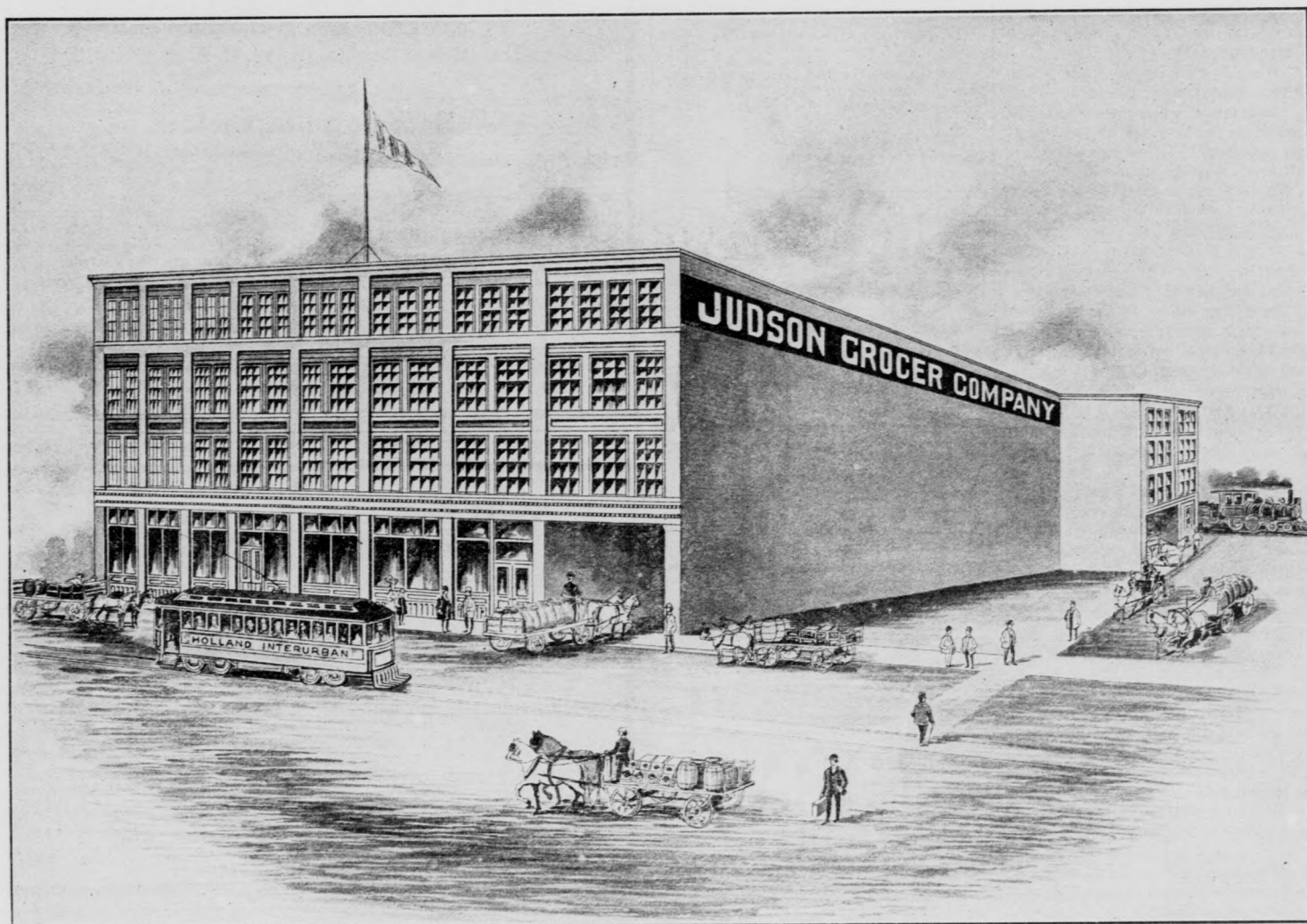
Some of the many materials used for bread have been brought to notice. Beans, peas and other leguminous seeds, as well as maize and other vegetable substances, require mixing with wheat or rye, or the bread is liable to be soggy, indigestible, or otherwise of poor quality. Mashed potatoes mixed with wheat of maize flour give palatable bread, which, however, attracts moisture. Rice-flour makes fine yellow bread, agreeable both to sight and taste; and the chestnut bread that forms the chief food of the Corsican mountaineers is healthful, agreeable, digestible and keeps fifteen days or longer. Bread has been made from acorns, people in France having been reduced to this necessity in time of scarcity. Mosses, dried and powdered, are still esteemed for bread by Norwegians, and other substances that have been used—most of them yielding little nutrition without the addition of cereal flour—include the roots of bryonin, colchicum, iris, serpentaria, mandragora and hellebore.

A business man who conducts his affairs along lines of "least resistance" is most certain of success.

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.

Suggestions For Handling Cigars.

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

1. Keep fine cigars in cases separated from the coarser grades.
2. In summer, when the air is moist, use no water in the cases, for it is usually not necessary. In winter when artificial heat must be used and the air is dry, keep the cigars moist by the use of open pans of water in the cases, or better still, use the pans and set upright in them rolls of blotting paper reaching to the top of the case. Never let cigars dry out, for then they lose their flavor.
3. In selling cigars do not be afraid to make a suggestion to the customer. If you have fine goods to offer—and you should have—suggest to him that sometime when he comes in he try such and such a brand, if you think it is the kind of cigar that will suit his taste for both flavor and style.

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

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

Necessity of Looking Out For Small Losses.
Does the merchant instruct his clerks properly in detail?

Are they faithful in small things?

Will they tramp on a piece of goods instead of taking pains to pick it off the floor and save it?

An indignant retailer writes that while some clerks are talking early closing they might better talk profit saving.

Early closing is as much in the interest of the merchant as the clerk.

Profit saving is also in the interest of both.

There are many careless clerks.

So much so that they are tramping good dollars into the earth every day.

Such clerk will not pick up a five-cent piece which they find on the floor and put it in the till.

If a small article off of one of the counters or the shelves, valued at five cents, is seen on the floor he is just as likely to walk on it as not.

For any business to be successful the small leaks must be plugged.

One way for the merchant to plug these leaks is to talk to the clerks. Tell them where they are doing wrong. Tell each clerk where he is careless.

System does much for the store. One part of the merchant's system should be careful instruction to clerks.

One part of the successful clerk's qualifications must be paying attention to these instructions.

Happy is the merchant who has a wise clerk.

The trouble is they soon get in business for themselves.

The store must be run much like a ship.

The crew must be kept moving. There is always something to do. —Commercial Bulletin.

QUICK MEAL

Wickless Oil Stoves

The name guarantees its merits.

Write for catalogue and discount.

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

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

1232 Majestic Building, Detroit, Mich.

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.

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.



They Save Time

Trouble

Cash

Get our Latest Prices

We Offer Twenty-Five Dollars for a Name

\$25 Cash

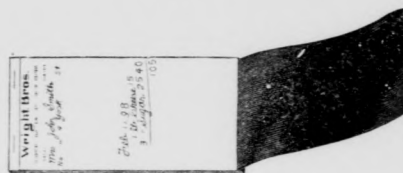
One of the products soon to be placed on the market by the Grand Rapids Pure Food Co., Ltd., is a butter made from nuts and cereals, for which a suitable name is wanted. To the person—man, woman or child—suggesting the best name—in our judgment—we will give a cash prize of \$25, also two dozen one pound cans of butter. Contest open to everybody. Costs nothing to try. Mail all suggestions on or before April 15 to

Grand Rapids Pure Food Co., Limited,
223-5 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 per share (par value \$10). 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 to or call at 723-5 Michigan Trust Building. Office open evenings.

Duplicating Order Pads



Counter Check Books

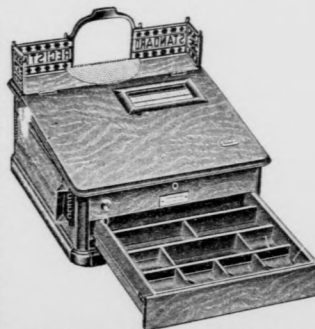
Simplify your work. Avoid mistakes. Please your customers. Samples and prices gladly submitted.

The Simple Account File Co.

500 Whittlesey St.,

Fremont, Ohio

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

Being a Good Fellow.

Any sensible young man ought to know that he can not be up late at nights abusing his stomach and be in possession of his full faculties for business the next day. And he ought to know, also, that a man must be clear-headed and in full possession of his faculties to hold his own in the keen competition of life. Your "good fellow" is popular for the time being, but when his money is gone and he has lost his job and is on his uppers, the "good fellow" business does not get him anything. It is "poor fellow," then. "Another good man gone wrong," and the boys are ready to hail another "good fellow" who has the price.

We do not mean by this to say that "the boys" are mercenary. They do not altogether pass up a "good fellow" when he goes broke, but it is not the same. They say he hit the booze too hard and could not stand the pace. They feel sorry for him, but he is out of it. His good fellowship does not excuse him, even in the eyes of his friends, for having thrown away his opportunity.

The young man who gets the sleep his system needs, is temperate in his habits, lives within his means and shows up for work in the morning with a clear eye and active brain—that is the man business men are looking for. They want employees whom they can trust. Having worked hard and laid by a competence, they want to throw some of the burdens off, and they won't throw them off on the employee who is too much of a "good fellow."

Cut it out, boys. There is nothing in it. There is a whole lot of nonsense in that "good fellow" business. You can not fool the public long by living beyond your means and keeping up appearances. There must be a show-down some time or other, and that means a loss of self-respect and many bitter experiences. All men will think more of you if you hold yourself in and do not try to live a wine existence on a beer income.

Many a bright and promising business man has failed because he tried to travel in too swift a class; whereas, had he lived within his means, he might have become a highly successful merchant.

The world does not give up its treasures easily. It is not in the cards for all of us to be millionaires, and mighty few of the good fellows get into that class. It is better to earn your way first and go hunting for good times when you have reached the point where you can spare both the time and the money. Then, possibly, you will have more sense and have a different notion about what a good time is.—Toledo Bee.

Where the Retailer and Clerk Frequently Stumble.

No part of the stock in a general store is as much a puzzle to all hands as the clothing. The clerk and the proprietor will have a fair idea of the groceries, dry goods and shoes.

The grocery salesmen are calling every week, and their talks on the stock are good education.

Shoe salesmen are calling frequently, showing special lines, and talking about the shoe stock.

Proprietor and clerks usually take more or less interest in the dry goods. It is second nature.

But back there in the corner, dust has gathered on the plates and glassware. The 55-piece dinner set has long been covered with the dress of the middle of the road. The chamber set was blue

once, it is brown now, and no one knows the price. To ascertain it the clerks may climb up on the ledge, and look at the ink marks on the bottom of the wash bowl.

Over in the clothing section, blue checked gingham covers are spread over the suits from cottons to the best worsteds. If a customer only exhibits interest in clothing he is passed up. If he waylays one of the clerks and threatens him with violent treatment if he is not shown what the store has in a fifteen dollar suit, he gets some attention.

Then what a time the clerk has. He pulls and hauls away at the piles of coats until he has brought out two patterns, badly wrinkled through bad piling. If he makes a sale it is a case of luck and not of cleverness.

The crockery and the clothing section should be given more room. They should be better displayed. Clerks should be coached in the new stock. If this is not possible it would be better to throw these departments out as they are losing the house money under the mossbacks way of doing it.—Commercial Bulletin.

Sherwood Hall Co., Ltd.

Jobbers of

Iron and Steel

Largest Stock of Blacksmith and Wagonmakers' supplies of all kinds in Western Michigan.

Corner Tonia and Louis Streets,
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.

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.

Save Oil, Time, Labor, Money
By using a

Bowser Self Measuring Oil Outfit

Full particulars free.
Ask for Catalogue "M"

S. F. Bowser & Co. Ft. Wayne, Ind.



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.

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

Easter Eggs

and other novelties

Putnam Factory

National Candy Co., Grand Rapids, Mich.



Ready to Serve

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

A dish of this delicious, crisp preparation of the entire wheat, served with milk or cream, is not only grateful, but decidedly beneficial to people of impaired digestion.

Nothing equals Nutro-Crisp for school children. It makes the brain keen. Look for "benefit" coupon in each package. Proprietors and clerks' premium book mailed on application. Nutro-Crisp Food Co., Ltd. St. Joseph, Mich.



PAPER BOXES

We manufacture a complete line of
MADE UP and FOLDING BOXES for

Cereal Food, Candy, Shoe, Corset and Other Trades

When in the market write us for estimates and samples.
Prices reasonable. Prompt service.

GRAND RAPIDS PAPER BOX CO., Grand Rapids, Mich.

Clothing

New York Clothing Market in a Healthy Condition.

Favored by good weather retail clothiers have had a good run on top coats, and as a result manufacturers are meeting with hurry calls for goods, with original orders not yet filled. They in turn have been hampered by tardy deliveries of piece goods from the mills. There are no stock goods to be had. The fabrics most in demand are very scarce. Coverts, homespun and chevots, as well as good worsted suitings, have been pretty thoroughly cleaned up, and most of the mills are now at work on fall fabrics and not filling duplicate orders. Stock goods were cleaned up some weeks ago by the manufacturers of women's suits and skirts, the same materials used for men's suits having been bought up for women's wear. The market is therefore quite bare of desirable spring fabrics for lightweight overcoats and of suitings.

Clothing manufacturers are unable to meet the demands now made upon them for box tan covert coats, and retailers are much concerned as to where they are going to get goods from for April and May. Their own stocks of coverts are low and going lower all the time. Manufacturers are not in a position to take duplicate orders; in fact, buyers declare that they are refusing them. From present indications it begins to look as if there would be a famine in covert overcoats for the season. Unable to get coverts, some buyers have been trying to get their duplicate orders in for homespun in heathery mixtures and tan shades, but find that manufacturers can not take care of them, owing to their inability in turn to get piece goods fast enough to cut up. The situation is an interesting one and, as seen from the manufacturers' viewpoint, is a healthy one. They say, "With no stocks accumulating we will have less to sacrifice and we'll be on a good footing for business for fall."

The scarcity of fabrics not only affects lightweight overcoatings, but trouserings and suitings as well, particularly goods most in demand by retailers. Buyers say that they find the same suitings that they have in their spring stocks made up for men are to be found on the dress goods counters of the department store, selling at prices lower than they could now enter the market and buy them for if it were at all possible to buy.

Suit sales at retail are developing sufficient volume to show the trend of demand and prove to the satisfaction of the retailers that the season is going to be a long and successful one. They are, therefore, much concerned about deliveries and getting in duplicates. During the week buyers have been in market urging manufacturers to accept their orders for duplicates, fearful of a shortage about the middle of April. Retail advices received by manufacturers are to the effect that suits are selling best in chevots, unfinished worsteds and semi-smooth faced worsteds in grays and Scotch effects. The trade, therefore, seems to feel that the business of the season will be done on these fabrics, and that an early demand will also be developed for homespun and crashes with the first warm spell.

The sale of three-quarter length top coats in thibet, vicuna, unfinished worsted and cheviot is greater than it was last spring, black and oxford being the choice. A strong run on these fabrics and lengths would be welcomed

by the manufacturers, as it would help out on the shortage of coverts.

Raincoats, paddocks, tourists' and long coats generally have been in good demand, and while there has been some reordering of these lengths, manufacturers say that the season is turning to the short coat now and that the long coats will be ignored for the box coat for the rest of the season.

Manufacturers report that customers who bought cheap lines on the road are now turning to better goods. In the revision of orders, too, some buyers threw out low-priced lines and substituted better grades, which have also been specified in duplicate orders received up to this writing.

With the clothing market in as healthy a condition as is outlined above, and all things favorable to a very prosperous season, there could be no more opportune time for good prices than the present. From present indications manufacturers will have no occasion to make sacrifices through a lack of business, and buoyed by the higher prices for merchandise and labor, also scarcity of desirable fabrics and ready-to-wear clothing, the outlook is most promising.

The foregoing conditions, coupled with the fact that labor is sure to become restless about the first of May, when it is expected new demands will be made upon the manufacturers for wages and shorter hours, may give the fall season an early beginning. It is understood that some houses propose starting their representatives on the road about the fifteenth of April. This is the usual time for those doing a jobbing trade to start their men off and a number who go to the retail trade are said to be preparing for a start at the same time. Most of the manufacturers, however, will not be ready with their sample lines before the first of May.

A glimpse at fall samples shows that the long, full back, wide-sweep overcoat, fifty inches in length, is to be the most favored garment for the new season. There will be variations in styling by different manufacturers, which will include shawl and notched collars, slashed and straight pockets. The full back, long, boxy coat is considered most promising for big business. The range of styles also includes paddocks, paletots, belted backs and the long-skirted, two and three button frock overcoat. In fine grades black is said to be best; oxford next, and the fancy patterned fabrics will be shown in greater variety than last year in tourists.

Supplementary spring business on children's and boys' suits shows that the Norfolk suits in cheviot, unfinished worsted and homespun fabrics, sailor blouses in serge and flannel, and Persian or Russian blouses in serge, and fancy mixtures in Scotch colors are selling at retail.

Boys' overcoats for fall are shown in styles similar to last year: long full-backed with wide sweep. Black and oxford predominate in frieze, cheviot and semi-rough, as well as smooth fabrics. Belted back coats will also be shown in fancy fabrics.

How Women Sign Their Names.

Whether or not a woman correspondent is married or single is often a puzzle to those having correspondence with members of the sex and much embarrassment results in consequence, as one can not tell whether to address the fair one as "Mrs." or "Miss." There is

seldom anything in an ordinary woman's letter to indicate. Lucy Smith signs her name Lucy Smith apparently with the supremest confidence that the head of the firm will know she married John Smith in 1900 and has been happy ever since and also that her name before she was married was Lucy Jones.

Then comes the by no means easily solved problem to the business people of how they shall address their letter to her. If they make the envelope read "Mrs. Lucy Smith" and that lady is a spinster she is apt to become offended and transfer her custom to some other house. If she is addressed as "Miss Lucy Smith" and is a matron she is sure to get furious, and she remarks to whoever is near by that if Boots, Shoes & Co. think she is an old maid she will show them. So the astute manager of the mailing department is fain to write her down plain "Lucy Smith" and let it go at that.

The postman must decide whether she is maid, wife or widow.

The rules that women should follow in signing their letters, business and social, are expounded every now and then in the enquiry department of newspapers, while whole pages in books of deportment are devoted to the subject, and still nine out of every ten letters received by an editor who handles a large correspondence are subscribed as before explained, with nary a handle at all, or else written out flatly, "Mrs. Mary Jones," just as if Mary had been baptized "Mrs." and that word was a legitimate part of her.

There are also still a few ladies who complacently sign themselves, "Mrs. Dr. Brown" or "Mrs. Captain Green," just because their husbands have a right to those titles and "what's his is hers." This is the worst mistake of all, of course, and luckily has at last disappeared from country newspapers.

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

William Connor, President.

Wm. Alden Smith, Vice-President.

M. C. Huggett, Secretary and Treasurer.

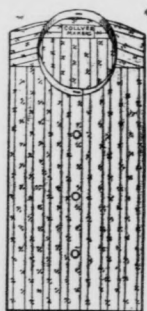
Wholesale Clothing

The William Connor Co.

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

We show everything that is made in Ready-to-Wear Clothing from the smallest child to the largest and heaviest man; also union made suits. Men's suits, beginning at \$3.25 and run up to \$25.00. Pants of every kind, \$2.00 per dozen pair and up. Serge suits; alpaca and linen goods. White and fancy vests in abundance.

Mail orders receive prompt attention. Open daily from 7:30 a. m. to 6 p. m., except Saturdays, then close at 1 p. m.



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.

Some New Things in Shirts, Collars and Cuffs.

Retail stocks need such constant replenishing nowadays that it would hardly do to say that the New York wholesale market is quiet, as there is always something doing, and if orders are light from one section of the country they are compensated for by the active demand of another. Yet just at present trade is a little slack by comparison. Travelers are at home, buyers are busy with their spring openings owing to the proximity of Easter, and with weather favorable to an early beginning and prospects bright for a good season, the trade generally is optimistic regarding spring and summer.

Already duplicate orders are being received for white grounds in both stiff and soft fronts, black on white being best choice. In grades to retail at \$1 and \$1.50, the selection of attached and detached cuffs is about even. In some sections the attached cuff does not take as well as the detached style, and vice versa, so that when orders are totaled the aggregate shows that the choice is about even. From this it may be inferred that the attached cuff shirt is decidedly more popular now than it has been for several years past. Whether attached or detached, the narrow-band cuff is most preferred. It is decidedly more comfortable than the wide bands, less annoying to the wearer and sets better about the wrist than old forms.

Wholesale shirt people say that retailers are not easily wooed from their partiality for white grounds for this season. It is true that most of them have bought some dark grounds, just enough to make a fair window display and to be able to tell customers that they have dark grounds in case they are called for, but their confidence is placed in white grounds with black effects in stripes and units. In the repeat orders received by the largest manufacturers very little in the way of color effects, except in cheap lines, has been included. Where colors are chosen they are of delicate tone and sparingly displayed upon white grounds.

In woven goods it appears that there is more latitude displayed in the matter of color selections, and that bright-colored cords on white grounds are the approved leaders, according to the fine trade. Makers of high-grade brand goods report that fine cords in black, blue, purple, lilac, pink, green and two and three color mixtures of this range on white grounds are the retail successes of the season, their decision being according to the duplicate orders received from customers who do a big advance trade with consumers who go South early. Woven stripes are not so good, nor are woven patterns. Jacquards are mostly confined to dark grounds and colorings and seem better suited for negligees and pleated fronts, and equally favorable reports of these have not yet been had.

Strong hopes, however, are centered in dark grounds for fall, although the opinions of makers differ in this respect, some holding that dark grounds will not take, only with the high-class trade and for a very short time. Dark grounds have entered the popular grades, retailing at a dollar, and are shown by all manufacturers, both in stiff and soft bosoms, for the present season. The demand for dark grounds, however, did not obtain much sway before initial orders for the light grounds had been placed, and it may be for the reason that retailers had ordered about all they

thought they would need for the season that they did not go heavier on them.

For the present light grounds are far in the lead and bid fair to retain their hold throughout the season, although there are two of the dark grounds which are doing far better than was expected of them, grays or oxford and tans. The new tans are more slightly than the tans of last year, and the fact that they are toned up with bright colors seems to help sales.

Good business has been done in negligees, both madras, cheviot and prints, the latter being considered best in cheap lines, while madras and cheviot soar into the highest grades made, the ready-to-wear lines being equal in quality and patterns to some of the best custom-made shirts turned out by the exclusive retail shops.

Substantial orders have been placed for white madras negligees for midsummer wear. Also for fancy soft fronts in silk and mercerized effects.

Oxfords and chevots, in fancy weaves and stripes, have been sold in greater varieties for this season than heretofore. The range of patterns and colors has been more varied.

The fold collars, which have been brought out by the leading makers, as especially suitable for wear with midget ties, are not taking so well in the metropolis as they are in the West, where small neckwear seems to be more popular than it is in New York. These new collars fold close together in front, the opening being just wide enough to permit the ends of the tie to come through comfortably.

While the demand for double-fold collars is steadily increasing as the season ripens, wing collars are also in better request, the modified and medium-sized tabs being preferred.

There is a lively trade in the new narrow-band cuffs, but it is said that retailers everywhere are not pushing them as thoroughly as they may do later, when their old stocks are exhausted.—Apparel Gazette.

Easter Advertising.

Now is the time to do your heaviest Easter advertising, and if your Easter advertising is right and good, it will be the making of your spring business, and if it is not right nor good it will probably be the breaking of your spring business.

The idea of Easter buying is becoming stronger every year, and it is a good thing for everybody concerned that this is so. If one's neighbor buys new things, you can be sure that he will want them, too.

Even if you do enjoy a regular good Easter trade, make a special effort, because if you do not your competitor may, and by so doing may get some of those who would ordinarily buy late from you to buy from him, and whatever he gains along this line is your loss.

For an Easter window display the following idea can be very well used: Buy some of the little toy chickens, which can be had of any large toy house, and put them in the tops of shoes, lacing the shoes up, and have a price card strung around the neck of the chicken.

Another idea that is inexpensive and also seasonable is that of filling a nest with eggs and displaying some particular shoe resting right in the eggs, and a catchy show card with the display, reading, "Just Hatched, Our New Easter Line."—Shoe Trade Journal.

M. I. SCHLOSS

MANUFACTURER OF

Men's and Boys' Clothing

143 Jefferson Avenue, Detroit, Mich.,

respectfully solicits the trade to call and inspect the elegant line now ready for immediate shipment.

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.

Some New Features Shown in New York.

There is nothing that is becoming or prosperous looking about diminutive neckwear, whether it be in the narrow four-in-hand, string tie or ready-made bow, classed among the "midgets." So far as the well-dressed man of the metropolis is concerned, he has not shown any desire to include any of the narrow school neckwear in his make-up. The broad scarf, whether it be a four-in-hand, a folded-in square or an ascot, is so distinctly "class" as to be significant of wealth and good taste. And our beau in selecting his neckwear clearly indicates that he believes quality and quantity essential to being recherche. Should he desire to adopt any of the "midgets," through some whim, he would be obliged to seek his wants at the popular furnishers, as his own outfitter would inform him that small neckwear is not to be had from his stock, as none of his customers wear it.

It is a fact that none of the exclusive furnishing shops have taken up the "midgets" this year. About the nearest approach to narrow neckwear seen at any of the upper Broadway or Fifth avenue stores, or in the best stores in the financial section of the city, is a four-in-hand about one and seven-eighths inches wide. And the sale of these is mostly confined to large, corpulent men who are partial to this width, as it does not accentuate the stoutness of the face so much as would the broad effects.

Another very noticeable feature in the neckwear of the well dressed is the absence of strong colors. To be strictly beau monde in this particular, one must wear black and white, gray, or black in self-colored designs. The patterns may be small swivel effects, vertical or bias stripes, or medium large brocades. As to bows, the graduated tie is preferred and may be either in plain black, swivel effects or medium-sized brocades, tightly knotted.

Tuxedos with low-cut vests are the approved vogue for negligee day wear at Tuxedo, Newport, Atlantic City, Lakewood and other fashionable centers. This form of dress is considered quite proper with white flannel trousers, turned-up cuffs, or with black trousers, according to the choice of the wearer. Some of the nobby dressers are vying with each other in an effort to appear distinguish by introducing silk and linen vests, low cut, of light tints in pearl gray, fawn and very light tints of green and blue. According to the dictum of fashion such radical departures from accepted forms are permissible when the waistcoat is ornamented with gold buttons, as in this case the Tuxedo would not be considered dress; in fact, it is doubtful if the dinner coat has ever been considered strictly formal dress, although many good dressers would like to have it so. More liberties are now being taken with the Tuxedo, in conjunction with semi-fancy waistcoats and day wear, than formerly, and with a green Tuxedo suit introduced before the footlights at one of the most fashionable theaters in the city, Tuxedos with low-cut vests and flannel trousers at Newport, there is no telling to what extremes this informal vogue may be carried, with a little more latitude allowed to the fanciful fellows.

There were very few of the cavaliere servente in the metropolis who affected the shawl collar overcoat this winter. From a study of the style of those who were seen upon the streets, I judged

that they were from the West. But that the shawl collar is taking hold of the New Yorker is evident by the number now seen upon the streets on spring top coats. On coats of light shade, the roll collar is in a darker contrasting color or black, and of velvet. Thus far this season I have seen only three roll collars in silk on black and oxford top coats. Although the number is yet few, the appearance of these may prognosticate the establishment of this vogue in coat collars. Some of the ready-made clothiers have introduced it in their fall lines.

The large wing collars, with their exaggerated tabs of the old piccadilly type, have gradually given way to the wing of moderate proportions. The large wing, so ugly in its dimensions, was selected with a show of wonderfully bad taste by tall, angular fellows with long, scraggy necks and drawn faces, in the belief that the wide wings, filled out the scrawny lines of the neck and improved the appearance of the face, but their poor judgment rendered them conspicuous and the new "piccadilly" fell into disrepute. In fact, it has been supplanted by a modified wing, which, in the opinion of the foremost collar authorities, is going to be quite generally worn all through the summer by men of good taste in matters of dress. By the way, I am informed on good authority that the wing collar was originally designed for summer wear, and is unmistakably the most approved style from a health viewpoint.

Recent Business Changes in Indiana.

Alexandria—Pernod & Merriken, cigar dealers, have dissolved partnership. The business is continued by W. S. Merriken.

Bloomington—D. W. Conder has purchased the Alexander meat market.

Boswell—John Spies has purchased the grocery stock of John B. McDonald.

Boswell—Albert Smith has sold his furniture stock to Ed. I. King.

Indianapolis—A. C. Parker has taken a partner in his grocery business under the style of A. C. Parker & Co.

Indianapolis—The VanCamp Hardware & Iron Co. has increased its capital stock to \$500,000.

Kendallville—A. B. Conologue has purchased the interest of his partner in the grocery business of Conologue & Miller.

Lafayette—Torrenga & Vanderkolk continue the grocery business of Menno Torrenga.

Liberty Mills—Dr. E. A. Burns has removed his drug stock to Tacoma.

Linwood—S. E. Givan & Son succeed Givan Bros. in the general merchandise business.

Union City—Thornburg Bros., grocers, have dissolved partnership, Schricker & Thornburg succeeding.

Waynetown—Fields, Merrill & Zuck succeed Fields, Hays & Merrill in the hardware business.

Whiting—A. M. West has purchased the interest of his partner in the grocery business of West & McGregor.

Double Trouble.

"Perhaps," said the womanhater who was visiting the prison, "a woman is responsible for your present condition."

"Oh! twice as bad as that," replied the convict.

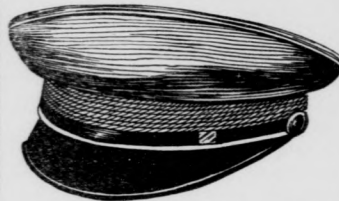
"Indeed?"

"Yes; two women. I'm up for bigamy."

Wives and daughters all remind us
We must make our little pile
And, departing, leave behind us
Cash for them to live in style.

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.

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 with-
in the reach of a Post
Office or Express Office
can deposit money with
us without risk or trouble.

Our financial responsi-
bility is

\$1,960,000

There is no safer bank
than ours. Money intrus-
ted to us is absolutely secure
and draws

3% interest

Your dealings with us are
perfectly confidential.

"Banking by Mail"

is the name of an interest-
ing 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.



Get our prices and try
our work when you need

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

Send for Catalogue and see what
we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.

PAN-
AMERICAN
GUARANTEED
CLOTHING

will fill the requirements of
every retailer who's looking for
a "steady" trade in popular
priced clothing.

It's iron-clad clothing—and
the buyer gets an iron clad
guarantee—"a new suit for
every unsatisfactory one."

Found we could make better
clothing for the same money
with Union labor than without
it, so we've added the Union
Label, too.



Men's, Boys' and Children's
Suits and Overcoats. NO
CHANGE IN PRICE—\$3.75
to \$13.50.

Better enquire about our Re-
tailers' Help Department—
we're giving 14 different kinds
of advertising this season.
We'll tell you about it and send
you samples.

Salesmen have them, too—
and we have an office at 19
Kanter Building, Detroit.

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

FIELD NO. 1 OF A.D.V. N.Y.

How the Muskrat Houses Affected a Young Man's Life. Written for the Tradesman.

It all came about on account of the muskrats. That sounds funny, but Lou Marshall would, in all probability, never be the happy man he is to-day if it had not been for those rodents.

Dorothy Fredricka Blake had been coming to Glen Cove for three summers. A girl of freaks and fancies, never in the same mood for ten consecutive minutes, she was withal of such a lovable personality that she attracted people to her like a magnet. Her mother died when Dorothy was twelve years old, leaving her, the only child, to the care of a devoted father, who thought the world revolved around his pretty little daughter. He gave her a good practical education, so that when she was twenty she was able to be of much service to him in his business and in attending to the details of managing the valuable property left her by her mother.

The first spring that Dorothy dropped down at the little out-of-the-way station for her summer outing, all the people in the parlor car gazed in amazement at the sight of their late traveling companion warmly greeting a stalwart young farmer fellow, who took immediate possession of the young lady's several Saratogas, her natty little bag, umbrella and neatly-strapped steamer rug. Two big wagons and a double carriage stood in waiting. When an elegant shining automobile was unloaded from the freight car the passengers could scarce believe their eyes. They could not see anything about that dead little place to attract a beautiful young society girl like her. But five years before Dorothy Blake had thoroughly enjoyed a summer that she boarded at the fine old

farm owned by this same young man and if she liked the simple country life she certainly should be allowed to enjoy it.

Lou Marshall's home was presided over by the dearest little old lady that ever spoiled a favorite nephew. She worshiped Lou and the handsome young fellow gave her in return a devotion that was beautiful in its sincerity.

Dorothy grew to be greatly liked by all the people around about and no social gathering was considered complete unless her presence graced the occasion. Her beauty, her wit, her pretty costumes, her singing (she was the possessor of a sweet voice of unusual power) her charming manner, her amiability and, above all, the gay automobile, made the city girl one of the Seven Wonders in the eyes of the country folk of Glen Cove.

Of course, it was only inevitable that the handsome country Lou should fall in love with the pretty city Dorothy. But no one ever thought he had the ghost of a chance to win her. Every one said she never would marry a country boy. Sometimes he would look at her with a world of love in his honest gray eyes, much as a dog, denied the power of speech, looks at his master and is happy. Poor fellow, he could not help loving her any more than a flower can help blossoming in the sunshine. He was always chivalrous in his bearing toward her and he often said to himself that he would die for her, if need be. The chance to prove the assertion came sooner than he expected.

The third summer that Dorothy was to spend at the farm, she came earlier than usual, for her father had started on a business trip to the West. He had to make numerous stops on the way and it

was deemed advisable by them both that Dorothy should not accompany him, but should go direct to the dear old farm nest that she had come to look upon with such affection.

One day, when she had been there about a week, she thought she would go down to the pond and see the muskrats' deserted old houses. To think was to act with Dorothy, the fly-away, so it was not more than fifteen minutes before she was in the boat and Lou was rowing her across the water. How big the homes of the muskrats were this spring and how strong they all looked.

She wondered if any of them would bear her weight. There was one right beside them that looked particularly substantial—and tempting. Now Dorothy was in the habit of doing pretty much as she pleased about things in general, so it never occurred to her to ask Lou as to the feasibility of personally testing one of those "squashy" old muskrat houses, and as a continuation of her thought she started up and before Lou Marshall could say "Jack Robinson" she was stepping out onto one of those solid-appearing, but in reality treacherous brown masses.

Swiftly she began to sink, and as swiftly Lou had flung his coat into the bottom of the boat and prepared to fish this foolish young damsel, not out of the briny deep—there were no saline qualities about this little inland body of water—but he did proceed to extricate her with difficulty from the weeds and other rubbish that floated around this particular muskrat domicile.

It was not so very deep just there, although the waters closed over her head. Some way Lou managed to drag her to the shore. She had uttered a piercing shriek as she went down, but now she

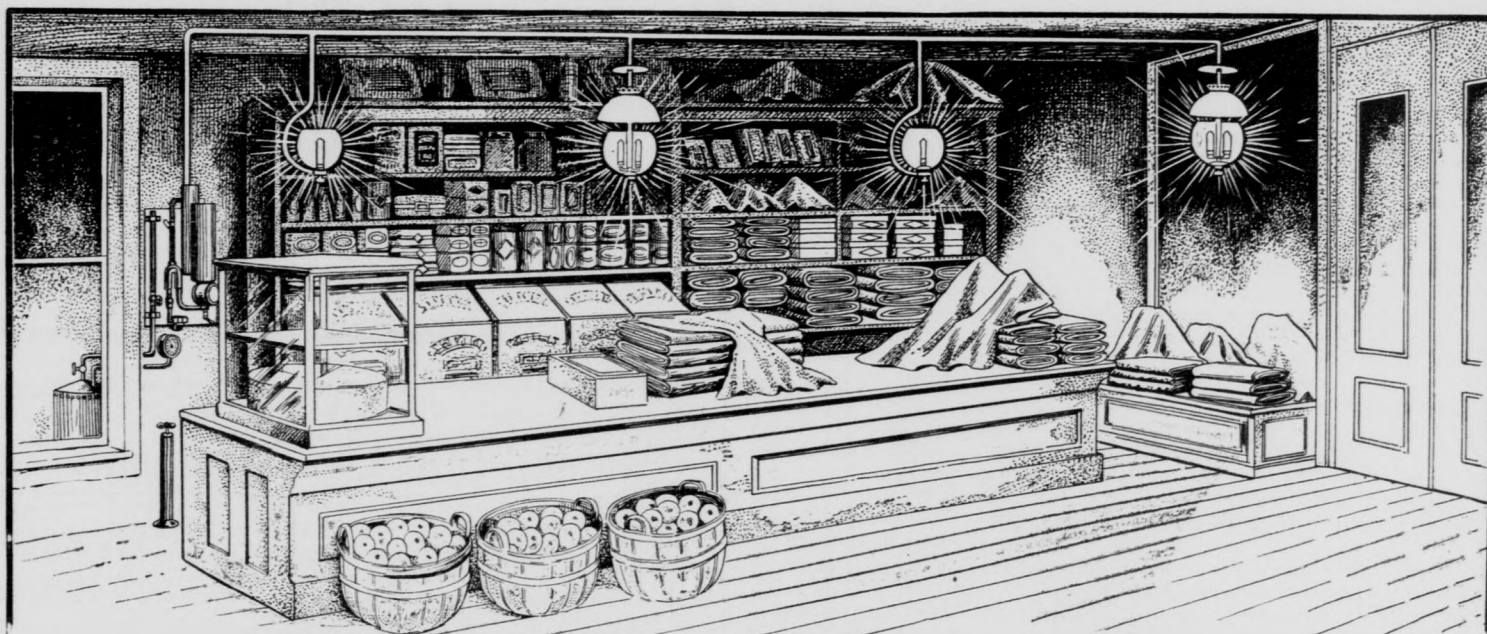
lay as one dead. Her eyes were closed and she was very white. Lou knelt by her side half crazed. He called her by every endearing name, imploring her to live, only live, for him. Then he suddenly came to himself and, thinking what a fool he was—maybe he was letting her die right there—he lifted her very carefully, very tenderly, in his strong young arms, that had not all these years plowed fields for nothing, and almost ran with his precious burden up to the house.

Poor Aunt Esther was almost paralyzed with fear when she realized what had happened, although it took some time to make out from Lou's incoherent torrent of words what the matter was. How the dear old lady did work over that naughty little Dorothy! She put her to bed and fussed and fumed over her all day long. There was not any need of doing half the things she did do—my lady readers know that Dorothy opened those wicked blue eyes of hers on the way up from that muskrat pond to that vine-shaded farm house, and they also know—or, if they do not, they can surmise—that there was a pretty wedding that fall when Papa Blake got back to town from his long Western trip.

* * *

There is a little more to tell before we leave Mr. and Mrs. Lou Marshall to enjoy their honeymoon, that has not ended yet and does not look as if it is ever going to: A new railroad crosses the bottom lands of the big Marshall farm, some of whose broad acres have been platted and sold to thrifty inhabitants of the new village which has sprung up and which bears the suggestive name of Marshalltown, whose postoffice is in the big clean bright general store of a big clean bright young fellow whose first and last names are Lou Marshall. Z. Z.

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

Shoes and Rubbers

Origin of Boston's Shoe Market Days.

Boston is invaded every Wednesday and every Saturday by a small army of shoe and leather men. From the East, West, North and South the buyers pour in, and the shrewd Yankee manufacturer learns of crops prospects, politics and conditions of all parts of the country, estimates the market, gets his orders and then skips back to his factory in Brockton, Lynn, Haverhill, Marlboro, Salem, North Adams, New Hampshire or Maine.

Market day is a splendid educational institution. It gives the manufacturer a knowledge of the ways, customs, prosperity and misfortunes of his fellow countymen, and promotes the brotherly feeling that unites men of the nation. It also gives an idea of what the other fellow is doing, what new machines or novelties are on the market, or what new schemes are in the air.

Some of these shoe and leather men are traveling to and from Boston just as their fathers did, for the custom is an old one. Indeed, before the shoe and leather district, with its great offices, display rooms and stock rooms sprang up, the manufacturers visited the Hub weekly and semi-weekly and transacted business. In olden days business was done on a smaller scale, and much of it was transacted in New York, too. The tanneries and currying shops were then one-story structures, the shoe shops "10-footers" and the shop crew consisted of four or five men. Consequently the product did not overcrowd the market.

In other days, Saturday was market day for both the manufacturer and his help, and from the custom can be traced the Boston market day of the shoe and leather men and, incidentally, the Saturday night pay envelope and the rush of business at the grocers' and the butchers' shops. The early settlers bought their tools, their seeds, their provisions or whatever else they wished when they made their periodical visits to the village store.

Shoemaking sprang up as a thriving business, and the brightest shoemakers began to employ their less energetic fellows and a distinctly marked system of trade began.

The workman went to his factory every Saturday, got his stock for his next week's work and his pay for his past week's work. For many years in this country, money was very scarce, and the workman took his pay in an order for merchandise on some trader, and he would bring home with his stock for shoes enough provisions for his family for the week, or rather "enough" if he was lucky. The provisions usually included small bags of wheat and rye flour, a little lard, butter, molasses, vinegar, salt, candles and perhaps a few other things if the week's pay was large. This was known as the barter system.

The finished shoes were taken to the shops and the stock and provisions brought home in all manner of carts, two and four-wheeled affairs, and even soap boxes on solid wheels, which had been backed into shape with a hatchet. Often the goods were conveyed in baskets and in bags slung over the shoulder.

In the olden days the manufacturers allowed their finished goods to accumulate in the factory until a buyer came along. The workman was usually willing to wait until the sale of the goods

brought to the manufacturer enough for his pay, for he had no other alternative. Naturally, some energetic Yankee found it was more profitable to go after a customer than to wait for him to come to the factory, and so started on the road and began to drive business. Some of the first manufacturers to visit Boston on market day trudged over the road with their shoes in a bag on their backs. Others, more fortunate, rode in on horseback, and a few had teams. These were before railroad days. Other manufacturers followed this lead, and soon they were all making weekly trips to and from Boston. Then the railroads simplified their journeys, and they opened their Boston offices and appointed their Boston agents.

Saturday was of old established as market day by the manufacturers and workmen in their own shops, and naturally the manufacturers continued their market day in Boston on Saturday, especially as work invariably slackened at all shops on that day. The development of business demanded more close acquaintance with the market and two visits to Boston a week, and again naturally, the midday of the week, Wednesday, was selected. So the practice continued, and now every Wednesday and Saturday a small army of shoe and leather manufacturers leave their shops in charge of their superintendents and invade Boston to see, to learn and to sell. For this army of invasion Boston's great shoe and leather district exists and it is the largest in the world.

Hiring a Boy to Learn the Wholesale Shoe Business.

"We have a great deal of difficulty," remarked a gentleman connected with one of Boston's wholesale shoe concerns, "in obtaining boys to learn this business."

"In response to an advertisement which we recently inserted in the daily papers, we had twenty-five or thirty applicants. Out of this entire lot, however, there were not more than two who were willing to work for the sum of \$3 a week, which is the maximum price we pay to beginners. Of these two, I hired one, as the other was not properly qualified. The fact of the matter is that \$3 a week looks pretty small to the boy 17 or 18 years old, who is just out of school and who thinks he ought to earn good pay at once. They are not willing to put in the time necessary to learn a business unless they can get well paid for it. Of course, that is impossible in a store of this kind."

"I had an illustration of the way this works a short time ago when a boy came to the store and applied for a position. He seemed a likely lad. After some talk he agreed to come at \$3 a week and learn the business. The next day, when he was to be on hand, he did not show up. However, the day following he came in about the middle of the forenoon and said that through a friend of his he obtained a position at the city hall which would pay him \$10 a week, and which he had made up his mind to accept."

"Right there I gave that boy some good advice. I told him that in going to work for the city he was learning no trade, had no future before him, and that \$10 a week might be the limit of his earning capacity for years to come. I informed him that as a boy I went to work at \$2 a week to learn the business, and that there was no other way in which to work up to a good position. He listened respectfully enough to my lecture, but I could see he had made up

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.

Isn't It Natural?

Our business is growing right along and that right in the teeth of fierce competition. We are every year forced to increase our factory output in order to meet the demand for our make of shoes.

Isn't it natural to conclude that our shoes must meet the approval of all who buy them from the retailer to the man who wears them?

Herold-Bertsch Shoe Co.

Makers of Shoes

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.

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

his mind to take the city hall job. When I concluded, he went out rather shamefacedly, I think, but nevertheless he went.

"As I said before that is the difficulty which we experience in getting boys to learn the business. We can not afford to pay \$10 a week, or anywhere near that sum to beginners. A boy who is willing to work for us for a year at \$3 will have his pay raised at that time if satisfactory, and from that time on his promotion is rapid and his salary steadily increasing. The boy of to-day is not willing to serve his time at a trade or business, but wants to jump in, full fledged. As a result, he will accept a clerical position that pays \$8 or \$10 a week, where he has no opportunity to advance except by accident, instead of starting from the bottom rung of the ladder and climbing up in a legitimate and proper style.

"Foreign-born boys are often more ambitious than the American youths, and consequently more willing to work for low wages for a time. For that reason you see this element increasing in the wholesale stores, while many American boys get into the clerkships and routine work, in which, too often, they never rise beyond the position of a mere clerk, with its accompanying moderate salary."—Boot and Shoe Recorder.

Shoes For Pet Dogs.

Rubber boots, tennis shoes and calf-skin boots all enter in the paraphernalia of the modern dog who is fortunate enough to have been born with a silver spoon in his mouth. His dogship's footwear is not designated by his boot-maker in just this way, but the animal actually wears all these various kinds of shoes.

In the window and outside showcase of one of the Fifth avenue, New York, saddlemaker's there are to be seen, exhibited with dog collars of all kinds, different patterns and sizes of shoes. The most expensive are made of the saddlemaker's own particular leather, pig skin. A set of four shoes of this leather, which is soft and pliable, have corrugated rubber soles, and are laced up around the ankles with leather thongs. These sell at \$5 a pair. Calf-skin shoes are made on the same last style in black, and have light-colored heavy leather soles. These shoes cost \$4.50 a pair, and others of morocco, which are recommended as being the best liked by the elite of dogdom, cost the same. Rubber boots are not as much used in this country, but are worn by the French dogs with their rubber blankets on stormy days.

It was from France that the idea of dog boots first came. Women who had been abroad brought samples of the boots over, and the saddlemaker made new ones of the same style. Guests at the big hotels, women from different parts of the country, were the first to give orders to any extent for boots for their canines, but since then the women of New York have begun to appreciate the luxury, and many dogs are taken to the saddlemaker to have the measure of their feet taken. This is done in the same way that the measurement for the human foot is taken. The dog stands upon a sheet of blank paper and the shape of his foot is drawn on it with a lead pencil. Ready-made boots are always to be had, but the custom made are much more satisfactory. The boots are always laced, buttons not having yet come into vogue for dogs.

Pampered animals, belonging to the

Four Hundred of their kind, are subject to many minor and often serious ills. They live in overheated houses, and shoes to protect their feet from cold—or when they are of rubber or with rubber soles, to keep them dry—are not, perhaps, as unnecessary as might be thought. Shoes also keep the dog's feet free from dust, and the maid who takes Fido, Dandy, Bruno or Fauvette out for exercise removes them as soon as the animal returns to the house.

Dog boots are only expensive at first cost. It is never necessary to half sole them, and as a matter of fact they never wear out. The dog is light on his feet and he does not feel ashamed of going barefooted at any time, although he may have a valuable collection of shoes in his wardrobe.

The Question of High Cut Shoes.

Judging from the information which your correspondent has been able to get from various sources the indications are that there will be quite a large sale of men's high cut shoes this fall. The jobbers and manufacturers are putting out more samples of these goods than they have in recent years been in the habit of doing and seem to generally anticipate quite an extensive business. This does not refer to hunting boots or very high cut footwear of that nature which is made for some special purpose and always has a steady sale in certain sections. For example there is always a demand for high cut drive boots of one kind and another for use in the lumbering districts.

The sort of high cut shoes referred to is not of that nature but simply an ordinary shoe made for the most part of box calf or some similar stuff and being about ten inches high for use by the ordinary person in cities and towns. There seems to be a growing demand for a shoe of this character, especially in the smaller towns and in some ways it would appear to be quite a practical thing. There are a great many people whose work does not warrant the wearing of felt or rubber boots who at the same time are obliged to be out in the wet and cold quite a good deal, and for these people a ten inch shoe, made of some good, heavy, serviceable stock—not necessarily a grain leather, but rather something a little lighter—is a very practical affair, as it is warmer and dryer than an ordinary shoe, especially if made with a bellows tongue as it should be made.—Shoe Trade Journal.

Few Leather Shoestrings.

"Show me a man wearing leather strings in his shoes and I will show you a curiosity," said a New York drummer. "It is curious, but I have not sold a single gross of leather shoestrings in the last six months, while a year or two ago I used to sell one or two gross in every city I visited. It is the result of slavery to fashion. The process of making cloth shoestrings has reached such a stage of perfection that they cost next to nothing a pair. It is but another triumph of American machinery. The machine is operated by a young woman who feeds in strands that have been dyed to the proper color, they are woven automatically and cut off by a mechanical device when they have reached the proper length. From this machine they pass to another, where they are tipped with metal to keep them from unraveling, counted out in dozens, wrapped and labeled ready for shipment."

Men lose considerable valuable time in the mornings trying to think of the brilliant things they thought they said the night before.

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



Mayer's

Shoes

Mayer's Shoes for the

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

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

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

The Right Kind



OREGON CALF LONG TAP

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Michigan

The man who does hard outdoor work wants his feet dressed in the right kind of strong and comfortable shoes.

Our Oregon Calf Long Tap Bal fully meets his requirements. Has a flexible durable upper and a full double sole and a long tap. Is stoutly made of the best leather. Stands the strain of the hardest kind of wear.

Survey of the Style Tendencies For Next Season.

Toe shapes will be slightly narrower than heretofore. Manufacturers are approaching this tendency in a most conservative manner, realizing that a change of this character must be gradual.

Once upon a time such a change would immediately display itself in a showing of very narrow and pointed toes and everybody would jump from one extreme to the other, with great loss on goods now in stock. The trade is to be congratulated in approaching this change in a rational and consistent manner, with greater safety to all concerned.

In women's shoes the mannish effect, as shown in wide, heavy lasts, extension soles and low heels, is evidently a thing of the past. Everything points to a great vogue for the refined light weight women's footwear, with the probability of a greater demand for turn shoes than heretofore. The extension sole has been very much modified where it has not been entirely eliminated. This is a natural sequence to the passing of the mannish effect.

In men's shoes the same tendency toward slightly narrower toe shapes is also in evidence, with blucher effects giving every sign of strong revival. This change is coming in gradually and retailers are advised to consider well how far they are justified in making heavy purchases of the blucher type. Where it has the call the demand will of course predominate in young men's dress shoes. They are always the first to adopt any change or revival in styles.

The heels on women's shoes will go a trifle higher on fine goods, the Louis and Cuban or military types remaining in vogue, but showing more graceful lines. In a number of the leading manufacturers' lines some extremely high heels will be shown. It apparently follows that when toes narrow, heels go higher, although this may not be strictly in accord with hygienic standards. Women who want high-heeled shoes will have them, and it is evident that fall styles will delight the eye of the American woman who likes high heels.

How far a retailer is justified in going in attempting to meet this tendency must be determined by the character of his business.

The greatest diversity of opinion seems to exist on the leather situation. Manufacturers who are not favorably inclined to shiny leathers admit their great vogue and, while they disclaim any intention of resisting such a tendency, state that the problem of securing sufficient supplies of desirable stock is going to produce a complicated situation.

There is no doubt but that all the patent coltskins which can be produced will be called for, and it seems to be more of a problem to secure adequate supplies of this stock than to sell the shoes made from it.

Other makers look for a strong demand for dull leathers and are featuring such leathers as box calf, velour calf and other well known brands which have a good record for wear and service. One leading manufacturer of national reputation is cutting quantities of black Russia calf and pins his faith strongly to leathers of this character. Patent kid naturally has the greatest vogue in spring and summer shoes on account of its lightweight, yet there is no doubt but that a very considerable quantity of this stock will go into fall lines.

Patent and enameled calf is marked as a favorite by other makers, who claim that their experience with new types of shiny leathers was not as satisfactory as it might have been and that they will therefore revert to patent calf wherever possible in supplying the demand for such shiny leather shoes as they are called upon to produce. In the case of leathers it seems to be a case of "You pays your money and you takes your choice."

Be that as it may, we believe that, if the present indications for a great sale of patent colt shoes work out, the supply will not go around and substitutes will have to be found. Consequently retailers purchasing patent colt shoes are advised to make sure of their ground and not postpone their orders on this class of goods to a late day.

In the fall sample lines shown about this time a noteworthy symptom of healthier conditions is the absence of "freaks." It is evident that the trade has had its fill of freaks, double deckers, extension heels, and other strange productions of that ilk, as many a retailer's stock books can show in the losses sustained through too frequent dabbling in this class of merchandise.

There is likewise a difference of opinion as to the possibly increased vogue of oxfords for fall wear. On this proposition we are inclined to the belief that the oxford will sell to a considerable extent for fall in the large cities and in such districts as are favored by mild climatic conditions. At other points its vogue will be much smaller and a dealer can average the demand for low shoes for the coming fall by about the same percentage as prevailed last season.

We strongly urge the retail trade to attempt a rise to a higher price and profit level on its spring sales in order that consumers be taught that a permanent rise is inevitable. Many fall lines will be put out on a price basis which will force the retailer to make an advance when the fall selling period arrives, and no harm can be done by anticipating an advance by getting a better margin on such spring lines as warrant it from a quality standpoint. Many a retailer has made spring purchases on terms which admitted of little or no profit to the manufacturer, and there is no reason why shoes which are really 50 cents on a pair better value than they would be if their maker had made a profit should not be passed along to the consumer at an advance. The rise to a higher level must come, and the quicker the consumer is educated to the new conditions the better it will be for all concerned. While dealers may have escaped paying advances on spring purchases, no one can guarantee that they will do so for fall. We know that higher prices will be asked on certain standard lines having a large outlet for years, and on which many dealers have learned to depend for quality and value, featuring these lines in their stocks. These manufacturers have determined to get the advance or refuse the business. Our opinion is that these manufacturers will find sufficient trade at a higher price level to be able to maintain their position. And once let this fact soak firmly into the mind of the trade, the price proposition will be in a fair way of complete solution.—Shoe Retailer.

Excuses For Existence.

Mrs. Jones—A bachelor has no excuse for living.

Mr. Jones—Of course not, but a married man has to have two or three a week.

BUY GOLD SEAL

TROUTING BOOTS

Lightest and Best Made.

Goodyear Rubber Co., Milwaukee, Wis.

W. W. Wallis, Manager



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.

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GRAND RAPIDS, MICH.

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

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 30c per share in lots of 100 or more. Par value of shares, \$1.00.

Now is the Time to Buy

The Officers Are

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

BILL HELLER'S CLERK.

How He Acquired the Store at Slab Siding.

[Story in Seven Chapters—Chapter VII.]
[Conclusion.]

Written for the Tradesman.

For the next hour Harm "hustled freight." He worked steadily and rapidly; worked hard from preference, and all the while he worked he was thinking, thinking.

The problem that now confronted him was to get the money out of the goods. He was trading upon Heller's credit, and he must not allow that to suffer. The goods were worth all they had cost, and a profit besides. His idea was that Slab Siding would appreciate and could support a store with a good stock of groceries. If fate had placed in his hands the materials with which to prove the truth of his theory, should he not put forth every effort to make that theory good?

He wished the thing had not come upon him so suddenly, for with a little more time it seemed that he might have planned a better campaign, but as little ever comes to us in the most acceptable shape, he would make the best of circumstances as he found them.

People came in and stood around, wide eyed and with open mouths. "Heller must have gone crazy before he was taken with the fit that had so recently prostrated him." "Was he going to start a department store at Slab Siding?" "Was the railroad at last really going to build a branch into the town?" "Had Heller taken a partner with unlimited capital?" "And was Harm going to stay there right along?"

These and many other questions were fired at the young man with exasperating regularity, and to each he told the same story: Slab Siding needed a better and a larger stock of goods. Heller was going to furnish it as an experiment. If the citizens of the place would give it their best patronage, the enlargement would be permanent. If not the stock might drift back to its old dimensions. "It just lays with you now," he would add, "whether Slab Siding has a first-class up-to-date mercantile establishment, or whether it has a one-horse junk shop. Take your choice."

Heller was no better the next day, and as there was no one to interfere with the young man's plans, he ordered a lot of handbills from the printing office of the nearest town. They were well displayed, and carried the information that the store of William Heller had received vast accessions to its stock, and was now prepared to furnish any and everything in the grocery line at prices never before known in that neighborhood. Low figures were quoted upon some staple items, and a liberal paying price for butter and eggs.

Then Harm hired the two Hennings boys to distribute these bills among the farmers living within a seven mile radius, and mailed some to parties that were difficult of access.

But the best advertisers he had were those who had been in and marked the wonderful changes that had recently been worked in the business. They were pleased with the appearance of things, with the quality of the goods to be found, and were glad to note that prices were the same or lower than those asked in the stores along the railroads. "How does that come?" they asked. "Don't it cost an awful lot to haul freight in here on wagons?" To which Harm always replied that the decreased cost of doing business in a little place was such that it more than made

up for any slight difference in cartage.

"They give it to ye in 'lectric lights an' plate glass winders an' paved streets that ye have to leave when ye go home; but here we give it to ye in cash that ye kin lug off in yer trousers pockets." The wisdom of Harm's policy was soon apparent. Business began to pick up. The third day after the arrival of the new stock was the best they had had that summer, and the following week was a record breaker. Harm had more than two hundred dollars on hand, besides a "whole smear" of butter and eggs, and as there were some minor items of which the stock would soon stand in need, he remitted one hundred and fifty dollars to Jones, Weber & Smith to apply on account, and asked for the desired goods. Then he sent a shipment of produce to Heller's regular commission merchant, and congratulated himself that he began to see daylight ahead.

Heller was still on the shelf. The doctor said that he was slowly improving, but that he seemed to think he was still a little boy at home with his mother. This would wear off in time, but it was practically a case of "let nature take its course."

Business kept fairly good, new customers dropped in, took stock of the store and its methods, bought more or less, and afterwards came again. At last Harm had money enough to pay the last of the \$600 indebtedness, and he made the remittance with a sigh of relief.

About that time Heller began to get around a little, and Harm went to talk business with him, but the merchant appeared to have lost all interest in his own affairs. The incidents preceding his illness came back to him in a hazy way, and he wrinkled his brow slightly at mention of "the big order," but he seemed not in the least concerned when told that the bill had been paid.

"I reckon they had to have their money," said he.

Harm was much alarmed at the condition of his employer's mind, and did everything he could think of to bring him back to his old appreciation of affairs, but without avail.

Some weeks after this Heller turned to Harm and said in his dreamy, listless way:

"What makes you bother a feller so about this store of yours? I don't care notbin' about it."

"Why, Bill," answered Harm in surprise, "it isn't my store at all; it's your'n. Don't ye remember how ye hired me to come an' work fer ye, an' all that? Ye hain't forgot that, have ye?"

"Is it my store?" he asked, wearily. "Why, sure it is. It always was, ye know. I never had no claim on it."

For a long time Heller sat with closed eyes, saying nothing and giving no sign that he was awake. Finally, "Harm, how would you like to own that store yerself?"

"Oh, Gee!" ejaculated the youth, "it's the only thing I do want—except—except," he hesitated, as his mind ran back to the little cottage in the woods, "why, yes, I would like to own it awful well."

"You can have it," said Heller dreamily.

"Aw, but ye mustn't do that, ye mustn't talk that way. You're goin' to keep it yerself and after a while ye'll feel better an' ye kin run it again, jest like ye used to."

"You can have it; I don't want it," said Heller. "It pesters me. I know

I'd get along splendid if it wa'n't fer that."

* * *

Harm saw that Heller was in no condition to talk business, and on the advice of the physician, Mrs. Heller and her husband went away to the highland, of Alabama to see what effect a change of climate would have upon the invalid. Ten months afterward they returned. Heller was sound of mind once more and strong of limb; but he said that he would never again make Slab Siding his permanent residence. The South was the country for him.

Then he made Harm a proposition by which he could acquire all the Slab Siding property by making a series of payments, which the young man decided he would be able to meet, and papers were made that transferred the whole thing to Harm.

A series of shrewd moves soon reduced the indebtedness, and when, a year or two later, the railroad company foresaw the advantages of the Slab Siding district as a business getter, and really built the long-projected extension into the village, Harm unloaded enough village lots to give him a comfortable balance on the right side of his bank account.

Then occurred a quiet little wedding in the cottage on the Maier farm, and they do say now that there is no more happy family on the western slope of Michigan than the one that gathers regularly about Harm Johnson's big dining table.

Geo. L. Thurston.

You allow no beer in the house?
No; my wife and I never drink anything but wine and water.

In what proportion do you take it?
I drink the wine and my wife drinks the water.

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.

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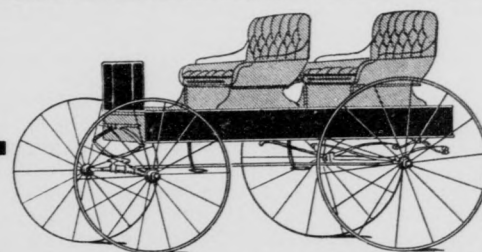
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Arthur Wood Carriage Co., Grand Rapids, Mich.

Woman's World

Some Limitations of the Woman With the Broom.

My plea this week is for the domestic woman—the woman who is the mainstay of the world, who is back of every great enterprise, and who makes possible the achievements of men—the woman behind the broom, who is the hardest-worked and worst-paid laborer on the face of the earth.

Not every woman has a call to preach the Gospel, nor every woman has a talent for law, or medicine, or writing; not every woman has a gift for finance, or desires to go out into the world to earn her living. For the vast majority of women the profession of wifehood and motherhood and housekeeping is the occupation to which they are called by destiny and inclination, and in which they find their greatest and most congenial employment and best serve their day and generation. These women form an enormous army of toilers who have no settled status in the world of labor and no fixed wage. Their hours of labor are twenty-five hours out of the day, and yet they are debarred from the privilege of throwing down their tools and going out on strike. Even the census report, that consoling source of information, takes no account of their work, and among all the hundreds of gainful occupations that are enumerated in which women are engaged, the woman who is raising a family and doing her housework is not mentioned.

It is one of life's little ironies that we speak of the woman who is engaged in business or a profession as a working woman, thereby implying that the home-keeping woman is leading a life of inglorious ease and sybaritic luxury. Nothing could be a greater error, and what makes the mistake all the more piquant is the fact that women themselves have come to share in the delusion. It is a singular commentary on the esteem in which they have been taught to hold their own occupation that women who toil like slaves from morning to night so often express a wish that they could "do something."

No one seems to think that the work of keeping house amounts to anything. Women are supposed to dash that off in a white heat of inspiration, like amateur poets do their effusions. We are not broad enough to realize that housekeeping is the most exacting and never-ending work in the world. A merchant may fail to deliver a bill of goods on time, a professional man may delay an appointment, and no one takes it amiss, but let dinner be half an hour late and the housekeeper has to face an infuriated mob who are ready to devour her. You may trifle with a man's heart and be forgiven, or his pocketbook and retain his affection, but the woman who trifles with a man's stomach does it at her peril.

Moreover, of the housekeeper we demand a universal genius. We do not expect that our doctor shall be a good lawyer, or our lawyer understand medicine; we do not expect a preacher to know about stocks, or a stock broker to have a soul; but we think the woman who is at the head of a family is a rank failure unless she is a pretty good doctor, and trained nurse, and dressmaker, and financier. She must be able to settle disputes among the children with the inflexible impartiality of a supreme justice; she must be a Spurgeon in expounding the Bible to simple souls and leading them to Heaven; she must be

a greater surgeon than Dr. Lorenz, for she must know how to kiss a hurt and make it well; she must be a Russell Sage in petticoats, who can make \$1 do the work of \$5, and when she gets through combining all of these nerve-wrecking professions, we do not think that she has done a thing but enjoy herself. It is only when something happens to the housekeeper, and we find out, as in the nursery rhyme, that without her the fire in the range won't burn, and the water won't wash, and the cook won't cook, and the butcher won't butcher anything eatable, that we begin to appreciate her worth, and to realize that she is the kingpin who holds the universe together.

A few years ago a famous poet aroused the compassion of the world by painting the tragedy of hopeless toil in "The Man With the Hoe." He might have stayed a little nearer home and found a better illustration of the work that is never done, that has no inspiration to lighten it, and looks for no appreciation to glorify it, in the woman with the broom. However wearing and monotonous the work of the man, that of the woman is infinitely more so. The hardest row must come to an end, the longest summer day closes at last, and at set of sun the man goes home to rest, but long after he, fed and satisfied, is taking his ease with his pipe, his wife is still cleaning up the dishes he used and sweeping out the dust he brought in with him. If the man with the hoe, "bowed by centuries of toil," is "brother to the ox," the woman is under study to a perpetual motion machine.

Whatever grievances the man with the hoe has against society, the woman with the broom has the banner injustice of the world. When one thinks that it is woman who does herself, or has done all the cooking and cleaning, mending, nursing, making, purchasing and saving and baby-spanking of a family, and who is besides expected to be counselor, comforter, companion, consoler, inspirer and ornament to a household, and that for these services she has no salary, but is expected to be satisfied with her board and clothes, the wonder is that she has not long ago brought the business end of her broomstick into play and made a stand for her rights. As it is, she has not even the poor consolation of independence, of being called a working-woman and earning her board and keep. Everything she has is considered as given to her, and she is expected to be properly grateful to the man who takes her labor and feeds and dresses her in return for it.

There is no other piece of sarcasm equal to that which makes us speak of the average man as "supporting" his wife. If the woman who makes a man a comfortable home on a limited income, and that is what most domestic women are trying to do, is not earning her living, in Heaven's name, who is? She is giving service so great and so unpurchasable for money that it becomes an absolute financial necessity for a widower to remarry. If he tried to pay any other woman but a wife what her work was worth, she would have a mortgage on his very eyelids in two years' time.

It is easy enough to understand why men think that the services of the woman with the broom are not worth paying for. It is because they do not know—they have never tried it, and it is the contempt of ignorance. The man who has never attempted to run a house

thinks that it is a mere matter of telling the cook that you want three good meals a day, mentioning to the housemaid to be sure to clean up thoroughly and sweep under the beds, and an admonition to the children to run along and play like little dears, and not get dirty. After that Benedict pictures his wife as reclining on a couch until it is time to go to the matinee or lead the rush on the bargain counter. If that is not an easy life, he does not know what is, that is all, and when she dares voice a complaint, he honestly believes her to be the most unreasonable creature in the world, and says he wishes he had nothing else to do but stay at home with the children, although it is observable that one Sunday afternoon with the baby reduces him to a physical wreck.

As for a woman's work never being done, man simply sets that down to bad management. "Look at me," he says, "when I am through the day, my work is over. I turn my key in my office, and leave everything behind me. Why do you not do that way? Why do you not do up all your sewing in the fall and spring, and not be forever with a needle in your hand." Alas, that is part of

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N. B. Our new Michigan goods are now ready for delivery; guaranteed absolutely pure, and made in strict conformity to the Michigan Pure Food Laws. Dealers are authorized to sell them under our guarantee. Order at once, through your jobber.

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YEAST you sell not only increases
your profits, but also gives complete
satisfaction to your patrons.

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 1/2 Crescent Ave.

the pathos of woman's work. She has nothing to show for it. She has spent her time in cooking dinners that were forgotten as soon as eaten, in making clothes that wore out, in darning socks that had to be darned over again when the next week's wash came in.

The man who has built a house, or written a book, or painted a picture has some visible token of his labor, but because the woman can point to nothing and say, "I did this," she is thought to have been wasting her time. The woman with the broom gets no sympathy either with her eternal cleaning up. Men regard women's eternal picking up of books, and papers, and clothes as a hobby, and their mania for washing dishes as a harmless lunacy for which they are not responsible. In his heart every man's ideal of comfort is to leave everything where it is dropped, and his faith in this theory is never shaken until his wife goes away and he gets all the glasses in the kitchen sink, and his clothes so scattered it would take an Old Sleuth detective to find a clean collar.

Every injustice is the prolific mother of wrongs and the fact that the woman with the broom is neither sufficiently appreciated nor decently paid brings its own train of evils. It is at the bottom of the distaste girls have of domestic pursuits, and the frantic mania women have for seeking more career. Political economists argue themselves into a comatose state trying to find out why the girls in poor families would rather go in stores and factories where the hours are long and the pay scant than to go to work in their father's kitchen. It is because there are few of us so overwhelmingly industrious that we yearn to work for the mere sake of

working. When we labor we want to see cold, hard cash in our hands as a result of our efforts. A girl knows that she may do all the cooking and save not only the price of the cook, but the waste and stealage as well, but her father will not think she is earning anything. He will give her her board and clothes, but he will think that he is supporting her and she will have none of the freedom of the wage-earner to spend her money as she pleases. It is simply because the woman with the broom never gets paid that every girl is determined to get another tool if she can.

Nothing can be more inconsistent than the attitude of men toward the woman with the broom. They are always harping on woman's sphere being at home and inveighing against her leaving her own fireside to seek employment, but for the work which they declare to be woman's work, and which they admire so much in theory, they are not willing to pay down cash. There is hardly a day when some woman, the daughter or wife of a rich man, does not say to me that she wishes she could do something. "Why," I say, "surely you have occupation enough in your home to absorb your strength and energies." "Oh, yes, but I want to do something that will bring in money—money that will be my own and that I may spend as I please." Sometimes there is a touch of pathos, as in the case of one woman who took in sewing while her servants wasted and stole from her. I asked her once if she thought it paid, if she did not see, as I did, that it would be better economy to look after her own house than try to make a few dollars at work that was plainly ruining her health.

"I know it," she replied, "but my

husband never gives me a dollar of my own. My mother is old and poor, and the money I make with my needle I can give to her. I earn it. It is my own. I can make money that way, but my husband would never think of giving me a dollar for doing the cooking."

Always—always it is the frantic cry for financial independence. The demand of the worker for her wage, the futile, bitter protest of the woman with the broom against the injustice of taking her work without pay. Men will say that in supporting their wives—in furnishing them with houses, and food, and clothes—they are giving the women as much money as they could ever hope to earn by any other profession. I grant it, but between the independent wage-earner and the one who is given his keep for his services is the difference between the free-born and the chattel. Is there a man among you so craven-spirited that he would not prefer to wear homespun and walk, rather than to be clothed in purple and fine linen and ride in automobiles, if the one involved independence, and the other dependence? What man would bind himself for life to be taken care of for his board and clothes?

What man would submit to having to give an account to even the best and most indulgent of wives for every penny he spent? Not one. And, gentlemen, we are of your blood. The same love of liberty that inspires you, the same passion for independence that animates your breast beats in our hearts, and I sound a note of warning when I say that unless domesticity is placed in the ranks of gainful industries for women—unless a wife's and housekeeper's services have an actual cash value—more and more women will throw down the broom

and start out on a still hunt for a better paying job.

Nor is this all. The present state of affairs brings about a disastrous condition in the woman's world of labor, so that the woman wage-earner must not only compete with the man worker, but with the domestic woman who has her home and clothes supplied her, and who does things on the side in order to get a little money that she may spend as she pleases. This enables her to undersell the woman who might otherwise make a living by her pencil, or brush, or pen, and the managers of every woman's exchange in the country will tell you that their greatest difficulty is in keeping out the work of the women who do not need to sell their work, but who only do it in order to earn a little money of their own.

The avenues of public employment open to women are not as inviting nor is the pay in them so great that ordinarily women would be unduly tempted to enter them, and that so many women who apparently do not need to go out of their own homes for a support, are crowding into every profession and business that offers a prospect of a livelihood, can only be explained by the fact that the woman with the broom is getting tired of working for her board and clothes. She wants wages. When men grow just enough to abandon the idea that keeping house and doing the family sewing, and rearing children is not a snap, but a profession; when they grow broad enough to realize that the woman with the broom is a laborer just as much worthy of her hire as a typewriter, we shall have fewer women yearning to go out into the world and earn a few dollars spending money, instead of having their car fare doled out to them and the privilege of running a bill.

Dorothy Dix.



When You Take Your Vacation

Can you be sure that while you are gone—
Your books will be posted to the minute at all times?
Your clerks will not give too much credit to certain customers?
No customers will be lost because of disputes on settlement days?
No mistakes will be made by your clerks in charging goods sold on credit?
Or will you have to work nights for a week after you return "to straighten things out"? In short, *have you a good credit system?*

The new N. C. R. Credit System is the most simple and effective system of keeping credit accounts ever devised. It is being adopted by the leading retail merchants everywhere.

If you want to know more of this wonderful system, 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 _____

THE MAN WHO KNOWS.

Hank Spreet's Little Experience and Little Lesson.
Written for the Tradesman.

Eli Grasslot is a man of somewhat vigorous opinions, which he is not slow to express. There are such people in the world and there are two ways of dealing with them. There is the man, for instance, who argues with them and who gets about as much satisfaction out of it as the farmer's cow does out of trying to stop the railroad train. Then there is the wise man who side-steps and lets them go their course with the certainty that eventually they will round up pretty close to his way of thinking.

Eli came into Hank's store the other day to buy a washboiler. Now Eli does not know any more about washboilers than a chimpanzee does about Dowism; but he is a man who thinks he knows a great deal about a large variety of subjects and he knew of no reason why he should make an exception of washboilers.

It was a bright spring day and the doors of Hank Spreet's general store were open to admit the sunlight. Eli strode on in search of the boiler, to purchase which his wife had dispatched him. His eye fell immediately upon a fresh looking A No. 1 tin, copper-bottom affair on the top shelf at one side of the store.

"I want to git a boiler, Hank," he said in a positive manner, "and there's the very article I want," pointing to the one in question, although there was a row of half a dozen more of which he might have made selection.

Hank pulled the boiler down, but at the same time drew two or three more from the top shelf. These were covered with a little more dust than the bright

one, and they looked a little less attractive. Eli inspected the boiler which he had first selected, and the appearance of satisfaction grew on his face with the inspection.

"There's a darned good boiler," he said wisely, turning it over, rapping the tin with his knuckles and pressing the copper bottom with his open hand.

"Here's something a little better," said Hank, shoving one of the others along the counter, "that is if you want—"

But Eli interrupted him.

"Now Hank," he said, "don't you think for a minute that you can fool me with any of that kind of clap-trap. I know a good boiler in a hundred. I spotted that one the minute I got in the door."

"But this boiler—"

"Yes, I know, that there boiler's got better copper and better tin and all that kind of thing and a better profit, too, I suppose, and that's what's worrying you mostly, but you can't fool me on a washboiler, by gosh. I've bo't too many of 'em. Guess I've bo't as many as a dozen of 'em since we've been married, and I guess I ought to know a good one when I see it."

"But this one," attempted Hank again.

"Never mind, Hank, I can spot a good boiler in a lot like this a mile off with my eyes shut and my back turned. I'll tell you just what I'll do—I'll give you two fifty for that boiler just as she stands and not a cent more."

"But the price—"

"No, I don't care what the price is, that's every cent I'll give and you can take it or leave it and here's your money."

Hank finally got a chance to get a

complete sentence out at last, for Eli was busily engaged in taking coin out of his leather purse.

"I think one of these other boilers would give a little better satisfaction."

"Yes, I know you would like to work some of that old stock off on me, but you can't do it. Two-fifty for this boiler or no boiler at all. Is it a go?"

Hank was one of the wise ones and he did not attempt to argue further with the man who knew it all. He gathered in Eli's two dollars and fifty cents and wrapped some heavy paper about the boiler and sent him on his way rejoicing, knowing full well that Eli would not be able to unravel the enigmatical price mark upon the bottom of the boiler by which he had marked it for sale at \$2.25.

That night at the regular meeting of the Kelly Center Debating Club, the conversation strangely enough shifted to the man who always knows what he wants better than anyone else can tell him. Eli took a ready part in the discussion, totally innocent of the fact that he was that very kind of an individual himself.

"They come into the store here once in a while," said Hank, "and I always let 'em have their tether. I always think of what my father told me when I was a boy. My mother had always warned me to steer clear of green apples, never to eat one unless I wanted to die immediately. This, of course, raised up in me an appetite for green apples beside of which the drinking habit is nothing. I just thought if I could eat a green apple that it would be about the finest eating that I had ever done in the world. One summer mother went visitin' her folks down in Indiana and that was my chance. I nailed some

green apples the first opportunity."

Here Hank paused, a pause which was as eloquent as a peroration of the most eloquent of orators.

"Well?" at last asked Eli, anxious for the end of the story.

"No, I wasn't," replied Hank, "not for a while anyway, but somehow I have never wanted green apples since. If you want to sicken a man of wanting something when he wants it real bad, the best way is to let him have it."

"Jest the same," said Eli, "when a man knows what he wants, he knows what he wants, and he's entitled to have it."

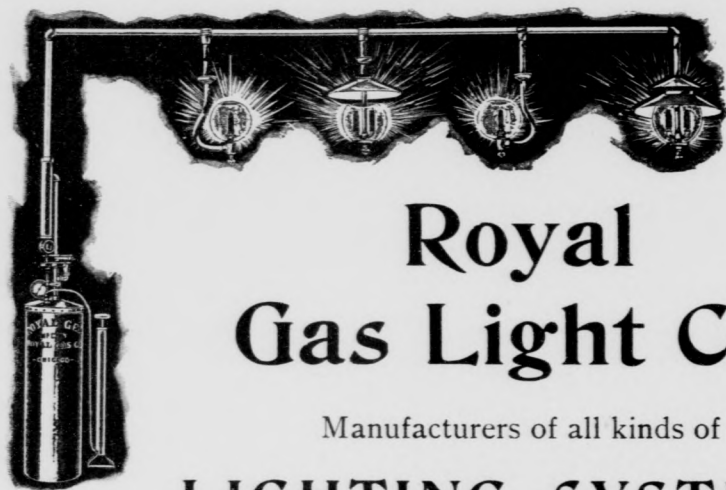
"Them's the rules," said Hank, "that I follow in this here store. I'm always willing to give a man advice. Advice is one of the cheapest things in the world. People are always giving it free and yet nobody ever takes it. It's a funny thing that people come into a store and always know more about the stock than the man who bought it. When they go to the doctor they don't tell him what he ought to give them, but they seem to think more of the judgment of the doctor than they do of that of the grocer, yet the grocer in a year handles the very articles they are buying, a thousand times, while they are only buying them once. It seems to me that the grocer, if they believe he is honest, is the feller that ought to know."

"But Hank," said Eli, "you wouldn't go to a bigamist to find out whether he thought it was good thing for you to marry a certain woman, would you?"

"No," said Hank, "I'd ask the woman."

Douglas Malloch.

Don't let anxiety about the past, present or future gnaw at your heart. It is a good policy not to cry over spilled milk. Hold up your head and look the coming days bravely in the face.



Royal Gem, 3 Lights
\$30.00



Imperial System

Royal Gas Light Co.

Manufacturers of all kinds of

LIGHTING SYSTEMS

OUR POLICY:

10 days' trial on any system we make.

3 Light Imperial Pressure System

complete, ready to put up and light

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A money making line for dealers and agents to handle.

Royal Gas Light Co., 210 E. Kinzie St., Chicago

Our Motto

The Best in the Market at Lowest Possible Cost

Imperial Specialties

MANUFACTURED BY U.S.

Make your

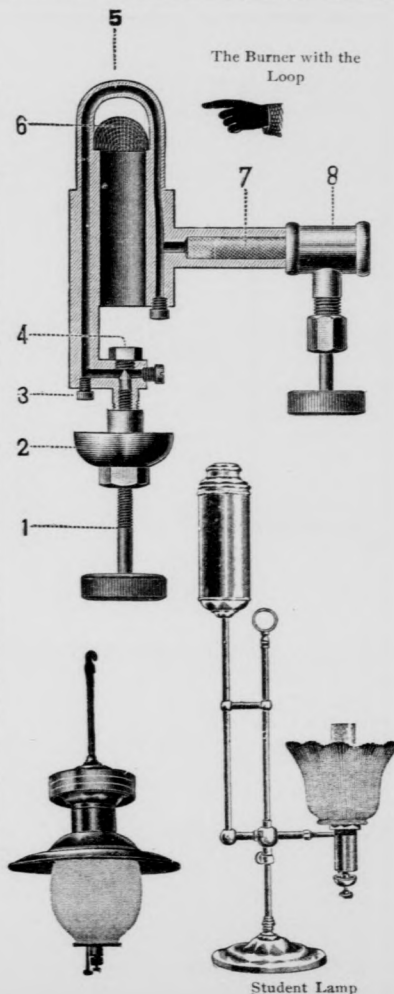
Old

lamps as good as

New

by putting on one of our Celebrated

Loop Burners



FORTY YEARS AGO.

Reminiscences of Early Telegraphic Methods in Grand Rapids.

Written for the Tradesman.

People traveling between Grand Rapids and Detroit over the Pere Marquette Railway will doubtless recall, readily, a man a trifle above medium height who showed a tendency to spareness in figure and whose blue eyes, alert and true, have often sent out a friendly recognition as he collects mileage and holds the blue pencil between his teeth, that his hands may be available for business. Beyond question this little synopsis-pictorial will serve to locate the identity of Conductor Harry Anderson, who has been continuously employed by the company in question during the past thirty-two years. But Harry has not always been on the road, as was discovered recently by a representative of the Tradesman.

"I began to learn telegraphy," said Mr. Anderson during a friendly chat, "away back in the early '60s under the late Charles Benedict, the first telegraph operator to take charge of the Grand Rapids office." And here a reminiscential smile came to the surface as he looked about the room—"My! but things have changed. Why in those days—at least before I came—Mr. Benedict took every message and sent out every one that was recorded in Grand Rapids and, not only that, but he delivered the messages received. You see, we had no messenger service in those days. By the way, I believe I was the pioneer messenger boy of Grand Rapids."

Again the old-time oddities created a smile as he continued: "In those days the residence limits of the city were, practically, College avenue on the east, Wealthy avenue east of Division street on the south, the Detroit & Milwaukee Railway on the north and the foot of the bluffs on the west. There were no residences to speak of north of Leonard street or south of Pearl street on the west side, and the territory south of Fulton street and west of Division street was still known as Shantytown. I was kept fairly busy, however, delivering messages when I was not needed in the office.

"You see, it was during civil war times and, except the news was a matter of life and death, the messages were infrequent and—expensive. The rate to Detroit, for instance, was 85 cents for ten words. My frequent deliveries of messages telling of soldiers missing, taken prisoner or dead caused my coming to any house a cause for instant anxiety and fear and, all too often, for direct sorrow and despair. I tell you it was tough for both Mr. Benedict and myself, as we were frequently required to act, both together, as messenger boys, going in separate directions with news, good or bad, from 'the front.'

"Still it was during that time that I made a wide acquaintance in the city because it was a common experience to be called upon to do outside messenger service. Take such men as Henry Spring, Ransom Luce, Charles Shepard, Henry Hinsdill, John W. Peirce, J. W. Squier, James Lyman, C. C. Burchard, W. D. Foster and others who were merchants along Monroe and Canal streets. They thought nothing—and really it was all right—to hail me in the street with: 'Where are you going, Harry?' and when I would tell them, they would ask: 'Had you just as lieve go over to such a place and deliver this for me?' giving me a package or a

message to take to the place designated. Fee? Yes, sometimes, but, as a rule, I didn't think it worth while—neither did they.

"Speaking of old time methods," continued Mr. Anderson, as he took up an evening paper that was upon the table at which he was sitting, "I often have a good old hearty laugh all by my lonely' as I compare the press reports of to-day with those of old. When I began with Mr. Benedict the Grand Rapids Eagle was the only paper taking the Associated Press reports and the report received was known as the pony—and it was, a regular Shetland pony report. At that time L. J. Bates was the political editor of the Eagle and afternoons, after the paper had gone to press, Mr. Bates would come over to our office. Mr. Benedict would read the telegraphic report as it came in on the tape and Mr. Bates would write it out, long hand, for the compositors. Now and then an item would occur about which each man would have an opinion. Then, down would go the tape to come in at will, while Mr. Bates and Mr. Benedict would discuss the matter. The way in which these two men would handle McClellan, Fremont, Seward, Stanton, Lincoln and all the rest of the great ones was a caution and to myself, a boy, it was wonderful how much those men knew and how positive they were in their knowledge. Time and again I have heard, verbally, Mr. Bates' editorials as they would appear in type next day. And somehow they always read better than they sounded when originally voiced.

"Another thing in connection with the Eagle: John Belknap was employed in the office at that time and paper collars were just coming into fashion. Eli Harrington was foreman of the establishment and in cutting cardboard in the job office there was a considerable quantity in strips that was waste. John Belknap would save these strips and distribute them around among the boys; we would cut them in shapes to fit our necks and, cutting button holes in proper

fashion, would wear home-made paper collars. I have made and worn hundreds of them. And the late Frank Seymour, who then had charge of the postoffice news depot, as it was called, occupied his spare time—and he had considerable each day—making collars in sizes, putting an imitation stitch around the upper edge with a pattern perforating wheel and selling them. He bought his cardboard by the hundred sheets and, as I remember it, made quite a bit of money in this way.

"I wonder," concluded Mr. Anderson as he arose and put on his overcoat, "what kind of reminiscences the boys of to-day will be revelling in fifty years from now."

Don't succumb to grim despair,
But remember, when you're glum,
That the hardest things to bear
Are the things that never come.

A Pocket Cash Register



For traveling men, book-keepers, postmasters, clerks, store keepers, shoppers and others. A clever little pocket machine that will keep an accurate account of your expenses and save you time and money.

Price \$2.50

You will wonder why the price is not \$10. It's worth it. Send for folder. Salesmen wanted.

Pocket Cash Register Mfg. Co.

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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.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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

Progressive Ideas Advanced by an Enterprising Dealer.

There is one proposition that we all appreciate, and that is the fact that business conditions are constantly changing, and the man who has the faculty of adapting himself to the changing conditions, and arranging his sales to suit the customer's wants, is the one who makes the best business man, and gets a better price than the fellow who goes along at the total end.

A good many years ago I sold a man a small bill of hardware. He had never had any experience. The next time I called on him I asked him how he liked the hardware business. He said: "By George! the hardware business is the finest business I ever struck. Carriage bolts cost me nothing, and I sell them for 5 cents apiece." That time has gone by when you do that, and when you buy carriage bolts at the present discount and sell them for 15 cents, you make very little, and they do not cost you much. You can't do it to-day. The combination of capital has reduced the profit in many lines of goods to the jobber, and to the retailer; and the only thing to do is to adjust yourself so as to secure the largest possible margin of profit on your business.

Now, we all appreciate the objectionable effect of the combination of catalogue houses and department stores. We all suffer from it. From 1893 to 1897 we remember what those conditions were. I said to a gentleman during that time, and I did not have any idea that it was the truth, but had the idea that it would perhaps help him out of his despondency, "The time will come when these hard times are a matter of benefit, but it will take years to determine and you will make more money in a series of years than if you had not seen just such years as we have had in the year or two past."

The competition of catalogue houses and department stores makes better business men of us. Such competition has come to stay and if we are able to see it, if we are able to give our customers as good service as they can get from the larger houses, we will remain in business; if we do not, you gentlemen will have to seek some other job, and will have to look for some other place to do your work; your going out means the necessity of our following suit, for in your success is our success. We are linked together along those lines—inseparably—and our mutual object should be to work together along those lines that will best promote our mutual interests, because one can not be successful without the other, and we are deeply interested in the largest possible success of every retail dealer in the State. And yet it is true no one can accumulate honest wealth without he benefits himself and enriches the community in which he resides.

In a general way I think a great difficulty comes from the fact that business men do not understand the legitimate expenses of doing business. In a general way, I figure that a retail dealer who figures on a gross profit of 30 per cent.—that should be his gross profit; 20 per cent. of that may be figured as a matter of expense. He should, of course, figure in his living expenses, and all incidental expenses of running the business. When he has 10 per cent. on his sales he has no more than he is justly entitled to. A man who sells \$25,000 a year and makes \$2,500 has

not secured any more returns on his capital or labor to secure those results than he is entitled to, and yet I think, perhaps, if you were to analyze your business you would find that a very large portion of it is less than that. You sell nails and all the staple goods at a very small profit. If a man comes in and wants to figure on a bill of hardware, you sit down and figure the stuff at cost, and then add 10 per cent., and some will forget to add the 10 per cent. Then, perhaps, you will incidentally leave out some item in the bill. Only a few days ago, when I started to figure on a little bill of printing, I sent out to three places for an estimate on it. One price was \$14.75; the other was \$11.50. If somebody had come along with a price of \$11.50 I would have been satisfied to pay the price, and thought that I had got the value of my money. But somebody had made a mistake, and a \$6 man got the job. The same in the hardware business. One man's bid is \$64; another is \$62.50; one is \$60. He feels much better to pay the \$60 than to have somebody make him a price on it of \$40, and if he goes to very many more places and gets a price of \$20, he gets the idea that it is all profit, and you suffer the consequences. In regard to developing the business on new classes of goods, a great many dealers say that they do not have any call for them, and when they do not have any call for them they can not sell them. I have seen communities where they did not have a doctor—they have little sickness—and when the doctor goes over there, see how quick everybody gets sick, and how that doctor keeps busy.

If you want an illustration of profitable goods, they tell me—although I am not in the drug business—that patent medicines pay the largest percentage of any manufacturer. They say: "Advertise the symptoms—they create disease." It seems to me that this remedy is to a large extent in our own hands. I heard two or three years ago of a manufacturer, and a very prominent manufacturer at that time—that one of the greatest difficulties he had to contend with was some rival manufacturer, who either destroyed his profits or prevented him from making an adequate profit and put him to unnecessary expense.

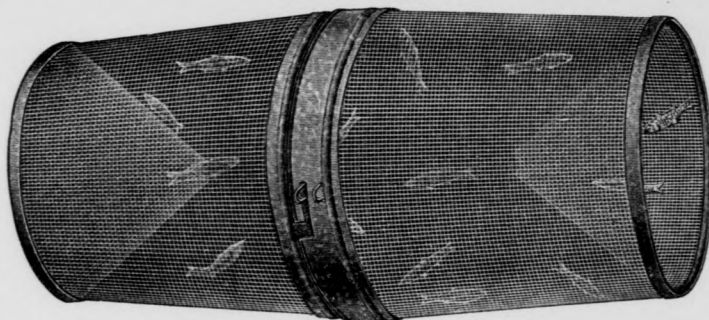
The department stores sell a class of

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.

"Sure Catch" Minnow Trap



Length, 19½ inches. Diameter, 9½ inches.

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

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

Our line of Fishing Tackle is complete in every particular.

Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.

113-115 MONROE ST.

GRAND RAPIDS, MICH.

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

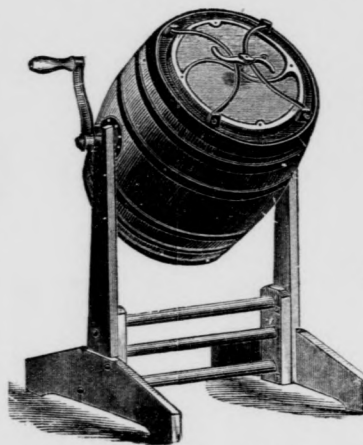
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We are
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MANUFACTURERS

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

goods not bought by the people who want the best. They do not get it there. If they want to trim a fine house, and they want the best there is, they do not go to the department store, but to the legitimate hardware dealer, and they expect and are willing to pay him a profit; and it is not absolutely necessary in all cases that you meet the competition that you have on the cheapest class of goods.

I remember quite a number of years ago in selling a man goods I asked him if he had ever had any experience in the hardware business. He said: "No, I do not know anything about it. I never had any business experience, but I do know if I buy anything for 50 cents and sell it for \$1.75 that I will not lose anything." I told him that he was all right; that he would do for the hardware business. Ten or fifteen years later that man retired with a capital of \$30,000 or \$35,000. I simply recommend that to you. Make a little more money in a general way. I would like to see every man make a little more money this coming year, 2 to 1, than last.

When I was up in the house the other day I noticed a boy opening a box. I said to him: "George, is that the way you take covers off from a box right along?" I told him what I would do. I said: "You knock that cover off that box, and some man comes along and he wants to use that box, it will take him ten or fifteen minutes to get that straightened out; but if you would get a nail puller and take the nails out, you have taken up a little more of your time, but you have saved a lot more of the other fellow's that comes along behind you." Our economical proposition must be this: We must endeavor to place our goods in the hands of the consumer economically. Under the natural course of trade—first, for the manufacturer to the jobber, from the jobber to the retail dealer, and from the dealer to the consumer. If we can, by mutual effort, demonstrate our ability to distribute along these lines as economically and to the same advantage that others do, we shall continue to make money and prosper. If we can not demonstrate that proposition, we have got to take a back seat, and make room for somebody else who has a better idea than we have.

In doing that there are several propositions where our distribution is a little expensive, and where we are at fault in an economical proposition of distribution. I have in mind the facts of a case right now. Some time ago a friend of ours who used to be in trade wanted a keg of nails shipped to a firm a little ways out. We sold it to him. He did not have the money with him to pay for it. The bill amounted to \$2.50. Nails cost \$2.40 delivered f. o. b. It was a small proposition. Two or three months elapsed and we heard nothing from him. Finally I wrote him a letter calling his attention to the item and he sent us a check for \$2.50. We took the check to the bank for collection, and our bank deducted 15 cents for collecting, leaving us \$2.35. But his bank wanted 25 cents, so they deducted 25 cents more, and sent \$2.10 to our bank. We spent 10 cents for postage, and at the end of four months we received \$4 out of the sale. That was not a really profitable deal, but it is a fair example of extravagant methods of doing business. There are twenty-eight hardware salesmen covering the State of Michigan—more than one for every day of the month; more extravagance on the part of the jobber. When we can operate on more mutual

lines and eliminate those unnecessary expenses, mutual disposition to assist each other will develop our business along the most economical lines. It will be a mutual advantage to the retailer as well as the jobber, no one will suffer.

I understand they have now up in this Legislature a bill to prohibit a retailer from selling his stock without giving notice of it. No honest dealer should object to it, if he understands it fully. I have advocated two or three times the fact that, as engineers, plumbers and barbers are licensed, we ought to license the business man. I venture to say that I would appoint a board of three or five men—good solid men—and let them examine a candidate for business who wants to engage in business; that his idea would not be along such lines that you would feel that you wanted him for a competitor—not like my friend who bought a thing for 50 cents and sold it for \$1.75, but would be like the man who buys a thing for 10 cents and sells it for 15, and thinks he has made 5 cents.

W. S. Wright.

Remarkable Skill of a Quack.

Once, when Attorney General Knox was a young man, he had a case to conduct against a quack doctor. It was his purpose to prove the doctor quite ignorant of medicine, and the means he adopted to do this were ingenious and effective. Getting the man on the stand, he began:

You used, sir, on my client here, when he called you in, all the most modern and approved methods?

Certainly, certainly, the witness replied.

You made all needful amputations?

No less than nine, sir.

Did you decapitate the man?

I did.

And you performed the Cesarean section operation?

To be sure.

Now about the post mortem—did you hold the usual post mortem?

Of course I did. In fact, I held two post mortems.

Very good. That will do, said Mr. Knox. And the young attorney had no difficulty in winning his case against the quack.

Opportune buying, opportune selling and opportune advertising form the total of the work of the successful business man.

Cream Separators.

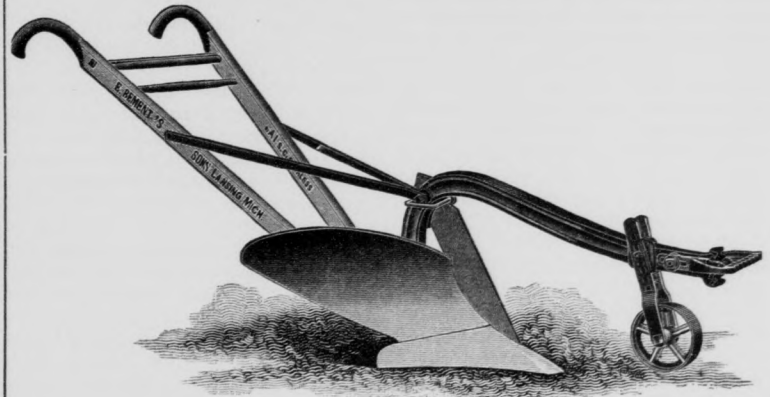


Let us have your inquiries.

WM. BRUMMELER & SONS,
Makers of Good Tinware.

249-263 So. Ionia St. Grand Rapids, Mich.

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, landsides, 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.

"Where She Will She Will, You May Depend On't."

Written for the Tradesman.

It was the prettiest wedding that year. In addition to that it was everybody's and of course everybody was there. The little church outside, hidden in ivy from foundation-stone to tower-tip, was never lovelier; every blossom, wild with delight, rang its scented bell as it had never rung it before; the sun, remembering the adage, "Happy is the bride that the sun shines on," poured down its yellowest rays and the "Wedding March" that hushed the crowded congregation into silence never blessed a happier bride or a more joyful groom than walked that fair May morning down the center aisle to the altar in the lily-decked chancel.

There had been no fuss about this wedding from first to last. The two had grown up together. They began to love each other nobody, not even they themselves, knew when. When maturity had made each the finest in every way of their sex, as wise young people should they came naturally together, made no secret of their intentions and, taking everybody into their confidence, made the most of the abundant advice given them and Cloverdale attended the wedding in a body, which to this day is spoken of with loving remembrance.

"The Wylands and the Kingsleys were well-to-do, but for all that Dolly was dressed in a neat, serviceable traveling dress and he in a suit without a bit of the la-de-dab about it, and they walked from the church to the station with only a little larger crowd than usually went to see them off when they chanced to go anywhere. They did not spend a small fortune on a bridal tour; but after a few days' absence they came home and went right to their own little house he had bought, and both had furnished and in less than a week were settled into old housekeepers. It just seemed as if they had always been married and had always lived right there."

When wonder had been expressed at the matter of course way in which the whole affair had taken place, the young husband, with considerable self-satisfaction, remarked, "Well, yes, there may be something of the unusual in it all, but not necessarily so. A man should not go into such things with his eyes shut. I did not. Everybody knows that Dolly was and is the prettiest girl in Cloverdale; but pretty is on the outside and I went beyond that. I early made up my mind that the man who wants to marry happily should pick out a good mother and marry one of her daughters—it does not matter which. Dolly is the only child and I knew that; as a mother, Mrs. Kingsley can not be beat, so that side of the matter was settled. Then while it is all right in some—I guess in most—cases to bank on pedigree, there is something a great deal deeper than that to be considered in a case like this, and that is the girl herself. It is the girl the man wants, not her grandmother, and I satisfied myself on that. Of course we do not find perfection anywhere, but I guess Dolly is as near that as anybody I shall ever see, and I had wit enough to know it. I have a notion, too, that where young married people think a good deal of each other they point out to each other their failings and so they sort of bring each other up, as it were. I know I am a good ways off from perfect—that is what mother says—but I have an idea when Dolly tells me where I am out of order she will find me

wheeling into line and I should not wonder if the neighbors came in weekly to keep track of my growing wings! I have an idea that the first few years of married life are a sort of matrimonial kindergarten where man and wife train each other in the way they should go, that when they are old they will not depart from it, or words to that effect. I have a good teacher—I am sure of that—and I hope Dolly thinks she has."

Dolly never troubled herself to say what she thought in these particular lines. Facts alone interested her, and long before she and her handsome Rob became one she had concluded that her first special duty would be to bring about an early and much desired change in the observance of Sunday. When he was only eighteen he left off going to Sunday school just because he did not want to go, and while she could not see any real connection between the two there did seem to be something like cause and effect in his beginning to smoke at that same time. Every once in a while she heard it said as if it was something to be proud of that Bob Wyland could make the billiard balls go just where he wanted them to go and then there were some other things which were not to be called "pretty;" but Rob was her own dear Rob, neither more nor less, and was the last of a long line of Robs, all distinguished for the sterling qualities of manhood. The Wyland—especially the Mrs. Wyland—side of the home discipline was known to be extremely lax, but once the better way was pointed out the rest would follow and there would be the end of the whole matter. It would be the old story of healthy home influence, where the gentle hand of the woman leads the loved ones onward to the best here, and so to the glorious hereafter.

Thus prepared for their future, the two looked lovingly into each other's eyes, determined to get the most and the best out of the home they had made for themselves.

For the first six weeks, and so for that number of Sundays, Mr. and Mrs. Robert Wyland were found in their seat in the sanctuary, to the great delight of the minister and the wonder of the congregation; but when the seventh Sunday had come and Mrs. Robert in all her queenly beauty came down to the parlor all ready for church and found her husband in his dressing gown and slippers and barricaded with numerous newspapers, while the air was blue with cigar smoke, the queen's astonishment had no bounds.

"Why, Robert Wyland! What are you thinking about! Put your paper right down and hurry up. We shall be awfully late, and if there is one thing I just hate it is seeing people come late to church."

"All right, Dolly, you go right along and save the reputation of the family. I rather by half hear your version of the sermon than the minister's. He can't preach for sour apples and never could. There is the bell. Go ahead, there's a dear, and let me keep house for you this morning. This cigar is too good to throw away and you see it is not half gone. Don't look at me that way. I have been six Sundays in succession—something I have not done in as many years—and I need a rest. If it was only Lent now that would be one of the pleasures I should give up. There, kiss me good-bye. The bell is tolling and you'll be late as sure as guns if you do not start."

"Why, Robert, you know I cannot go

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Mixed Paint, Oil and Water Colors,
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Jobbers and Importers of

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277-79-81-83 West Water St., Corner Cedar
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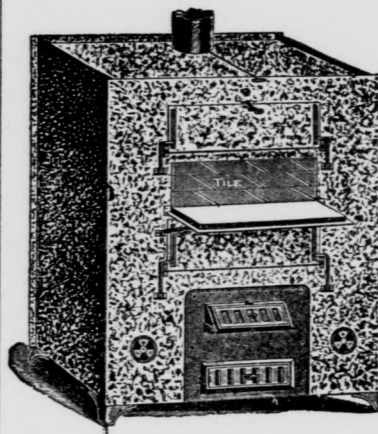
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A handsome, indestructible fixture always ready for use. No bathroom complete without it. This brass, nickel plated tank can be hung in any bedroom or bathroom and completely replaces the old leaky, unsightly rubber fountain syringe; hose can be attached 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.

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

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"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.

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Manufacturing Co.

Chamber of Commerce,
Detroit, Mich.

without you. What would folks think?"

"What they please, I suppose. That is a matter of utter indifference to me, as it always has been. I am not going to torture myself for the sake of keeping other people's thinking gear agoing."

She looked every inch a queen as she stood in her church attire with her face full of a great resolve. She felt she was about to settle the question for all time. Very deliberately she began removing her gloves, looking at him all the time. "I shall not go without you, Robert, and I want you to understand that you must go regularly to church."

"Must!"

The word had not so been used for something like ten years and then his father had said it in the same manner and on a similar occasion. Rob was mad clear through. He pushed aside his paper and then, with a coolness and deliberation that were peculiarly his own, he took a good long pull at his cigar, whirled the big mouthful of blue to the ceiling and quietly made answer:

"That 'must,' Dolly, never will cut any ice with me. I will not go to church regularly and I will not go at all un-

less I please. If you won't go unless I do, you can take the time to take your clothes out of my room and out of my closet and put things in order all over the house. There is not a blessed thing belonging to you that is not in the wrong place and for some reason or other you have made my top drawer the catch-all for everything that you want to get out of sight. I am tired of it and unless you stop trying to make me over you must not be surprised if I let you see that you are up for repairs. 'Must!' Humph! We will see!"

Neither went to church. After the "see!" the beast hid behind his paper and Beauty went to her chamber and banged the door after she passed in. It took the animal ten good minutes to find that he was trying to read the advertisements with the paper upside down. He forgot his cigar and had to throw it away. Then he looked out of the window for five minutes, and then after swearing at something in the landscape he went and tapped on her door.

"Dolly, you may say 'must' and you need not take your things out of my top drawer!"

"I won't and I will, Rob Wyland! Go away!"

That was ten years ago. Bob says he did not go away and Dolly says she said she would not and did not and that she would and did; and the neighbors say that theirs is the happiest home in Cloverdale. Richard Malcolm Strong.

Business Attraction.

The best way to get business is to be busy; business attracts business. People like to buy of a store that has the look and name of being progressive and busy.

If you can gain for your store the name of being the busy store of your town, it takes a good deal less effort for you to hold it than for the other fellow to get it.

"Nothing succeeds like success;" people are likely to trade with a store that seems successful.

One of the sure ways for a store to gain name and fame is for it to get the reputation of always having something new; new fabrics, new styles, new methods.

It is better to be always getting some-

thing new than to make a spasmodic semi-yearly effort in your buying and then relapsing into your shell.

One store that the writer knows of made its entire reputation from the fact of having had, on a certain day of each week, some new line of goods to show. One week the proprietor showed something new in one class, the next week in another.

In this way the buying public came to know that at this store something new was always shown on that day, and out of curiosity and the "shopping instinct" they came to see what it was.

In a general store or dry goods establishment this idea is entirely practicable, easy of execution and bound to be successful.—Printer's Ink.

Wait to Finish the Game.

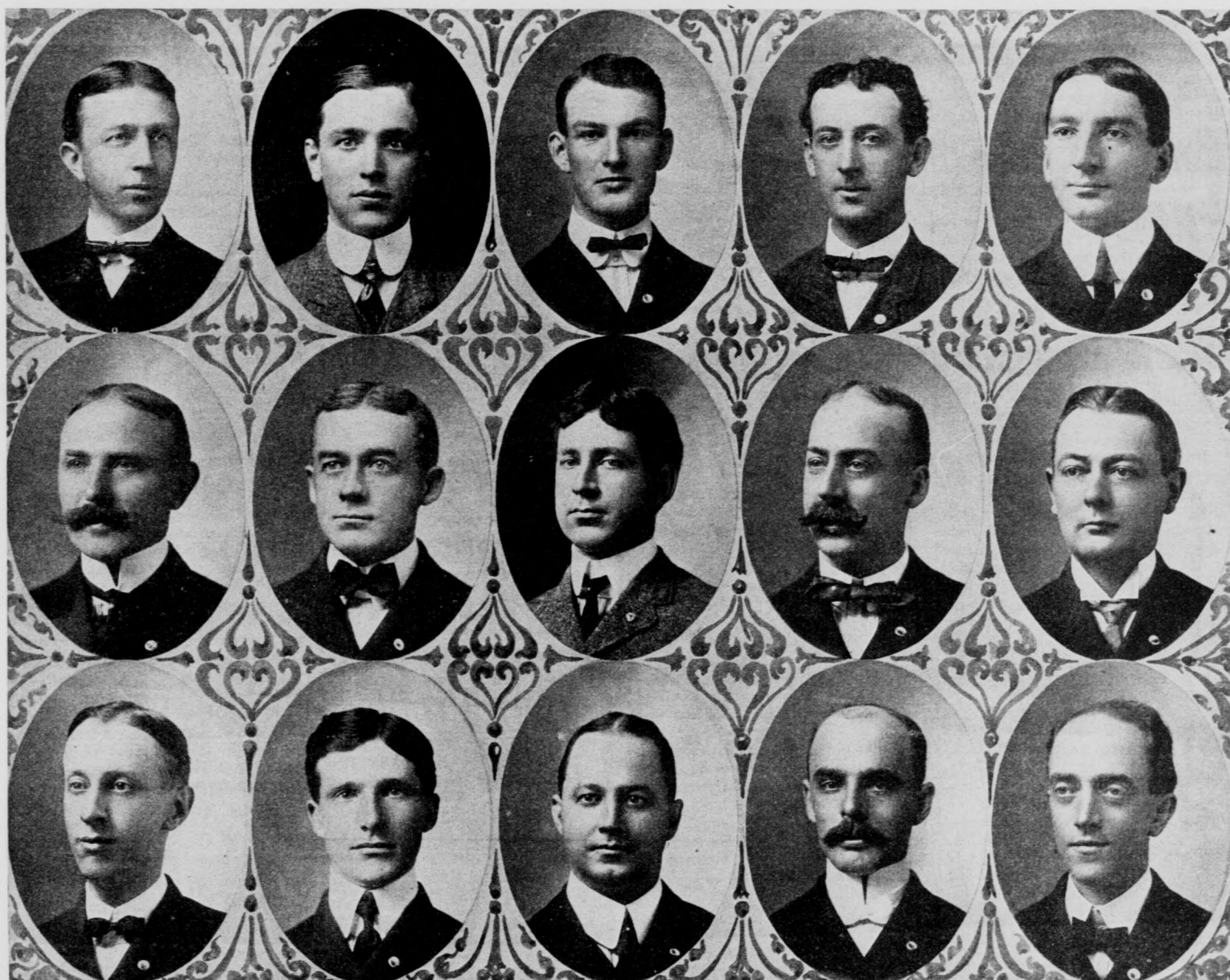
"I want half a pound of water crackers," said Mrs. Newcome.

"All-fired sorry, ma'am," replied the country storekeeper, "but I ain't got but two dozen of 'em in the place."

"Well, I'll take them."

"Just wait ten, twenty minutes. Hi Peters an' Josh Slocum has been usin' 'em fur checkers an' they're playin' the decidin' game now."

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



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EASTER LORE.

Origin of the Customs Peculiar to the Season.

When the grocer, the druggist and the dry goods merchant are besieged at Eastertide for the largest egg, the brightest dyes and the brilliant bits of figured calico we wonder if they know why these articles are in demand at this season. To them it is doubtless an annual recurrence of a custom and not regarded in any serious light.

The earliest conception of the origin of the earth was that it all grew from an egg; in fact, the egg has been symbolical of the origin of all life. The ancients believed the egg was the young of a bird, but unlike any young they could conceive of. The egg hid in itself life and from this came the belief that all creatures came from an egg. After the flood the Jews adapted the meaning of the egg to symbolize the regeneration of their race from the life hidden in the ark.

This virtue of the egg came down through the Teutons and Saxons and our own forefathers believed that the virtue of life passed from the egg into man and into the earth. From this belief many Easter customs have risen which have come down to the present day.

As the egg stood for awakened life and future fruitfulness, Eastertide, the festival of nature's re-awakening, was the time appointed for eating them. Among all races the custom is the same, although difference in religious belief makes a difference in the reason for so doing.

After the crucifixion of Christ the celebration of the Jewish paschal feast became a festival of rejoicing over the resurrection, and the egg seemingly represented the return to life after a period of rest. Blessing of Easter eggs became a part of Easter celebrations among Christian churches, and everywhere were beautifully tinted eggs on Easter day. Without doubt eggs were tinted to represent the re-awakened colors which the return of spring brings about. Red was a favorite color among the early Christians, a symbol of Christ's blood. It must have been an impressive sight in the days of early Rome to see the processions of servants, each bearing great baskets of brightly colored eggs returning from the churches, where the eggs were blessed on Easter eve. These were taken into the dining halls and every silver dish or beautiful piece of pottery was pressed into service to hold the paschal eggs. Every guest was supposed to eat one of these blessed eggs as a token of good will to the host. As Eastertide was as popular a time for calling as our New Year's day a person would suffer as much from an over supply of hard boiled eggs as do moderns from over-indulgence in eggnog.

When the Teutons took possession of Rome they also took unto themselves the customs of Easter or the paschal season, thereby mingling pagan and Christian customs, joining the religious idea embodied in the egg with their own worship of renewed life at a season which they called Easter. From this union comes the idea found still in some parts of Northern Germany and England, that the life of an egg is something real and imparts life by mere contact. Hence the custom of burying eggs in the fields or rolling them over the hilly pastures to make them fertile. So the people ate quantities of eggs at Easter to renew their strength after the severity of winter. In no country were

Easter eggs so valued as in Russia. Even to-day every one carries Easter eggs about and presents them to friends. In Germany and the Northern countries children hunt for eggs in the fields, thinking the white hare has laid them.

In America there are no religious rites, no nature festival in which the symbol is the reality, but all these ancient beliefs are traced in customs now regarded as simply interesting and childish modes of celebrating a church festival. These are often real to children, just as they were real to our forefathers who were children in intellectual development. There is a happy survival of rolling colored eggs over the pastures, in the Easter egg rolling at Washington on Easter Monday. Unbounded joy reigns supreme and white and black mingle in a truly democratic fashion.

The Germans have transplanted the hunt for the nest of the white hare where many eggs are securely hidden, and the church has handed down the use of eggs as food on Easter Sunday, although in ancient times eggs were regarded as meat and came as a welcome release from fasting during Lent.

In place of hard boiled, tinted eggs, which, alas, are often too scarce at Eastertide in the North, a great variety of candy eggs are obtainable. Some thirty odd years ago an Austrian confectioner reintroduced into England Easter eggs made from sugar. France had long had them and now great quantities are made each season in this country. The size varies from the tiniest bird's egg to enormous creations weighing many pounds.

While the sentiment of the real Easter egg is somewhat destroyed by using candy eggs in place of an egg holding the germ of life, it is nevertheless a custom to be commended and brought to the notice of the public. There is little enough sentiment in this materialistic age, and beautiful customs do not thrive in so strenuous a mode of life. At Easter time every one is inclined to rejoice and if it be only in helping the little ones keep up a universal custom, it helps to bring back for a day, the ancient joy of being alive with nature.

It lies within the scope of the merchant to make more beautiful and impressive this season of rejoicing by showing the greatest possible variety in every line which suggests Easter. Children are eager for novelties, especially in communities where holidays are few and novelties fewer. Combinations of exquisitely tinted sugar eggs and hard boiled eggs and the funny designs in blown eggs are not only good displays, but inspire the children with a high regard for the beautiful, which will be henceforth associated with the Easter celebration.

The legendary white hare that lays Easter eggs in nests in the fields and gardens for the children and that brings the babies in Germany, is so far a myth that he is not respected as he should be, but in this country has descended to the class including brown bunnies and Mollie Cotton-Tails. By such a fall the hare loses its distinctive merits as an Easter animal, for the rabbit is not a hare and the mythological spring hare is by no means a rabbit.

The Easter hare has so long been a herald of spring that the origin of the myth has become hidden in obscurity. In ancient Egypt the myth had its inception. The word for hare meant also period, the word for hare meant also "opener." As spring depended upon

Facts in a Nutshell

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ALABASTINE COMPANY, Grand Rapids

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lunar time, the hare became associated with periodicity and with the moon—the "open-eyed."

It was not long until the hare, born with its eyes open and feeding at night, became symbolical of the moon and spring, which opens the earth to new influences of warmth and life, opening buds and causing all things to grow anew.

Whether it is the same myth carried over into Northern races or another originality in the North, it is impossible to say, but whichever it may be the characteristics are the same. Since the hare was the opener of spring, it was easy to say that the hare laid the colored paschal eggs, and so the story has come down to us.

In some parts of England there are traces of the legend in the annual hare hunt during Easter week. Hares are out of season, but in their stead, a scent is laid for the hounds, leading to the parson's door where refreshments are partaken of at the end of the chase. Another custom uniting two customs is found in another part of England where if the youths of the village can catch a hare before 10 o'clock on Easter Monday they can demand of their parson a calf's head and a hundred colored eggs.

One of the great events of the year among German children is hunting the hare's nest on Easter morning. The older folks make the nests of green twigs or grass and hide them in out of the way places. Easter eve these are filled with eggs and gifts and in the morning the father of the family leads in the hunt. Great is the joy when they discover reposing on a big nest of eggs and gifts the identical hare they have been casting wondrous glances upon in the grocer's window.

In the South the children both white and black confidently believe the hare lays colored eggs, both candy and real ones. Here the nests are often made in flower beds or under a blossoming shrub for they say the hare loves flowers and green grass.—Show Window.

Celluloid Made by Only Three Manufacturers.

Celluloid is a manufactured article that is entering more largely every day into commerce. Its uses are manifold. There are only three firms in the United States that manufacture celluloid for sale. As the word "Celluloid" is the copyrighted trademark of one of the three, the other two have invented names of their own to apply to the same articles. One is "Fiberloid," the other "Pyralin."

For a quarter of a century perhaps celluloid has been in use. Its advantages were slow to be recognized. People feared it because it was combustible and inflammable, but so is wood inflammable and we live in wooden houses. Occasionally we read tales of explosions of "celluloid;" pure fabrications. It does not explode.

The process of manufacture of celluloid is interesting. Tissue paper or cotton is cut or picked into small pieces, which are placed in a solution of sulphuric and nitric acid and saturated with this mixture. It is then removed from the mixture and carefully washed in water several times, after which it is put in a press and the water squeezed out. The paper or cotton when thus treated is known chemically as nitro-cellulose, cellulose nitrate or pyroxylin. This nitro-cellulose is mixed with camphor and alcohol (either wood or grain) and the mixture is made a homogeneous

plastic mass by masticating on steam-heated rollers. This mass is then put in steam-heated presses and pressed into cakes or sheets, after which it is thoroughly dried in steam-heated drying rooms. The only secrets in the business are a knowledge of just what proportion of acids to use, at what temperature to use them, and what coloring matters to use to obtain the best results.

Those familiar with the manufacture of gun cotton—which is not necessarily made from cotton, as paper or wood-pulp could be used—will see that the first steps in the process of producing celluloid and gun cotton are the same. But there is a vast difference between the two. The United States Dispensatory says: "The name (gun cotton) is applied to several closely related yet distinct products." There are at least eight different cellulose nitrates which may be produced by the action of a nitric and sulphuric acid mixture upon cotton, paper or wood pulp. There is, however, some apparent confusion in the books on chemistry as to terms. Some chemists recognize but three grades of nitration—the mono-(1), the di-(2) and the tri-(3) nitrates; while others, such as the United States Dispensatory, mention six, from the mono-(1) to the hexa-(6) nitrate, and still others, from the mono-(1) to the endeca-(11) nitrate.

The object in the manufacture of gun cotton for explosive purposes is to have the cotton as highly nitrated as possible. The higher the nitration, the greater is the explosive force. The gun cotton used for making collodion (which is made by dissolving gun cotton in ether and alcohol) is of a much lower nitration than the explosive kind. The United States Dispensatory also says that "the true explosive gun cotton is insoluble in ether and alcohol," and that "the soluble gun-cotton used in the preparation of collodion is a mixture of the four lower nitrates." The so-called gun-cotton used in the manufacture of celluloid is of a still lower nitration, about 35 per cent. lower than the explosive kind. It is so low that it is impossible to explode it.

Celluloid is used largely in toilet articles, jewelry, decorations for album covers and so many other things it would be difficult to designate them. The business in the United States aggregates hundreds of thousands of dollars annually.

Caught With the Goods.

A Brooklyn man has a large family, and each member is possessed of an umbrella. On rainy mornings he usually seizes the most convenient umbrella, and was recently much annoyed to find a rib sticking through the one he had picked up that morning. The next day he examined the five umbrellas in the rack and found them all broken. He told his wife that he would take them to be mended. He left them at a place in Maiden Lane, N. Y., and went to his business. About noon it began to rain while he was in a restaurant getting a lunch. Having the "umbrella habit" he thoughtlessly picked up an umbrella and started to walk out of the restaurant. A young lady ran after him and claimed it, and, much to his confusion, accused him of stealing it. He apologized profusely. That afternoon he recovered his five umbrellas and started home in the bridge car. Directly opposite him sat the young lady whose umbrella he had taken. She gazed intently at the bunch of five which he had between his legs and, as she left the car she remarked, "I see you did a good business to-day."

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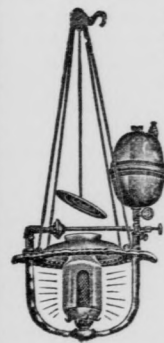
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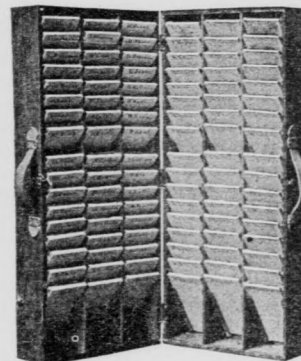
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DR. PRICE'S TRYABITA FOOD

Price Cereal Food Co., Battle Creek, Mich.

TREAT CUSTOMERS RIGHT

And in a Pinch They Will Treat You Right.

Written for the Tradesman.

In these days of hustle and stiff competition merchants and manufacturing concerns seem to be working all sorts of schemes with a view to extending their trade and materially fattening their bank accounts. Many of the schemes for pushing business are good, but now and then we run across one that does not work to perfection, especially when the wrong kind of a man is put in charge.

The other day a gentleman struck the town in which I happen to live and succeeded in interesting a reliable firm in a new brand of soap his house was putting out. The plan of campaign he unfolded to the manager of the grocery department looked well on first sight and the stranger was told to go ahead and work the town. The plan was simple: The traveling man was to call at every house in town and solicit orders for the soap. He was to take no money, the intention being to work up a demand for the grocery house to supply.

Well, the gentleman of the road started out. He went from house to house singing his little song of soap. He asked the women folks to buy a quarter's worth, just to try it. He informed them that it was the greatest soap on the market, would do more washing than any other yet manufactured and do less injury to the fabrics. The bars being large and the quality high, he argued that no woman could afford to be without it. He had a little speech committed to memory, which he rattled off in a sing-song tone that reminded one of the recitations that in days gone by filled the school houses with childish eloquence when the exercises at the last day of school were in progress. It was so evident that he had learned the speech from written copy that few persons took him seriously, and as a result the outlook for the soap sales of that particular brand was not the most encouraging.

However, this fellow was a man of ingenious turn of mind. He did not intend leaving the town without getting that soap into at least half the houses, and when he returned to the store that night he had a pocketful of orders for the new washing material. The grocery man was delighted with the result, for he saw ahead a big trade in soap. It was so very convenient to have outsiders come in and work up a trade, and, better than all, the profits on this new soap were a trifle greater than was to be obtained when selling the old lines of goods.

A few days later a big drayload of soap drew up at the back door of the store. As soon as it was piled inside the store room the manager checked it off, got out his long list of people who were to take a quarter's worth and called the delivery man to fill his wagon and start out on his rounds. Probably that was the biggest load of cheap soap that was ever sent out in one delivery in this part of the country. The driver smiled with calm contentment as he sailed down the street, and as the manager turned back into the store he chuckled to himself with the assurance that the other stores would be shy on soap sales for at least a month.

The delivery wagon was gone about half an hour. Then it came back faster than it left the store. The driver rushed into the office with a wild light in his eye. His cheeks were burning with

anger and he looked anything but a man whose business it is to make people good natured so they will buy more goods.

"Say!" he yelled in a highstrung voice, "If you want any more of that blasted soap delivered, you'll have to deliver it yourself. I'll jump my job before I'll touch another bar of the pesky stuff. Talk about your human cyclones! I've run up against about fifty of 'em this morning and I've been ripped up the back with more neatness and dispatch than I ever thought was possible. I've all along had an idea in my cocoon that I was equal to anybody when it comes down to eloquence, but blame me if I ain't run up against the real thing this morning!"

"Well, this seems rather strange," replied the manager. "What's the matter? Anybody been throwing dishwater at you this morning?"

And then the delivery man told his story, while the manager stood by and listened as one who is in a dream. It seemed that the soap man had been turned down at most of the houses in town, but it mattered not to him, as he had made out a fictitious list of sales. Only about a third of those to whom the soap had been delivered had ordered it, and when the delivery man put in an appearance with the stuff the women got mad as hornets, and the various tongue lashings that he suffered would have served to turn a less meek individual's hair white. He stood it as long as possible, and then went back to the store and reported the result of his work, as above described.

Had the soap concern had a different sort of man in the field this way of doing business might have proved profitable to both the merchant and manufacturer, but under the circumstances the grocery manager was mad as a hornet and the patrons of the store are down on the soap. As far as sales are concerned, it will never be able to make any headway in this town. Nobody wants it.

This serves to demonstrate, it seems to me, that it is poor policy to send out a poor man to work up business, no matter how good the intentions of the house. And it also serves to illustrate the dangers a merchant is liable to run up against in dealing with strangers. It is hard work to win trade. It takes time to work up a business, but it can be ruined in short order through a few mistaken moves.

Of course this did not ruin the grocery business of this house. When the patrons of the store heard the explanation the manager told the delivery man to make they saw at a glance that it was not the store people who were to blame. The store has always treated its patrons squarely and they were soon feeling good again, laughing over the matter when they came to the store to buy goods.

But supposing the proprietors had been just starting in business. Suppose they were strangers. A blind man could plainly see that the result would be different. Customers would at once make up their minds that the new store was a sort of mercantile bunco joint that it would be to their interest to steer clear of. And when the people get such an idea in their heads a man might as well hang up his fiddle as to stay and try to do business.

And I believe that this illustration proves another thing: It goes to show the value of a reputation for honesty. People were ready to accept an explanation from this store because the pro-

prietors are men who believe in doing as near right as they know how. They know that a man who leads an honest career for years will not stoop to petty deeds of a shady nature, unless he is different from the average man.

Moral—Do the square thing by your customers and when you get in a tight squeeze they will reciprocate.

Raymond H. Merrill.

Hard work—persistent, intelligent application—is the talisman that brings us good luck.

F. M. C. COFFEES

are always

Fresh Roasted



Automobile Agents...

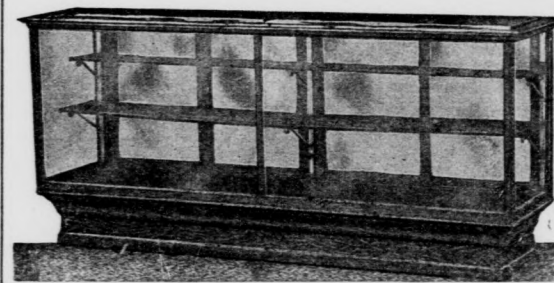
We want one in each town to help us sell the

Wonderful Cadillac, \$750; Toledo Steam, \$600 to \$1,200; Toledo Gasoline, \$2,000 to \$4,000; Columbia Electric, \$900 to \$3,500; National Electric, \$950 to \$1,500.

Can you help us sell the buyers in your city? Get our catalogue and proposition.

Michigan Automobile Co.,

Ask for 2nd hand list. Grand Rapids, Mich.



SUNDRIES CASE.

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

Grand Rapids Fixtures Co.

Bartlett and S. Ionia St., Grand Rapids, Mich.

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.

Everybody Enjoys Eating Mother's Bread



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Made at the

Hill Domestic Bakery

249-251 S. Division St.,

Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

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

A. B. Wilmerk

Shipped
knocked
down.
Takes
first
class
freight
rate.

Some Catalogues Which Are Calculated to Sell Goods.
Written for the Tradesman.

There is a palling sameness in the appearance and make-up of the generality of shoe catalogues, that impels the dealer, who is perhaps, only casually interested, to cast them carelessly aside. They are intended to be lucid but they do not elucidate. They are meant to be convincing, but they do not convince. They are illustrated with indifferently made wood cuts or cheap photo engravings that do little more than fill space, and the subject matter that accompanies them is gotten up in a half-hearted way that disseminates ennui as surely as a marsh spreads fever. Some manufacturers start in with the big head, and if, for a season or two, they are spared attention from the sheriff, no stock size in headgear will begin to cover their cranial protuberances. They get the idea that the world at large is so anxious to possess their goods that a mere mention of their pet brand will at once fire waiting multitudes with the inspiration to buy. Sometimes these fellows get pushed to the wall and sell out, some of them die and are carried out, and yet others keep on doing business for years and years after they are dead, simply because they do not know it themselves and no one else has the temerity to tell them of it. But there is a difference in manufacturers, and it follows that all catalogues are not alike. There are catalogues with a real message—catalogues that tell things in the right way; that compel one to want to own the goods they illustrate, because he feels that he can pass them on to his customers at a profit.

E. P. Reed & Co., of Rochester, issue a little booklet with a red and gold cover, and in this are depicted a number of styles in women's footwear. The pictures are better than the average, although they make the shoes appear stiff and slippery, and every last one looks like a tight fit. The letter-press must have been dictated by a man who considered his time worth a dollar a minute, and it fails to tell us a good many things we want to know about the goods we are asked to buy. Really the best thing about this little book is the statement that everything illustrated is ready for instant shipment, and that an order for samples will be appreciated. The printing is very good.

Chas. S. Eveland, of Chicago, Western agent for Budd's shoes for children, is also brief, but he gives us a little better "run for our money." The engravings are an improvement on those just criticised because they make the shoes look soft and comfortable. One instinctively feels that he could easily fit them to little feet, and that they would be satisfactory to the customer. The descriptions are terse and somewhat crowded, but the pictures help out wonderfully. The cover is printed in green and red and not especially handsome, but it is distinctive, and that, nowadays, counts for a good deal.

The spring catalogue of Selz, Schwab & Co. is more pretentious than those above mentioned. There is a little talk on the subject of quality that tells a good deal in a few words, and a rapid run of comment and description all through the book, interspersed with short letters from satisfied customers that can not but have an effect upon the trade. The engravings are well made and are so varied in style and tone as to aptly illustrate the various grades of shoes they are meant to represent. There is much in this book to fasten the

attention of new customers as well as to inspire a renewal of enthusiasm in old ones. It ought to sell shoes.

A pretentious affair with splendid engravings and voluptuous margins is the new catalogue of Queen Quality shoe. This is the handsomest of any that we have seen this year and its author has left but little work for the critic. Plant knows how to get his goods before the public, and it is perhaps sufficient to say that the present issue is in no way inferior to any of its predecessors.

The International Shirt & Collar Company, of Troy, tells a whole lot about its goods in a catalogue that is really a pretty fair compendium of gentlemen's furnishings. In addition to the regulation black and white engravings, a number of handsomely colored plates show the latest styles in fabrics suitable for men's shirts. The cover of this publication contains a striking cut well adapted to the general subject matter of the work.

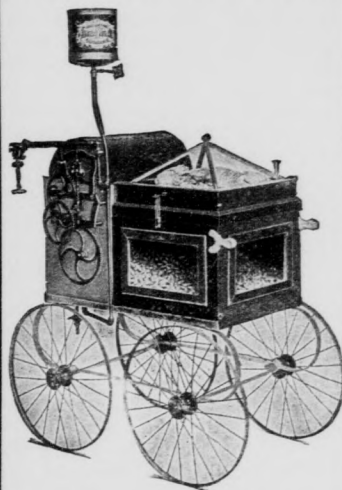
The catalogue of L. Gould & Co., of Chicago, depicting wooden and willow ware, hardware specialties and a large line of miscellaneous matters is representative of a class of publications now happily becoming somewhat rare. We examine with interest the picture of a comfortable looking settee, only to find that no price is named on the article. We excitedly thumb through the pages devoted to lawn swings, to baby carriages, to lemon squeezers and to wheelbarrows, but are met everywhere with the disappointing phrase, "write for net prices." Now Gould & Co. must know a heap more about their business than a fellow who lives on the edge of a tarack swamp. But some day your mercantile neophyte will suddenly discover that he must replenish his stock of ice cream freezers or take desperate chances on losing the trade of the society for the suppression of Sunday School Picnics. What does he then do? Does he wrest satisfaction from the catalogue that tells him to write for prices? Not much. He worms it out of the price list of the man who puts down figures in plain black ink, or he gets it from the lips of the ubiquitous drummer. It should be the purpose of a commercial catalogue to sell goods and one that does not embody in its make up the all-important element of price, is fundamentally weak.

It is perhaps impracticable to list a general line of hardware at net prices, for the reason that heavy goods especially fluctuate so in value from time to time, that the price of to-day may be way under or considerably over that of to-morrow. But that it is possible to price a great deal of that sort of thing is evidenced by the apparent continued success of H. Leonard & Sons, Butler Bros. and a good many others. We have before us a neat little catalogue of hardware from Root Bros. Co., of Plymouth, O., in which they describe a great variety of goods, and print a net price after each item. The work is well prepared, properly indexed, and is about what a good many busy merchants like to look over in their leisure moments, either for the sake of comparing values, or with the intention of selecting items enough for a shipment. It is not an especially pretentious affair, but it is business from the word go, and in the estimate of the writer, will do a right smart of hustling on its own account.

George Crandall Lee.

The man who thinks makes more money than the man who merely works with his hands.

Little Gem Peanut Roaster



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

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

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

We Have Used

Green hoops on all the barrels in which we ship

Standard D Crackers

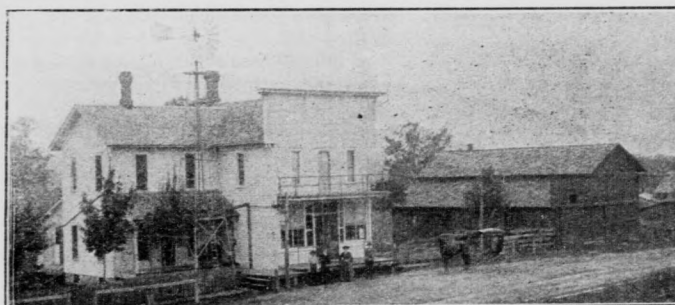
so long that they have become our trademark. When a merchant sees a cracker barrel with green hoops he knows it contains a product of superior quality.

E. J. Kruce & Co.

Detroit, Michigan

Not in the Trust

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.

Butter and Eggs

Incident Connected with the Sale of Leaky Butter.

Written for the Tradesman.

"Say!" exclaimed Billy Simms, slating his wet cap against the sides of the store heater as he spoke. "Have ye got any butter that's fit fer a hog to eat?"

The grocer continued to polish the nickel trimmings on his cigar case. Presently he looked up at his customer and said in his deliberate way:

"Well, you might taste some of it and see."

Billy eyed him suspiciously for some moments, but no trace of mirth could he discover in that placid countenance, so he presently explained himself: "Ye see, the boardin' boss says the' hain't no butter in town that's fit fer a hog to eat, an' jedgin' by what's be'n sot on to the table the last few meals I didn't know but the old lady was right. But I ses to myself, if the's a bit of good cow grease in this burg, Jones is the feller what has it, an' I'm goin' to find out fer myself."

There was quite an assortment of the article in question. There were round wobs of it, smooth and polished like sample cakes of soap; long narrow strips, bulging in the center and pointed at both ends; spheres of butter that had passed through the coloring process with but indifferent success; disks of bright orange, squares of mottled gray; oblongs and ovals of various tints; tetrahedrons, polyhedrons, pyramids and obelisks. There were little jars of butter that had once been fresh; big crocks upon the contents of which the salt lay in crystals and through which the butter spade gritted its way like a shovel through a gravel bank. There was butter from which the milk had never been extracted and other butter that bore every appearance of having been overworked and fooled with until its original grain was broken, and the resulting mass was as slippery and as mushy as so much vaseline.

Billy looked upon the collection with evident disfavor.

"Gee! I do' know much about butter without I got it on to a bunk o' bread. Say, give a feller a lift, won't ye? Pick me out a pound or two that's all right. I started to get some fer the table, an' if I take home any that's got the mark of the avengin' angel onto it, they'll give me the big haw haw an' no mistake."

"Here's a roll that I think is all right," said the grocer. "It was made by a nice woman, and you needn't be afraid but that it's clean."

"It looks pretty white livered," said Billy with a grimace. "I hain't much of a hand fer blonde butter nobow. How's that chunk there with the posy stomped onto it?"

"Why, it's good enough, I guess. It's certainly a lot yellower than the other, if that's all you care about, and I guess what little dirt there is in it won't hurt a fellow that hangs around a barn as much as you do."

Billy flushed at the allusion. "Mebbe ye think becuz I run the Palace boardin' exchange an' livery stables that I hain't got no feelin's. That's where yer off. I've got jest as neat a barn as there is in Northern Michigan, an' I do a square business. Customers what gits rigs from me oncet is so pleased that they allers comes back, an' that's more'n kin be said of your business. I guess I don't want none yer butter."

The front door opened and in walked Mr. O'Lolly, carrying a market basket

on his arm, and the grocer advanced to attend to his wants.

"Ah, Mистер Jones!" exclaimed the customer, "is it butther yez'd be afther wantin' the day? Foine butther, nice an' nate an' as fresh as the dew on the mabrin' rose. It's all pasture butther, too, an' none av the shtuff they do be makin' aff from the wild feed in the woods beyent. Taihk a look at me foine butther an' thin tell me ye haven't the hairt to affer me less nor twinty-foive cints fer this—the claneest, the swatest an' the natest yez iver saw."

Jones bent over the basket, but its contents was so leaky that he said, half apologetically:

"I'll tell you how it is, Mr. O'Lolly, we've got all the butter we can handle to-day. In all probability we'll be able to use some more as soon as the grass gets a little better start. But there's Mr. Simms now, who was just asking for butter, and we didn't seem to have any that exactly suited him. I've no doubt that he would be glad to take this. Here, Billy," he continued, addressing the liveryman, "Mr. O'Lolly has some butter that ought to be yellow enough to suit you."

Billy sidled over to the basket and peeped in. "It does look good," he agreed. "How much d'ye ask for it?" he asked of the farmer.

"Twinty-foive cints a pound."

"Well, I reckon I might take that littlest roll. That'll be about what the boardin' Missus wanted."

"Taihk the two av thim," suggested Mr. O'Lolly. "Wan roll wouldn't hairdly make a grase spot in the boardin' house."

But Billy was firm. "Let me have that roll, an' if it suits the Missus, I'll be right back after the other. Prob'ly she'll want it all right, but I hain't takin' many chances on the wimmen folks when it comes to butter."

So Billy bought the little roll and sped gaily homeward. O'Lolly watched his disappearance with considerable interest. After a while he asked:

"An' how far is it to his house?"

"Whose house?" asked Jones, who had temporarily forgotten the circumstance.

"The lad Oi sould the butther to."

"Oh, I guess it's about twenty rods."

"O'm t'inkin' he'll not be back."

"Perhaps not. The butter is pretty leaky."

"Is the butther laky?"

"It is."

"Well, Oi'll be dommed! Now be the howly St. Patrhick Oi niver knowed a blissed worrud about thot. We've been makin' it an' atin' it an' the neighbors has been afther it an' sorra a bit have we taisted the lakes for the dhivil's own while. Oi'm sure he'll not be back," and Mr. O'Lolly took his basket and with saddened mein he silently stole away.

Jones thought to have some fun over the matter at Billy's expense, and when he next met him in company with the lady he boards with, he directed the conversation toward the subject of leaky butter. Billy smiled pityingly at the merchant, and the lady said:

"Yes, I know all about that kind of butter. Mr. Simms showed me some the other day that he had bought for axle grease. I don't see how anyone could ever eat such stuff. One smell of it was enough for me."

Billy winked warningly at the grocer, and for once in his life Jones held his peace. Geo. L. Thurston.

Telephone, 1356 Franklin.

Established 1865.

L. O. Snedecor & Son

Commission Merchants

Egg Receivers

36 Harrison St., New York

Corner Washington St.

Reference: New York National Exchange Bank.

L. O. Snedecor

L. O. Snedecor, Jr.

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



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

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.

Observations by a Gotham Egg Man.

The prospect for storage egg prices is still the main seat of speculation in the egg market and a consideration of recent developments bearing upon this important subject should be of general interest. In the preliminary estimates of a proper storage basis for this season nearly all classes of storage buyers have taken a conservative position; it has been generally acknowledged that the evidence of much larger production should materially reduce the prices at which spring surplus can be safely stored, but the brief experience of the markets since egg packing began to exceed consumptive needs has indicated that many operators are willing to take stock on a higher basis than many others had hoped for. Naturally everybody blames "the other fellow" for this. I have heard Western egg men saying it is because New York market fails to go down to the proper level, and New York men regretting that buyers at other places are willing to pay prices above a parity with their own views of safety. Of course the bottom point of egg values is fixed by the willingness to store surplus in the country as a whole and no one section has any controlling influence. Certainly the course of prices here has been beyond the control of local operators, and if there has been any appearance of control at all it has been on the side of conservatism. The New York market naturally has an important influence upon country prices, but it can not by any possibility be forced below the point at which its thousands of buyers stand ready to take the quantities offered, and up to this time the great volume of trade here has been in actual consumptive channels. If interior operators and egg packers want to test the speculative support given by New York operators they will have to send enough goods here free to be sold to materially exceed the consumptive needs of the market; and this they are not likely to do except in competition with speculative demands from other storage cities.

A week ago we heard of occasional cars of storage packed selections bought in the country on the basis of 14½¢ delivered here, but at no time has it been possible to obtain much stock below 14½¢ net and of late 15¢ is a more common price. Special packings of favorite reputation are not easily obtained under 15½¢ or even 15½¢ net, although we hear of some fine marks offered through brokers at 15¼¢@15½¢ brokerage off. On the whole it now looks as if 15¢ seaboard would be about the bottom limit for April storage packings unless the more optimistic element should get filled up early, and the chances favor a higher average rather than a lower one for the month.

This is not to express the opinion that the basis of 15¢ seaboard and upward ½¢ is a safe proposition. On the contrary every feature of the market seems to demand a lower figure. There is admitted to be a larger egg production than last year and the estimates of increase range all the way from 5 per cent. up; some of the estimates from the country are of 20 per cent. increase, but these are doubtless fallacious and based upon misleading comparisons. According to the United States census the total egg production in 1899 was equal to about 43,000,000 cases; this can not be very nearly accurate from the very nature of the case and the figures may be supposed to be somewhat below the fact when it is known that New

York's receipts are alone close to 3,000,000 cases in a year, while New York's outlet is to only about one-twentieth of the country's population. But if we say that the production averages 50,000,000 cases and we have an increase this year of only 5 per cent. it would amount to an increase of 2,500,000 cases. I mention these figures without any pretence to accuracy, but only to show what a great quantity of eggs is meant by a comparatively small percentage of increase on total production; and to call attention to the fact that a large part of this increase—whatever it may be, in fact—will be available for storage unless consumption is materially stimulated by a considerably lower level of prices; and with lower prices for beef, we can not expect any great increase in consumptive demands during the season as a result of a decrease of only 1¢@2¢ per dozen in cost.

If there is really an increase of 5 per cent. in productive capacity this year—which means at the least calculation 2,000,000 to 2,500,000 cases more eggs than last year—there is a very good prospect that storage holders on the basis of present prices will come out the small end of the horn. Such a condition would seem to demand a price so low as to encourage an unusual consumption and this can only be secured by a general willingness of storage operators to "go slow," allowing a large part of the current pack to be forced on consumptive markets and depending upon a long season of surplus to obtain the quantity of eggs desired.

In addition to the change in N. Y. Mercantile Exchange egg rule governing storage packing, noted last week (and later confirmed by the Executive Committee) we note some other changes in the egg rules of importance. It is now provided that on sales of firsts, seconds or No. 1 dirties a deficiency in requirements as to cases or flats not exceeding 10 per cent. of the number of packages sold shall not bar the goods as a good delivery. It is also provided that where sales are made under the call and the seller makes no tender of the eggs sold, the penalty shall be 10 per cent. of the amount of the contract, and if the official quotation for the day is higher than the price named in the contract, the seller shall pay the difference as an additional penalty. And if eggs delivered on a sale of firsts be found on inspection to be of a grade lower than seconds of the class sold, they shall not be considered a tender, and the penalty shall be the same as provided where no tender is made.—N. Y. Produce Review.

A Jest of Fortune.

Here is one of the merry jests Fortune likes to play upon mankind: A drayman got seven hundred shares of Calumet stock and kept it until it was worth over half a million dollars, meanwhile continuing calmly to drive his dray. The man whose genius and industry discovered the mine, created its organization and launched it upon its wonderful career had 27,082 shares and could not keep any of them. He found himself reduced to poverty, when a single month's dividends on his former holdings would have made him rich.

Many Returns.

"I think that was an awful mean remark that Ethel made to Mrs. Perkins, of Chicago, who was celebrating her fifth divorce and her sixth marriage."
"What did she say?"
"Ethel said, 'I wish you many returns of the day.'"

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

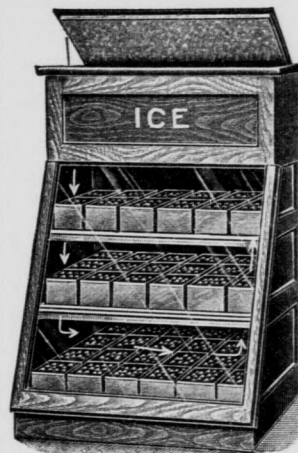
Specialties: Poultry, Eggs, Dressed Meats and Provisions.

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



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.

WHOLESALE

OYSTERS

We are the largest wholesale dealers in
Western Michigan. Order early.

DETTENTHALER MARKET, Grand Rapids, Mich.

The New York Market

Special Features of the Grocery and Produce Trades.

Special Correspondence.

New York, April 4.—We have on several previous occasions called attention to the fact that the prices ruling on the Exchange do not represent nor give any basis for calculating the values of actual coffee. This fact has begun to be generally recognized, so that ticker quotations have to a great extent lost their influence on holders of actual coffee. There was a time when salable goods were delivered on Exchange contracts, and while it was always problematical what kinds, grades or qualities the sellers would deliver, the inducement of the lower cost-price brought many legitimate buyers to this source for supplies, but the experience of late months (deliveries of undesirable and unsalable qualities) have forced purchasers into the open market, where they can examine, test, and select what they may require for their trade. We are thus able to report a comparatively steady market for the actual stuff in the face of a sharp decline in the purely speculative quarter. There has been a good demand for Rios and Santos grading from 5's to 8's, especially good roasters and good drinkers and although a fair quantity of these was brought forward lately from Brazil, the trade is still poorly supplied with them. Maracaibos experienced a decline in prices, arrivals being quite liberal. Bogotas and Caracas are also lower, while Mexicans have held their own fairly well. We are now in the period when Central Americans move freely towards consuming countries and we are apt to see stocks of these accumulate during the next three months. Buyers will, therefore, do well to go slow on these until lower prices are established. Revolution is still raging in some of the minor states of Central America. There is also considerable unrest among the coffee planters of Brazil, which may become serious, should the Brazilian government fail in its attempt to bring about measures of relief. These disturbances are generally ascribed to the unremunerative prices ruling for coffee; planters are impoverished, interest on plantation mortgages is rarely paid, banks are unable or unwilling to advance more money to the growers. This is the sum and substance of the condition existing at the present time. What will it lead to? If the Brazilian government should succeed, as now proposed, in passing a law putting a sur-tax of 20 per cent. (to be paid in kind) on all coffee to be exported, it will no doubt affect values favorably, and if it is found that such a law is honestly carried out, it will encourage consumers and investors to put more money into the article, and a permanently higher level of price may be established. Should this measure, however, meet with defeat, then over-production will have to be left to work out its own cure. Ruinous as the prices may now be for the planters, they may have to go still lower before the latter will realize the necessity of paying more attention to other products of the soil. Experience has shown that cotton, rice and other articles can be raised to advantage in the coffee producing section of Brazil. With a world's consumption of fifteen and one-half million bags of coffee, of which about four million bags are supplied by other countries than Brazil, the production or exportable quantity of the latter country would have to be brought below the eleven and one-half million mark to become of benefit to values. It is the surplus of production which makes the price for the crop. Receipts at Rio and Santos have been large during last month, but show a considerable falling off of late, and are estimated for April at 675,000 bags, against actual receipts of 877,000 bags same month last year, and 568,000 bags in 1901.

Little new business has been transacted in sugar and not very much under old contracts. The situation is as interesting as a South American revolu-

tion. There is said to be a very "bitter" feeling between the rival refiners, and Arbuckle has girded on his sword and is carrying war right into Ohio. At the moment granulated is "about" 4.55c less 1 per cent. for cash. There is absolutely no telling what the future has in store in the sugar market and dealers can only take small lots and watch the game played by the money kings.

London is said to have taken 3,000 packages of Congou teas and, while there is nothing of special interest to be picked up in the market, there seems to be a very firm feeling. Offerings, as a rule, are light and the situation continues in buyers' favor.

Offerings of rice are limited and quotations are well sustained, but sales are of small lots to piece out broken lots. Foreign rice is in limited supply and quotations remain firm.

Pepper is firm and active. The holdings which have been in the hands of the "syndicate" have all moved out at 12 1/4c. Ginger is also firmer than a week ago, but no advance seems to have taken place. Other spices are practically without change.

Molasses is fairly active for really desirable grocery grades of New Orleans. Supply is limited and the larger part is held in very few hands. Foreign sorts are steady and in light supply. No change is to be noted in quotations of either foreign or domestic. Syrups are hardly as firm as last week and irregularity characterizes the market.

The canned goods trade is rather quiet and yet it might be worse. Tomatoes are a little firmer, but there is a wide difference in so-called standards and quotations range from 75c up to 85c. Corn is in light supply and the general market favors the seller. Salmon for future delivery has sold pretty well and closes firm. Quotations are about unchanged.

Aside from a fairly firm tone to currents there is a quiet dried fruit market and matters simply move in an ordinary way, without one bit of change in quotations.

Fancy fresh creamery butter remains very firm at the same quotations as last week—20@20 1/2c. The supply is just about equal to the demand and there is no accumulation. Firmness characterizes the entire market. Seconds to firsts, creamery, 26@28 1/2c; imitation creamery, 17@21c; Western factory, 14 1/2@16c; renovated, 15@10c; rolls, 14@15c.

Cheese stocks are still more reduced and the demand from both local and out-of-town dealers has been most satisfactory. Fifteen cents remains the rate for full cream, either white or colored, large size, and about 1/4c less for small sizes.

No matter how large the supply, the arrivals of eggs are quickly taken care of and large quantities are being stored by speculators who hope to make a good thing a little later on. Fancy Western storage packed, 15 1/4@15 1/2c; regular pack, 15c; fresh gathered, 14 3/4@15c.

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

Fresh Eggs

SHIP TO

LAMSON & CO., BOSTON

Ask the Tradesman about us.

Cold Storage

Butter, Eggs, Cheese,
Dried Fruits, etc.

Now is the time to engage space.

What are you going to do with that Maple Sugar and Syrup?

Better ask us about it.

Switch connections with all roads entering Toledo.

The Toledo Cold Storage Co.,

Toledo, Ohio

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.

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.



E G G S

We are the largest egg dealers in Western Michigan. We have a reputation for square dealing. We can handle all the eggs you can ship us at highest market price. We refer you to the Fourth National Bank of Grand Rapids. Citizens Phone 2654.

S. ORWANT & SON, GRAND RAPIDS, MICH.

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.

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.

Use Tradesman Coupons

Some Interesting Correspondence on Process Butter.

Washington, April 1.—Two or three years ago country butter as packing stock for the renovators was selling at what may be regarded as normal rates. During the year 1902 the same goods were abnormally high, owing to the overcapitalization of the renovated butter business and a competitive struggle to secure packing stock. These causes led to the accumulation of unwarranted supplies for renovating purposes and still more unwarranted and abnormal prices. Those who stored packing stock in large quantities last summer are receiving a lesson which is likely to have its effects. At all events, there is now a decided reaction and country butter is abnormally low for the reason that the stored stock has not been exhausted, while the fresh supply is almost in sight, and indeed being already felt in some places.

It is to be hoped that the laws of supply and demand will soon bring an adjustment in this commodity for the sake of the producing farmers.

Good renovated butter is constantly becoming better established in the market, taking its proper place and filling an important position. Although the market is at present overstocked, because holders have insisted upon renovating and unloading their heavy holdings of last year's packing stock, the market is still at 18 and 19c. At this rate the producing farmers certainly ought to receive more than 10 or even 12c as their share, although there is no hope of their receiving from 15@17c as some did last year.

Indeed, it is hardly desirable that the makers of a poor grade of country butter, that is rejected by the ladders and requires renovation before it finds a market should receive as much for a pound of their domestic product as the patrons of creameries for a pound of butter-fat. This actually occurred in some cases last year, but it was certainly an abnormal condition of affairs and not conducive to desirable dairy progress in general.

The law requiring renovated butter to be made under sanitary conditions so as to be a wholesome product, and then to be so fully identified that consuming purchasers will recognize it, is rapidly giving this grade of butter a firm and recognized position in the market. If the business is not overdone, the price of renovated butter should assume a constant and proper relation to that of creamery butter on the one hand and laded goods on the other. Then it is to be hoped that the producers of packing stock will get a fair share of the selling price of their renovated product, until the desired extension of the creamery system, including the gathered-cream plan, shall gradually but surely replace buttermaking on the farm to the decided advantage of the owners of the milk-producing cows.

James Wilson,
Secretary of Agriculture.
The Reply.

Minneapolis, April 3.—We will agree with you that the effort to secure packing stock last summer led to abnormally high prices, but the action of the law has been such that consumption has decreased fully 50 per cent. A year ago there was a very active demand for renovated butter, and the price was at times within 2c of creamery butter, but the law has made renovated butter obnoxious to consumers, and the result has been that not nearly as much has gone into consumption as in former years. Renovating butter has paid the farmers more money than they ever received before for their dairy butter. We have a record in front of us now where in June, 1886, packing stock was selling on this market from 2½@6c a pound; in June, 1895, it sold from 6@9c a pound; since then it has rarely gone below 12c. Renovating butter has given an added value to dairy butter of from 50 to 75 per cent. If the late law in regard to stamping renovated butter had not gone into effect, there is not a question that the large quantities of packing stock stored would have been used up, and used at a price that would have admitted a fair profit for the holders and justified the high prices paid the farmer. We claim that the demoralization and depression in the renovated butter market and consequent low prices to farmers for dairy butter are due entirely to the action of the law. Regarding prices, I beg to state that on the date of your letter, April 1, one of the largest makers in the country was selling his butter in small lots, 10 to 50 tubs, at 17½c, New York City; that market was dull and depressed, with large quantities urged for sale at 14@15c.

There is one point in your letter that we must take exception to, and it aptly illustrates the misconception of facts that exist, and that is wherein you state:

"Indeed, it is hardly desirable that the makers of a poor grade of country butter, that is rejected by ladders and requires renovation before it finds a market, should receive as much for a pound of their domestic product as the patrons of creameries for a pound of butter-fat."

We wish to state distinctly that there never was a pound of good renovated butter made from a pound of poor dairy butter; that it is an absolute impossibility and that nobody has ever yet been able to accomplish such a result. The fact of the matter is that we select butter intended for renovating and throw out whatever is poor, to be used in making ladders.

Frank C. McMullen.

Machine For Cutting Up Carcasses of Dressed Sheep and Cattle.

England has a nobleman in the provision business, and now comes a "Sir," Nelson by name, with a patent for cutting sheep carcasses. It is a guillotine-like apparatus, provided with a knife having side limbs and a rear limb for cutting off legs of mutton. The knife is mounted in upright guides over a slotted table and is here operated hydraulically, a cross-head being attached to the knife and to a piston working in a cylinder. The water supply to the cylinder is controlled by a valve working in a chest and operated by means of a rod, shaft, weighted lever and pedal lever. The operation of the knife is stopped automatically by means of a stop on a rod pivoted to a lever. The provisional specification states that a band or circular saw may be provided on the table for splitting carcasses of mutton and dividing quarters of beef, and a traveling apron is used to bring the carcasses to the table. If improvements continue to be made in the matter of handling meats by machinery, it will not be long before we will see installed on street corners machines from which one may procure a steak or chops by the simple process of dropping the requisite amount of coin in a slot.

Poultry Prices Will Be Lower in June.

Indianapolis, April 6.—Poultry has never been higher at any time within my knowledge. For a year past turkeys have been 20 cents a pound in New York, chickens 14 cents and fryers 18 cents. These high figures grew out of the scarcity of the fowls, which got so low that people quit raising them. Then eggs were so high that people put them all on the market and neglected setting them. The high price of beef also advanced the price of poultry. There will be no decrease in the price of poultry as it now stands until the full spring crop of young chickens comes on in June and July. We get our chickens as far North as Michigan and as far South as Bowling Green, Ky.

J. O. Rudd.

You ought to sell

LILY WHITE

"The flour the best cooks use"

VALLEY CITY MILLING CO.,
GRAND RAPIDS, MICH.

Michigan Maple Sugar Association, Ltd.

Producers of

**High Grade
Maple Sugar and Syrup**

119 Monroe St., Grand Rapids, Mich.

Pure Maple Sugar

15 and 30 lb Pails Maple Drops per lb...15c
50 to 60 drops to pound
30 lb Pails astd. Fancy Moulds per lb...15c
20 to 30 moulds to pound.
100 lb Cases 26 oz. Bars per lb...9½c
60 lb Cases 26 oz. Bars per lb...10c
100 lb Cases 13 oz. Bars per lb...9½c
60 lb Cases 13 oz. Bars per lb...10c

Pure Maple Syrup

10 Gal. Jacket Cans each...\$8 50
5 Gal. Jacket Cans each...4 50
PER CASE
1 Gal. Cans, ¼ doz. in Case...\$5 75
¼ Gal. Cans, 1 doz. in Case...6 25
¼ Gal. Cans, 2 doz. in Case...6 50
¼ Gal. Cans, 2 doz. in Case...4 25

Price F. O. B. Grand Rapids. Terms: 30 days net. 1% off Cash 10 days.

Mail Orders Solicited. Goods Guaranteed.



**Have You
Any Hay
or Straw?**

We want all you have quick, any quantity, and will pay highest spot cash prices, F. O. B. your city. Write and let us know what you have. References: Dun's or Bradstreet's and City National Bank, Lansing. We job extensively in Patent Steel Wire Bale Ties. Guarantee prices.

Smith Young & Co.,

1019 Michigan Avenue East, Lansing, Michigan

**We are offering you 50 cars of
Strictly Choice, Northern Grown, Select
SEED POTATOES**

Our potatoes are well sorted and cleaned by running through the latest improved potato sorter, the only way that potatoes can be put in a strictly marketable condition.

When in the market for any of the following varieties write or wire us for prices: Bovees, Throubuns, New Queen, Hebrons, Country Gentleman, White Elephant, Early Northern Thoroughbreds, Early Rose, Late Rose, Early Fortunes, Early Maine, King of Rose, Early Manistee, King of the Earlies, 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.

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.

GOOD ADVERTISING.

Essentials of Matter, Position, Attractiveness and Symmetry.

It is a profitable thing for anyone interested in the proper display of advertising matter to take up a newspaper and run his eye over its columns of advertising merely to locate those advertisements which attract the attention most readily and hold it when once attracted. It will be found that on one page of a paper some advertisements which are relatively small will catch the eye much more quickly than other larger advertisements. Some advertisements which do not show up prominently at first sight will at second sight hold the attention by their good display. Some advertisements, although containing excellent matter and having an excellent position, fail to make as good an impression as other advertisements less intrinsically interesting and less advantageously placed.

Position is not everything for an advertisement. Merchants have some fixed ideas that in some cases amount almost to insanity, and chief among these is the idea of position. Some advertisers demand that their advertisements shall be next to reading matter. Others specify not only that position, but a position on a particular page. The idea seems to be that unless the desired position is secured the advertisement is wasted or practically ineffective.

There is some force in this view of the matter, but not nearly as much force as many men imagine. If an advertiser has for years occupied space in a certain position and has made a practice of issuing bulletins of store news that his patrons look for and expect to find in this one place, and not elsewhere, he may properly insist that the position of his advertisement has an important effect on its value.

But it ought not to be a vital matter to a good advertiser whether his advertisement is shifted occasionally from the top to the bottom or from one side to another of the page. If he has designed a strong advertisement, which contains matter of interest arranged in a striking manner it will draw attention wherever it is placed on the page. If a man's advertisements are poor and contain little that is of value, they may need to be bolstered up with special privileges of position, otherwise the advertisements should draw attention to themselves by their very strength.

Position is one among many good things that contribute to the success of an advertisement. It is not the only thing or the principal thing that determines success in advertising. It is a good thing to consider in shaping an advertisement. But it is not the one thing that makes or breaks in advertising. If this idea could only be grasped by merchants, the souls of publishers would be relieved of a heavy burden.

The attractiveness of an advertisement will be determined by the nature of the ideas contained in it and their method of presentation, but this quality is independent of its eye-catching and eye-pleasing qualities. It is with them that we have rather to do at present.

When you are studying advertisements pay particular attention to the balance of the parts. In making up an advertisement you have a given amount of space to be filled with type, borders and rules. These will form black masses on the white background. Your advertisement will then be a study in the balancing of masses of black and white in such a way as to attract the eye and

please it by proper proportions. It will be found on examination that the most pleasing effect is obtained when the masses of black and the white space equal each other in their various parts or give the impression of equaling each other.

If squares or rectangles are ruled off a sheet of white paper and are then broken up by two straight lines at right angles to each other, which divide them up into various unequal portions, it will be found that the squares broken up into subdivisions which balance each other are more pleasing to the eye than those which are divided into very unequal sections. If an advertisement be examined in the same manner, it will be found that advertisements in which the text is massed in bodies that balance each other or are mutually complementary, make a better impression and please the eye better than advertisements in which the contrary is the case.

There is the same relation between the masses of different sized type used in the advertisement. If there is one body of type that is the most conspicuous of all, the other masses of type should be arranged in due subordination to it and in proper proportion to each other. Many advertisements fail of effect because there is no central feature of interest to which other features are subordinated.

There is a difference between irregular and unsymmetrical arrangement of masses of text. Irregularity is not inconsistent with symmetry. But symmetry demands that there shall be a definite graduation with reference to a central point of view and harmon among the parts of the whole.

Very often an advertisement is spoiled by giving it a border that is either too light or too heavy for the amount of white space occupied by it. The proportion between the border and text should also be studied. Borders are often put on advertisements for the sake of ornament, without regard to anything else.

In using drawings or illustrations of any kind it should be remembered that those are best for the purpose which are comparatively free from detail. A cut which contains many fine lines can not stand the hard usage which it gets on the newspaper press. The fine lines are quickly blotted out and a blotchy effect is given which detracts from the advertisement. A cut with less detail is very much to be preferred.

It is a common practice of artists when they wish to study the composition of a picture to turn it upside down and then note the way that the masses of color stand in relation to each other. It is good to do the same thing to an advertisement. It can be quickly seen how the parts of it balance each other and whether it has been well put together to please the sense of symmetry.

Give the Gallows Its Due.

Senator Hanna told to a group of his fellow Senators the other day this story: "In Lisbon, where I was born, they say a black man and a white man were once riding together along a lonely road. The road led past a jail, and in the courtyard of the jail they saw, rising above the high and dismal stone wall, a gallows. 'Jim,' said the white man, 'where would you be if that gallows had its due?' 'Guess ab'd be ridin' alone, sah,' Jim replied."

Most of our troubles are not troubles at all.

WORLD'S BEST

S.C.W.

FIVE CENT CIGAR

ALL JOBBERS AND

G. J. JOHNSON CIGAR CO.

GRAND RAPIDS, MICHIGAN

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



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.

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 woodwork 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.

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

Our Trade Winners

The Famous Favorite Chocolate Chips,

Violetta, Bitter Sweets,

Full Cream Caramels,

Marshmallows.

MADE ONLY BY

Straub Bros. @ Amiotte, Traverse City, Mich.

BENNETT BEATEN

Body Blow for His Extract Ruling.

Supreme Court Reverses Jennings Case.

Full Text of the Decision.

This is a prosecution under the Pure Food Law, so-called. The defendant was convicted under an information charging him with selling a compound as a lemon extract which was adulterated within the meaning of Act No. 193, P. A. 1895, and was a compound in imitation of extract of lemon. The respondent was convicted and brings the case up on exceptions before sentence.

The evidence on the trial introduced by the defendant tended to show that lemon oil contains from 3 to 10 per cent. citral, so-called, and upwards of 90 per cent. of so-called turpenes; that these turpenes represent the oil property; that they are in reality the oil itself freed from the citral; that citral is the principal flavoring and odor-bearing property of lemon oil; that the tendency of turpenes in the oil of lemon is to deteriorate or become rancid by long standing, and that because of this the extract or spirits of lemon in which turpenes appear in usual quantities becomes turpentine, both in smell and taste, and that for this reason it is undesirable to have turpenes present; that the turpenes have a biting taste, easily developing a turpentine taste, not the true flavor of the lemon fruit. There was also testimony tending to show that this fact created a demand for turpeneless oils and that turpeneless lemon oils had been manufactured and sold commercially for a considerable time.

On the part of the prosecution the testimony of the chemist of the Food Department was to the effect that taking as a standard of extract of lemon the spirits of lemon as defined by the United States Pharmacopoeia formula that the extract produced by the respondent showed no lemon oil present. It further appears that spirits of lemon made according to the pharmacopoeia formula would contain from 25-100 to 35-100 of 1 per cent. of citral. It also appeared that 30 per cent. of alcohol appeared in the product made by respondent, and that according to the pharmacopoeia formula 80 per cent. was used, and that it cost less to make the extract using but 30 per cent. of alcohol than if 80 per cent. was used. It was also shown that a trace of coal tar dye was found in the extract made by respondent, but it was conceded that there was nothing whatever injurious in the extract as prepared by Mr. Jennings. The extract sold by respondent was made by what is known as the shaking-out process, the purpose being to make an extract that contains no oil and as little alcohol as possible, a product that simply contains the flavoring properties of the lemon oil without the turpenes. This system has been employed by Mr. Jennings and by other manufacturers for the past three years; and it is claimed that all the elements and properties of lemon oil remained except the turpenes, and the testimony tended to show that the complete flavoring qualities are extracted by this process.

The Circuit Judge charged the jury as follows:

"In 1895 the Legislature of this State thought it wise to pass a law relative to the adulterations of food and food products. Perhaps there may have been some amendments since that time, but that was the foundation of the law. That law covers lemon extract as it covers all other products that are sold on the market. It seems at the time that the law was passed and since that time there has not been—there is not incorporated within that law any specific formula for the manufacture of lemon extract. Now, we can hardly say, gentlemen of the jury, that at the time of the passage of that law that the Legislature did not have some recognized and de-

fined standard by which these essences or extracts should be governed or controlled. I think it would be hardly fair to the Legislature to claim that there wasn't a standard they had in their mind at that time, and for the purposes of this case I will instruct you, gentlemen, that at that time and at this time this standard that appears here in the United States Pharmacopoeia is the standard recognized by the Legislators of this State and the one to which—the one that is in force so far as it applies to the Pure Food Law of this State with reference to that particular product. And if this lemon extract is manufactured in conflict with that formula as I shall hereafter call you attention to it, and you should find from the evidence why it would be your duty to convict the defendant here.

"By that formula it appears that it is necessary to have 5 per cent. of lemon oil in the lemon extract and that lemon oil shall be cut by a sufficient quantity of alcohol to perform that act. Of course, you know that that means in common parlance it should dissolve the oil. In addition to that as the evidence tends to show in this case, after those things are put together, the fluid, whatever it might be, would be nearly the color of water. As coloring there may be or should be 5 per cent. of lemon rind, and those ingredients when added together would be lemon extract, and that, gentlemen, will be the standard as applied to the Pure Food Law of this State. Now, gentlemen, I do not mean by that statement that lemon extract can not be manufactured by any other process except by that to which I have called your attention. I don't mean that. It is the claim of the defendant here that he has discovered a process by which he can manufacture lemon extract containing all of the qualities that lemon extract manufactured according to that formula would possess and not have entirely all of the ingredients in the first instance that are provided in the formula. And as I view this case, gentlemen, that is one of the important propositions in connection with this case—that, and the questions of coloring—in the judgment of the court is the case, and that all of the testimony in the case here revolves itself about those two propositions.

"It is the claim of the defendant, as I say, he has discovered a process by which he can produce in this lemon extract all of the qualities that would be produced by adding alcohol and lemon oil together, and that manufacturing it by that means he produces it chemically by taking a larger quantity of lemon oil and extracting certain parts of it. Now, gentlemen, if you find and are satisfied by the evidence in this case that after this lemon extract was manufactured as defendant here claims he did manufacture it possesses all the qualities in strength and otherwise that it would possess if manufactured according to this formula, he is not guilty under this law. That is, he is not guilty of manufacturing an impure article, unless there are certain other articles that enter into the case to which I call your attention. As I say, in the first instance, it is claimed that according to the formula it should be alcohol and 5 per cent. of lemon oil. Now if by some other process he can manufacture from the lemon oil and alcohol a product that would contain all of the elements that these two elements would contain if so mixed, he would not be guilty so far that would be lemon extract except the color of it.

"It is conceded here by all parties in interest, I think, that the only object of the lemon peel is to produce coloring. But there is another element to which the prosecuting attorney has called our attention. The evidence tends to show, gentlemen, that if this product is produced as claimed here on the part of the defendant, that after production by his process that the product would be nearly water white. As I say, if it contained all of the elements of lemon extract, I don't think he would be guilty under this law, and if you are satisfied, of course, at that point it would be your duty to find a verdict of not guilty unless there is some other matter in which he has violated this law.

"There is another provision of this Pure Food Law that provides that ingredients shall not be colored. In this case it appears that after this fluid substance is produced which he claims is just the same as produced under this formula, that he desires to change it to a lemon color. In other words, he puts in an ingredient which he claims would produce the same effect as this lemon rind. What is the object, gentlemen, or what was the object of Mr. Jennings' adding this color? If the object was by any means to make it appear better or of greater value than it really is; if that was the object in adding that product, of course it is your duty without any question to find this defendant guilty, because he hadn't any right to add that kind of a product or any other kind of a product to this fluid which he had produced and sell it for lemon extract, because that is a direct violation of one of the provisions of this Pure Food Law."

We think this charge presents fairly three questions for consideration: First, whether the pharmacopoeia formula is to be considered as defining lemon extract; second, if so, whether an omission of ingredients not essential to its purposes as a food product is a violation of the statute; third, whether the instruction relative to the addition of coloring matter should be sustained.

The statute defining what shall be deemed adulteration, so far as it relates to this case, declares that an article shall be deemed adulterated when, "First, if any substance or substances have been mixed with it, so as to lower or depreciate or injuriously affect its quality, strength or purity; second, if any inferior or cheaper substance or substances have been substituted wholly or in part for it; third, if any valuable or necessary constituent or ingredient has been wholly or in part abstracted from it; fourth, if it is an imitation of, or is sold under the name of another article; * * * sixth, if it is colored, coated, polished or powdered whereby damage or inferiority is concealed, or if by any means it is made to appear better or of greater value than it really is; seventh, if it contains any added substance or ingredient which is poisonous or injurious to health." Compiled Laws, Sec. 5012.

We are agreed with the Circuit Judge that in referring to articles of food and to protect the users thereof the Legislature must have had in view some standard and as lemon essence or lemon extract had theretofore acquired a well defined meaning we incline to the view that it is proper to resort to the pharmacopoeia formula for the purpose of determining what lemon extract consists of. Does it follow from this that the Legislature intended to prohibit improvement in the manufacture of lemon extract? If a means should be discovered by which a larger percentage of the flavoring quantity of the lemon might be extracted would it be an infraction of this law that the manufacturer should use such larger proportion of the essential ingredient of the lemon extract? We think not. We think it is open to manufacturers to improve a common article of food so long as no infringement of the law or spirit of the act defining what shall be deemed adulteration takes place. According to the proofs offered by the defendant it is very clear in the present case no substance or substances have been mixed with this extract so as to lower or depreciate or injuriously affect its quality, strength or purity.

As to the second condition which amounts to adulteration the case is not so clear. This provides that if any inferior or cheaper substance or substances have been substituted wholly or in part for it, that it shall amount to adulteration. We think, however, this provision should be read in connection with the succeeding one, to-wit: "If any valuable or necessary constituent or ingredient has been wholly or in part abstracted from it." So construed the provision prohibiting the substitution of any inferior or cheaper substance, wholly or in part, for it means the substitution for an essential ingredient of such cheaper or inferior substance. Now

if it be a fact, as the testimony on the part of the respondent tends to show, that it is a positive advantage to exclude the turpene wholly from the extract and to lessen the quantity of alcohol used, then the essential ingredients of lemon extract have not had substituted for them anything inferior or cheaper. We are aware that this view of the law may make it more difficult to establish the individual case, but as the statute is a penal statute it should receive a strict construction.

It follows from the views above expressed that the instruction of the learned Circuit Judge was erroneous inasmuch as the jury were told in effect that if any ingredient of lemon essence as defined by the pharmacopoeia was wanting in this extract sold by the respondent that there should be a conviction. We think the instruction should have been that if the lemon extract sold by respondent contained all the ingredients and in quantities such as prescribed by the pharmacopoeia which are adapted to use as food, and that nothing was eliminated except such ingredients as could be disposed without injury to the product as a food product there was no violation of the statute.

The only other provision of the statute involved is the sixth, which in effect prohibits coloring the article produced whereby damage or inferiority is concealed. The instruction upon this branch of the law was also erroneous if we are correct in our view of the main question. The elimination of non-essential ingredients from the extract certainly does not show damage or inferiority, and as the conceded facts are that the coloring matter employed was not injurious to health in any way this provision has no application.

The other questions discussed do not require special mention. It may be noted in passing that the Circuit Judge in referring to the testimony of expert witnesses spoke of it as houghten testimony. We think this expression was unfortunate. While it is proper for the jury to take into account the fact that expert witnesses are employed at an extra compensation paid them the implication that the extra compensation necessarily amounts to a purchase of their testimony is hardly warranted; while the jury may consider this fact as bearing on their credibility, it is not proper that the court should intimate an opinion of that character.

The judgment should be reversed, and a new trial ordered.

The other justices concurred.

An Ishpeming correspondent writes: T. F. Ludlow has taken a position as traveling salesman for the Carpenter-Cook Co. His territory will embrace the county and a few towns outside. Mr. Ludlow has a large acquaintance throughout the county.

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.

Drugs--Chemicals

Michigan State Board of Pharmacy

	Term expires
WIRT P. DOTY, Detroit	Dec. 31, 1903
CLARENCE B. STODDARD, Monroe	Dec. 31, 1904
JOHN D. MUIR, Grand Rapids	Dec. 31, 1905
ARTHUR H. WEBBER, Cadillac	Dec. 31, 1906
HENRY HMM, Saginaw	Dec. 31, 1907

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

Examination Sessions.

Star Island, June 16 and 17.
Houghton, Aug. 25 and 26.

Mich. State Pharmaceutical Association.

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

The Rise and Decline of Patent Medicines.

Patent and proprietary medicine men were pioneers among the big advertisers of the country. Long before the value of publicity was impressed upon the minds of merchants and specialists the manufacturers of patent medicines learned that if they would find buyers they must go out and search for them and that the best way to do this was through the medium of newspapers.

As they were first, so they reaped great harvests from their sowing of this previously uncultivated field. To this day there are extensive advertisers among them and it is significant that all who advertised generally and all who now advertise generously have gathered or now are gathering fortunes unto themselves. They have demonstrated, to a degree scarcely equaled by any other line of trade, the infinite value of advertising as a means to increase trade. The pathway of the patent medicine world is flocked on either side with the graves of once prosperous concerns, or it shows a number staggering along in a semi-moribund condition which once were healthy and mighty concerns. It may be said that patent medicine firms are shorter lived than any other branch of trade which advertises extensively. Names of firms or of medicines that were household words fifty, forty, thirty, twenty, and in some cases, ten years ago, are unremembered by the present generation.

Who knows Helmbold now? Yet twenty-five years ago he was the best known medicine manufacturer in America. His "Buchu" was sold all over the world, and he amassed millions by its sale. He has the finest drug store in the world at Philadelphia, the soda fountain in it alone costing \$30,000. Who knows now or cares about "Helmbold's Buchu?"

Thirty-five years ago no woman of the United States believed her toilet complete unless she had in it "Phalon's Night Blooming Cereus." Phalon had a regal barber shop in the St. Nicholas Hotel, New York. None but the rich could afford to shave in it. Phalon is dead and his famous extract, which brought him a fortune, is dead with him.

During the Civil War "Drake's Plantation Bitters" (with the cabalistic mark, "S. T. 1860 X," supposed to mean "Started Trade 1860 with Ten Dollars") was drunk universally. It became popular and vastly popular, as beverage as well as medicine. One would search in vain for it now.

Within fifteen years "Vinegar Bitters" (without alcohol) was advertised in nearly every paper in the country. Its receipts made a multi-millionaire of its owner, who spent much money and effort to secure in 1892 the empty honor of nominee of the Prohibition party for President of the United

States. One would look now in vain for an advertisement of this once famous remedy.

Who now knows aught of Hop Bitters, Kidney Wort, Jayne's Expectorant, Wright's Vegetable Pills, Twin Brothers Yeast, Terralene, the Columbia Medicine Company, the Shaker Remedies, the Bloom of Youth and numerous others which might be mentioned that once were known to almost every child in the land? They have passed out, and the places that once knew them know them no more forever.

On the other hand, there are some which seem to be blessed with the vigor of a perennial youth. Pears' Soap has been upon the market one hundred years. Beecham's Pills run back of the memory of the oldest inhabitant. Allcock's Porous Plasters and Ayer's Pills have been upon the market for half a century, and Hostetter's Bitters have been a continuous money earner for forty years.

As stated, though, the overwhelming majority have their day, rarely long, and then pass out. Here is a list of remedies every one of which once was widely known, and not one of them but that returned large profits—some of them big fortunes—to their respective owners. Some of these survive and are finding sales after a fashion, but many of them are utterly dead. All of them once advertised extensively, and their decline may be said to date from the withdrawal of their advertising.

Let this list be read and pondered over:

Dr. Green's Nervura.
Seabury & Johnson's Anodyne Liniment.
Seabury & Johnson's Benson's Plasters.

Recamier Manufacturing Company (Harriet Hubbard Aver).
Abbey's Effervescent Salts.
Imperial Granum.
Athlophoros Company.
Tutt's Liver Pills.
O. F. C. Whisky.
Angostura Bitters.
Wolff's Acme Blacking.
Brown's French Dressing.
Knapp's Root Beer.
Vinegar Bitters.
Schenck's Mandrake Pills.
Schenck's Pulmonary Syrup.
Phalon's Night Blooming Cereus.
Frank Siddell's Soaps.
Hampton Vegetable Tincture.
Brown's Iron Bitters.
Harter's Iron Tonic.
Londonderry Lithia Water.
Burdock Blood Bitters.
Pink Pills for Pale People.
Blue Boluses for Bilious Blokes.
Anti Chap.
Doctor Hilton's Specific.
Acker's English Remedies.
Terraline Company.
Columbia Medicine Co.
The Shaker Remedies.
Kemp's Balsam.
Lane's Family Medicine.
Laird's Bloom of Youth.
The J. H. Lielin Medicines.
The Doctor Swaine & Sons.
The Anchor Remedies.
Williams' Root Beer.
Seltzer Aperient.
Perry Davis' Pain Killer.
St. Jacobs' Oil.
Jayne's Expectorant.
Wright's Vegetable Pills.
Twin Brothers Yeast.
Dana's Sarsaparilla.
Mauness' Sarsaparilla.
Helmbold's Buchu.
Hop Bitters.
Warner's Safe Remedies.
Drake's Plantation Bitters.

Let it be understood that all in the above list are not dead. The point taken is that they have lost their former popularity and have passed out of the eye of the public.

Many of them are as dead as though they had never lived. What is the cause of the popularity of all these, and the wane in their popularity? It can be found in one cause only. All of these remedies possessed, or now possess, merit. The fact that they were good is shown in their large sales and the persistence with which they held their own for so long a time. They did not lose favor because better remedies were offered.

It is doubtful if any modern remedy is better for a stomach ache or wounds or rheumatism than Perry Davis' Pain Killer. The sarsaparilla of Hood and Ayer is as effective, no doubt, as any of the more recent preparations. Warner's Safe Remedies have unqualified indorsements by the tens of thousands. Angostura Bitters is yet an ingredient of the Martini Cocktail. Schenck's preparations. Siddell's soaps, St. Jacob's Oil, Jayne's cough specific and the others possess peculiar virtues, each after its kind.

The cause of their decline is found in the simple fact that they stopped advertising or they curtailed it until it became next to valueless.

The fact is that advertising is very expensive. Patent medicine men, in casting up accounts for the year, find that more money has been spent for advertising than goes into their pockets in the way of profits. One of them, who has amassed a beggarly \$50,000 profit in a year, is filled with envy of the printers when he finds that, say, \$100,000 has gone to them. He fails to consider the fact that it was the advertisements which brought him the money, and that without the expenditure complained of he would have had practically no profit at all.

Consequently he decides to abridge his advertising or cut it out altogether. His success makes him vain. He decides that everybody knows his medicine as well as he does himself. In the year succeeding his lopping off of the advertising he may get nearly as much profit (although the volume of business is smaller), for the reason that the previous advertising will carry the business for a while. But in the second year his business is greatly reduced and his profits are terribly abridged. He fails to ascribe the fall-off to the proper cause. He concludes it is due to hard times or increased general health, to anything but the right reason. Then he grows discouraged and sells out or goes out of business. Or, as is done in many cases, he discovers his error and endeavors to repair it.

But it is a hard proposition to regain popular favor that has been lost—about as hard as it is to start a new patent medicine. Evidence of this is shown in St. Jacob's Oil, once one of the most popular remedies in America. Not less than two or three separate efforts have been put forth. Its remedial value is as great as ever. But it has lost its grip.

The great object lesson is this: Advertising is the main prop of the patent and the proprietary medicine concerns. Those of them that possess merit bring handsome returns just as long as they are kept before the public through the means of publicity.

Advertising is the gauge by which their prosperity is measured. When they cease to be advertised they pass out of use and memory. The rise and decline of these goods show the necessity for continuous, steady advertising. The advertiser who ceases to advertise is as

the man who has lived and who has ceased to live. The memory of man is short and the advertiser has need to keep himself constantly in the public eye, or he soon is as completely forgotten as though he never had lived.—Nat. Advertiser.

The Drug Market.

Opium—Cables from primary markets report damaged crop and firm prices. There is no change here.

Morphine—Is steady.

Quinine—Has declined 2c per ounce on account of lower prices for bark at the Amsterdam sale.

Cocaine—On account of higher prices for crude material, is very firm. An advance is expected.

Santonine—Owing to higher prices for raw material, it has been again advanced.

Cut Soap Bark—Is scarce and higher.

Prickly Ash Bark—Is still in small supply and is advancing.

Gum Guaiac—Is scarce and higher.

Linseed Oil—Is steady.

White Lead—Is very firm at last advance.

FRED BRUNDAGE

wholesale

Drugs and Stationery

32 & 34 Western Ave.,

MUSKEGON, MICH.

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.

Hammocks Fishing Tackle Marbles

Base Balls Rubber Balls

Wait to see our line before placing orders.

Grand Rapids Stationery Co.

29 N. Ionia St., Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

Advanced—
Declined—Quinine.

Acidum		Conium Mac.		Sollia Co.	
Aceticum	60 8	Copaba	1 10 2	Tolutan	50 50
Benzoleum, German.	70 8	Cubeba	1 10 2	Prunus virg.	50 50
Boricum	32 27	Erigeron	1 00 1	Tinctures	
Carbolicum	42 44	Gaultheria	2 30 2	Aconitum Napellis R	50 50
Citricum	30 5	Geranium, ounce.	50 60	Aconitum Napellis F	50 50
Hydrochlor.	30 5	Gossypii, Sem. gal.	50 60	Aloes and Myrrh	50 50
Nitrosum	120 14	Hedera	1 80 1	Arnica	50 50
Oxalicum	120 14	Juniper	1 50 2	Assafetida	50 50
Phosphoricum, dil.	15 15	Limonis	1 10 2	Aurore Belladonna	50 50
Salicylicum	42 45	Mentha Piper	4 20 4	Aurant Cortex	50 50
Sulphuricum	1 10 2	Mentha Verid.	5 00 5	Benzoin	50 50
Tannicum	38 40	Morruha, gal.	4 00 4	Benzoin Co.	50 50
Tartaricum	38 40	Myrica	4 00 4	Barosma	50 50
Ammonia		Olive	75 3 00	Cardamom	50 50
Aqua, 16 deg.	40 8	Pisces Liquid.	10 12	Cardamom Co.	50 50
Aqua, 20 deg.	60 8	Pisces Liquid, gal.	35 35	Castor	50 50
Carbonas	130 15	Ricina	2 00 2	Catechu	50 50
Chloridum	120 14	Rosmarini	1 00 1	Cinchona	50 50
Aniline		Rosa, ounce.	5 50 7	Cinchona Co.	50 50
Black	2 00 2	Succini	40 45	Columba	50 50
Brown	50 1 00	Sabina	90 1 00	Cassia Acutifol.	50 50
Red	2 50 3	Santal	2 75 7	Cassia Acutifol. Co.	50 50
Yellow	2 50 3	Sassafras	60 65	Digitalis	50 50
Baccae		Sinapis, ess., ounce.	1 50 1	Ergot	50 50
Cubebae, po. 25	22 24	Thyme	40 50	Ferri Chloridum	50 50
Juniperus	30 35	Thyme, opt.	1 00 1	Gentian	50 50
Xanthoxylum	30 35	Theobromas	15 20	Gentian Co.	50 50
Balsamum		Potassium		Gulaca	50 50
Copaba	50 55	Bi-Carb.	15 18	Gulaca ammon.	50 50
Peru	1 70	Bichromate	15 15	Hyocyanus	50 50
Terabin, Canada	60 65	Bromide	35 35	Iodine	50 50
Tolutan	45 50	Carb.	12 15	Iodine, colorless	50 50
Cortex		Chlorate, po. 17019	15 18	Kino	50 50
Abies, Canadian	18 18	Cyanide	34 38	Lobelia	50 50
Cassia	12 12	Iodide	2 30 2	Myrrh	50 50
Cinchona Flava	12 12	Potassa, Bitart, pure	25 30	Nux Vomica	50 50
Euonymus akro-purp.	20 20	Potass Nitras, opt.	7 10	Opil.	50 50
Myrica Cerifera, po.	30 30	Potass Nitras	5 8	Opil, camphorated	50 50
Prunus Virgin.	12 12	Prussiate	23 28	Opil, deodorized	50 50
Quillaja, gr'd	12 12	Sulphate po.	15 18	Rhatany	50 50
Sassafras, po. 15	12 12	Radix		Rhel	50 50
Ulmus, po. 20, gr'd	38 38	Aconitum	20 25	Sanguinaria	50 50
Extractum		Althae	30 33	Serpentaria	50 50
Glycyrrhiza Glabra	24 30	Anchusa	10 12	Strogonium	50 50
Glycyrrhiza, po.	28 30	Arum po.	2 25	Tolutan	50 50
Hematox, 15 lb. box	11 12	Calamus	20 40	Valerian	50 50
Hematox, 1s	13 14	Gentiana, po. 15	12 15	Veratrum Veride	50 50
Hematox, 1/4s	14 15	Glycyrrhiza, pv. 15	15 18	Zingiber	50 50
Hematox, 1/8s	16 17	Hydrastis Can.	50 50	Miscellaneous	
Ferru		Hydrastis Can., po.	50 50	Aether, Spts. Nit. F	30 35
Carbonate Precip.	15 15	Heliolebo, Alba, po.	12 15	Aether, Spts. Nit. F	30 35
Citrate and Quinla	2 25	Inula, po.	12 15	Alumen	24 3
Citrate Soluble	75 75	Ipeacae, po.	2 75 2	Alumen, gro'd, po. 7	30 4
Ferrocyanidum Sol.	15 15	Iris plox, po. 350238	35 40	Annatto	40 50
Solut. Chloride	15 15	Jalapra, pr.	25 30	Antimoni, po.	40 50
Sulphate, com'l.	2 2	Maranta	25 30	Antimoni et Potass T	40 50
Sulphate, com'l, by	80 80	Podophyllum, po.	25 25	Antipyrin	20 25
bbl, per cwt.	7 7	Rhel	75 100	Antifebrin	20 20
Sulphate, pure	7 7	Rhel, cut.	75 135	Argent Nitras, oz.	10 12
Flora		Rhel, pv.	75 38	Arsenicum	10 12
Arnica	15 18	Spigella	35 38	Balm Gilead Buds	45 50
Anthemis	22 25	Sanguinaria, po. 15	65 70	Bismuth S. N.	2 20 2 38
Matricaria	30 35	Senega	1 10 1	Calcium Chlor., is.	2 9
Folia		Smilax, officinalis H.	40 40	Calcium Chlor., 1/4s.	2 10
Barosma	35 40	Smilax, M.	10 12	Cantharides, Rus. po.	2 12
Cassia Acutifol, Tin-	20 25	Sellae	10 12	Capsic Fructus, af.	2 15
nevelly	25 30	Symplocarpus, Foet-	2 25	Capsic Fructus, po.	2 15
Cassia Acutifol, Alr.	25 30	dus, po.	2 25	Capsic Fructus B, po.	2 15
Salvia officinalis, 1/4s	12 20	Valeriana, Eng. po. 30	15 20	Caryophyllus, po. 15	12 14
and 1/8s	8 10	Valeriana, German.	14 16	Carmine, No. 40.	2 3 00
Uva Ursi	8 10	Zingiber a.	25 27	Cera Alba	50 60
Gummi		Zingiber j.	25 27	Cera Flava	40 42
Acacia, 1st picked	6 65	Semen		Coccos	2 30
Acacia, 2d picked	6 45	Anisum, po. 18	2 15	Cassia Fructus	2 35
Acacia, 3d picked	6 35	Apium (graveleons).	13 15	Centraria	2 10
Acacia, sifted sorts.	6 28	Bird, is.	4 6	Cetaceum	2 45
Acacia, po.	45 65	Carul	10 11	Chloroform	50 60
Aloe, Barb. po. 18020	12 14	Cardamon	1 25 1 75	Chloroform, squibs	2 1 10
Aloe, Cape, po. 25	6 20	Corlandrum	8 10	Chloral Hyd Crst.	1 35 1 60
Aloe, Socotri, po. 40	6 30	Canablis Sativa	6 7	Chondrus	20 25
Ammoniac	55 60	Cydonium	75 1 00	Cinchonidine, P. & W	35 48
Assafetida, po. 40	25 40	Chenopodium	15 16	Cinchonidine, Germ.	35 48
Benzoinum	50 55	Dipterix Odorata	2 1 00	Cocaine	4 55 4 75
Catechu, is.	6 13	Foeniculum	2 10	Corks, list, dis. pr. ct.	75 75
Catechu, 1/4s.	6 14	Foenugreek, po.	7 9	Cresotum	2 45
Catechu, 1/8s.	6 16	Lini	4 6	Creta	2 2
Camphore	64 69	Lini, gr'd. bbl. 4	4 6	Creta, prep.	2 5
Euphorbium, po. 35	1 100	Lobelia	1 50 1 55	Creta, precip.	2 11
Galbanum	1 100	Pharlaris Canarian.	6 7	Creta, Rubra	2 9
Gamboge	1 25 1 35	Rapa	5 8	Crocus	38 40
Gualacum, po. 35	2 35	Sinapis Alba	9 10	Cudbear	2 24
Kino, po. 30.75	2 75	Sinapis Nigra	11 12	Cupri Sulph.	6 4 2 8
Mastic	2 60	Spiritus		Dextrine	75 92
Myrrh, po. 4.4004.50	3 25 3 30	Frumentum, W. D. Co.	2 00 2 50	Ether Sulph.	75 92
Shellac	35 45	Frumentum, D. F. R.	2 00 2 25	Emery, all numbers.	2 8
Shellac, bleached	40 45	Frumentum	1 25 1 50	Emery, po.	2 6
Tragacanth	70 1 00	Juniperis Co. O. T.	1 65 2 00	Ergota, po. 90	85 90
Herba		Juniperis Co. O. T.	1 75 2 30	Flake White	12 15
Abiesinthum, oz. pkg	25 25	Saacharum N. E.	1 90 2 10	Galla	2 23
Eupatorium, oz. pkg	20 20	Spt. Vini Gall.	1 75 6 50	Gambler	8 2 9
Lobelia, oz. pkg	25 25	Vini Oporto	1 25 2 00	Gelatin, Cooper	35 60
Majorum, oz. pkg	25 25	Vini Alba	1 25 2 00	Gelatin, French	35 60
Mentha Pip. oz. pkg	23 23	Sponges		Glassware, flint, box	75 5
Mentha Vir. oz. pkg	23 23	Florida sheeps' wool	2 50 2 75	Less than box	70 70
Rue, oz. pkg	39 39	carriage	2 50 2 75	Glue, brown	11 13
Tanacetum V. oz. pkg	22 22	Nassau sheeps' wool	2 50 2 75	Glue, white	15 25
Thymus, V. oz. pkg	22 22	carriage	2 50 2 75	Glycerina	17 25
Magnesia		Velvet extra sheeps'	2 50 2 75	Gruana Paradisi	25 25
Calcined, Pat.	55 60	wool, carriage	2 50 2 75	Humulus	25 25
Carbonate, Pat.	18 20	Extra yellow sheeps'	2 50 2 75	Hydrarg Chlor Mite	2 100
Carbonate, K. & M.	18 20	wool, carriage	2 50 2 75	Hydrarg Chlor Cor.	2 90
Carbonate, Jennings	18 20	Grass sheeps' wool,	2 50 2 75	Hydrarg Ox Rub'm.	2 1 10
Oleum		carriage	2 50 2 75	Hydrarg Ammonlati	2 1 20
Abiesinthum	5 50 5 75	Hard, for slate use.	2 50 2 75	Hydrarg Unguentum	50 60
Amygdale, Duic.	50 60	Yellow Reef, for	2 50 2 75	Hydrargyrum	2 85
Amygdale, Amara	8 00 8 25	slate use.	2 50 2 75	Ichthyobolia, Am.	60 70
Anisi	1 60 1 65	Syrups		Indigo	75 1 00
Aurant Cortex	2 10 2 20	Acacia	2 50	Iodine, Resubi.	3 40 3 60
Bergamit	2 85 3 25	Aurant Cortex	2 50	Iodoform	3 60 3 85
Caliputi	80 85	Zingiber	2 50	Lupulin	2 50
Caryophylli	75 80	Ipecac	2 50	Lycopodium	55 70
Cedar	80 85	Ferri Iod.	2 50	Macle	55 75
Chenopodi	2 20	Rhel Arom.	2 50	Liquor Ares et Hy-	2 25
Cinnamonli	1 00 1 10	Smilax Officinalis	2 50	drarg Iod.	10 12
Citronella	85 44	Senega	2 50	Liquor Potas Arsenit	20 3
		Sollia	2 50	Magnesia, Sulph.	20 3
				Magnesia, Sulph, bbl	1 14
				Manna, S. F.	75 80

Menthol	7 20 7 56	Selditz Mixture	20 22	Linseed, pure raw	44 47
Morphia, S. P. & W.	2 25 2 50	Sinapi	2 18	Linseed, boiled	45 48
Morphia, S. N. Y. Q.	2 25 2 53	Sinapi, opt.	2 30	Neatfoot, winter str	59 65
Morphia, Mal.	2 25 2 50	Snuff, Macosbey, De	2 41	Spirits Turpentine	72 78
Moschus Canton	2 40	Voes	2 41	Paints	
Myristica, No. 1	38 40	Snuff, Scotch, De Vo's	2 41	BBL. L	
Nux Vomica, po. 15	35 37	Soda, Boras	2 11	Red Venetian	1 2 2 3
Os Sepia	35 37	Soda, Boras, po.	2 11	Ochro, yellow Mars.	1 2 2 4
Pepsin Saac. H. & P.	2 1 00	Soda et Potass Tart.	2 30	Ochro, yellow Ber.	1 2 2 3
P. D. Co.	2 1 00	Soda, Bi-Carb.	2 30	Putty, commercial	2 2 2 3
Pisces Liq. N.N. 1/4 gal.	2 2 00	Soda, Ash	3 4 4	Putty, strictly pure	2 2 2 3
Pisces Liq., quart.	2 2 00	Soda, Sulphas	2 2	Varnishes	
Pisces Liq., pints.	2 85	Spts. Cologne	2 2 60	No. 1 Turp Coach	1 10 1 20
Pil Hydrarg. po. 80	2 50	Spts. Ether Co.	50 55	Extra Turp.	1 60 1 75
Piper Nigra, po. 22	2 30	Spts. Myrcia Dom.	2 2 00	Coach Body	2 75 3 00
Piper Alba, po. 35	2 30	Spts. Vini Rect. bbl.	2 2 00	No. 1 Turp Furn.	1 00 1 10
Pix Burgun	7 10	Spts. Vini Rect. 1/2 bbl.	2 2 00	Extra Turp Damar.	1 55 1 60
Plumbi Acet.	10 12	Spts. Vini Rect. 1/4 gal	2 2 00	Jap. Dryer, No. 1 Turp	70 79
Pulvis Ipeacae et Opil	1 30 1 50	Strychnia, Crystal	90 1 15		
Pyrethrum, boxes H.	50 50	Sulphur, Subl.	2 4 2		
P. D. Co., doz.	25 30	Sulphur, Roll.	2 4 2		
Pyrethrum, pv.	25 30	Tamarinda	8 10		
Quassia	8 10	Terebenth Venice	28 30		
Quina, S. P. & W.	28 38	Theobroma	40 50		
Quina, S. German	28 38	Vanilla	9 00 16 00		
Quina, N. Y.	10 12	Zinci Sulph.	7 8		
Rubia Tinctorum	12 14	Oils			
Saccharum Lactis pv	20 22	BBL. GAL.			
Saladin	4 50 4 75	Whale, winter	70 70		
Sanguis Draconis	40 50	Lard, extra	85 90		
Sapo, W.	12 14	Lard, No. 1	80 85		
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

Dried Currants
Brick Cheese

DECLINED

Sugars
Package Coffees
Pickles
Imitation Jelly
Sauerkraut

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Wickling.....		1
Woodenware.....		1
Wrapping Paper.....		1
Y		
Yeast Cake.....		1

1

AXLE GREASE

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



BAKING POWDER

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, 1/4 doz. case.....	8 00

JAXON

ROYAL

10c size..... 90

6 lb. cans 1 35

8 oz. cans 1 90

1/2 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

JENNINGS

CONDENSED PEARL

CONDENSED PEARL

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2

CAN RUBBERS

No. 6	1 50
No. 8	2 00
No. 1	3 00
No. 2	3 50

Schaefer Handy Box Brand.



CANNED GOODS

Apples

1 to 25 gross lots..... @75c

25 to 50 gross lots..... @70c

50 to 100 gross lots..... @65c

Blackberries

Standards..... 55

Beans

Baked..... 80 @ 1 30

Red Kidney..... 80 @ 90

String..... 70

Wax..... 75 @ 80

Blueberries

Standard..... 1 20

Brook Trout

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

Clams

Little Neck, 1 lb..... 1 00

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

Clam Bouillon

Burnham's, 1/4 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, 1/2 lb..... 2 00

Star, 1 lb..... 3 00

Pickle Tail..... 2 40

Mackerel

Mustard, 1 lb..... 1 80

Mustard, 2 lb..... 2 80

Soused, 1 lb..... 1 90

Soused, 2 lb..... 2 80

Tomato, 1 lb..... 1 80

Tomato, 2 lb..... 2 80

Mushrooms

Hotels..... 180 @ 20

Buttons..... 22 @ 25

Oysters

Cove, 1 lb..... 85

Cove, 2 lb..... 1 55

Cove, 1 lb Oval..... 95

Peaches

Pie..... 85 @ 90

Yellow..... 1 25 @ 85

Pears

Standard..... 1 00

Fancy..... 1 25

Peas

Marrowfat..... 90 @ 1 70

Early June..... 90 @ 1 60

Early June Sifted..... 1 65

Plums

Grated..... 1 25 @ 75

Sliced..... 1 35 @ 75

Pumpkin

Fair..... 75

Good..... 90

Fancy..... 1 10

Gallon..... 2 50

Raspberries

Standard..... 1 15

Russian Caviar

1/4 lb. cans..... 3 75

1 lb. can..... 7 00

BUTTER COLOR

W. R. & Co.'s, 15c size..... 1 25

W. R. & Co.'s, 25c size..... 2 00

CANDLES

Electric Light, 8s..... 12

Electric Light, 16s..... 12 1/2

Paraffine, 6s..... 9 1/2

Paraffine, 12s..... 10

Wickling..... 17

Wiens' Dustless Sweeper

3

Salmon	@ 1 85
Columbia River, talls	@ 1 80
Columbia River, flats	@ 1 30
Red Alaska.....	@ 1 30
Pink Alaska.....	@ 90

Sardines

Domestic, 1/2s..... 3 1/2

Domestic, Mustard..... 5

California, 1/2s..... 11 @ 14

French, 1/2s..... 17 @ 24

French, 1/2s..... 7 @ 14

Shrimps

Standard..... 1 40

Succotash

Fair..... 1 25

Good..... 1 40

Fancy..... 1 10

Strawberries

Standard..... 1 10

Fancy..... 1 40

Tomatoes

Fair..... 1 10

Good..... 1 15

Fancy..... 1 25

Gallons..... 8 10

CARBON OILS

Barrels

Kocene..... @ 12 1/2

Perfection..... @ 11 1/2

Diamond White..... @ 11

D. S. Gasoline..... @ 14 1/2

Deodorized Naphtha..... @ 12

Cylinder..... @ 28

Engine..... @ 34

Black, winter..... @ 10 1/2

CATSUP

Columbia, pints..... 2 00

Columbia, 4 pints..... 1 25

CEREAL COFFEE

Cere Kofa, 24 packages..... 2 50

For sale by all jobbers

CHEESE

Aome..... @ 15

Amboy..... @ 15

Elsie..... @ 15

Emblem..... @ 15

Gem..... @ 15

Gold Medal..... @ 14 1/2

Ideal..... @ 15

Jersey..... @ 15

Riverside..... @ 15

Brick..... 14 @ 15

Edam..... @ 20

Leliden..... @ 27

Limburger..... 13 @ 14

Pineapple..... 5 @ 25

Sap Sago..... @ 19

CHEWING GUM

American Flag Spruce..... 55

Beeman's Pepsin..... 60

Black Jack..... 55

Largest Gum Made..... 60

Sen Sen Breath Perfume..... 1 00

Sugar Loaf..... 55

Yucatan..... 55

CHICORY

Bulk..... 7

Eagle..... 4

Eagle..... 7

Schene..... 6

CHOCOLATE

Walter Baker & Co.'s..... 23

German Sweet..... 31

Premium..... 41

Vanilla..... 35

Caracas..... 28

Eagle..... 28

CLEANER & POLISHER

Brunswick's

EASYBRIGHT

CLEANER

CLEANS EVERYTHING

6 oz. can, per doz..... 1 35

Quart can, per doz..... 2 25

Gallon can, per doz..... 7 50

Samples and Circulars Free.

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 20

72 ft. 6 thread, extra..... 1 20

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

6

Peas	
Green, Wisconsin, bu.	1 85
Steel Cut, 100 lb. sacks.	2 50
Split, lb.	4
Rolled Oats	
Rolled Avena, bbl.	4 75
Monarch, bbl.	4 50
Monarch, 90 lb. sacks.	2 15
Quaker, cases.	3 10
Grits	
Walsh-DeRoo Co.'s Brand.	



Cases, 24 2 lb. packages..... 2 00

Sago	
East India	3 3/4
German, sacks	3 3/4
German, broken package	4

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

Wheat	
Cracked, bulk	3 1/4
24 2 lb. packages	2 50

FISHING TACKLE	
1/4 to 1 inch	6
1 1/2 to 2 inches	7
2 to 3 inches	8
3 to 4 inches	9
4 to 5 inches	10
5 to 6 inches	11
6 to 7 inches	12
7 to 8 inches	13
8 to 9 inches	14
9 to 10 inches	15
10 to 11 inches	16
11 to 12 inches	17
12 to 13 inches	18
13 to 14 inches	19
14 to 15 inches	20

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	14
No. 9, 15 feet	15
Linon Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	50
Bamboo, 16 ft., per doz.	55
Bamboo, 18 ft., per doz.	60

FLAVORING EXTRACTS	
FOOTE & JENKS'	
Highest Grade Extracts	
Vanilla	Lemon
1 oz full m. 1 20	1 oz full m. 80
2 oz full m. 2 20	2 oz full m. 1 25
No. 3 fan'y. 3 15	No. 3 fan'y. 1 75

COLEMAN'S	
HIGH FOOTE & JENKS' EXTRACTS	
Vanilla	Lemon
2 oz panel. 1 20	2 oz panel. 75
3 oz taper. 2 00	4 oz taper. 1 50

JENNINGS'	
FLAVORING EXTRACTS	
Folding Boxes	
D. C. Lemon	D. C. Vanilla
2 oz. 75	2 oz. 1 20
4 oz. 1 50	4 oz. 2 00
6 oz. 2 00	6 oz. 2 40

Taper Bottles	
D. C. Lemon	D. C. Vanilla
2 oz. 75	2 oz. 1 25
3 oz. 1 25	3 oz. 2 10
4 oz. 1 50	4 oz. 2 40

Full Measure	
D. C. Lemon	D. C. Vanilla
1 oz. 65	1 oz. 85
2 oz. 1 10	2 oz. 1 60
4 oz. 2 00	4 oz. 3 00

Tropical Extracts	
2 oz. full measure, Lemon.	75
4 oz. full measure, Lemon.	1 50
2 oz. full measure, Vanilla.	90
4 oz. full measure, Vanilla.	1 80

Souder's	
Regular Lemon	doz. gro.
Regular Vanilla	1 20. 14 40
XX Lemon	1 50. 18 00
XX Vanilla	1 75. 21 00
Venus Van. & Tonka	75. 9 00
Regular Vanilla, per gal.	8 00
XX Lemon, per gal.	6 00

FRESH MEATS	
Beef	
Carcass	5 @ 7 1/2
Forequarters	5 @ 5 1/2
Hindquarters	6 1/2 @ 8 1/2
Loins	8 1/2 @ 11
Ribs	8 1/2 @ 11
Rounds	8 @ 7 1/2
Chucks	5 @ 5 1/2
Plates	4 1/2 @ 5

7

Pork	
Dressed	8 1/2 @ 8 3/4
Loins	12 1/2 @ 12 3/4
Boston Buttr.	10 1/2 @ 10 3/4
Leaf Lard	10 1/2 @ 10 3/4
Mutton	
Carcass	8 @ 9
Lambs	8 @ 11
Veal	
Carcass	6 @ 8 1/2

GELATINE	
Knox's Sparkling	1 20
Knox's Sparkling, pr gross	14 00
Knox's Acidulated	1 20
Knox's Acidulated, pr gross	14 00
Oxford	75
Plymouth Rock	1 20
Nelson's	1 50
Cox's, 2-qt size	1 61
Cox's, 1-qt size	1 10

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

GRAINS AND FLOUR	
Wheat	
Wheat	68

Winter Wheat Flour	
Local Brands	
Patents	4 10
Second Patent	3 60
Straight	3 40
Second Straight	3 10
Clear	3 00
Graham	3 25
Buckwheat	3 00
Rye	3 00
Subject to usual cash discount.	

Flour in bbls., 25c per bbl. additional.	
Worden Grocer Co.'s Brand	
Quaker 1/2s.	3 90
Quaker 3/4s.	3 90
Quaker 1s.	3 90

Spring Wheat Flour	
Clark-Jewell-Well's Co.'s Brand	
Pillsbury's Best 1/2s.	4 60
Pillsbury's Best 3/4s.	4 50
Pillsbury's Best 1s.	4 40
Pillsbury's Best 1 1/2s.	4 40
Pillsbury's Best 2s.	4 40
Pillsbury's Best 2 1/2s.	4 40
Pillsbury's Best 3s.	4 40
Pillsbury's Best 3 1/2s.	4 40
Pillsbury's Best 4s.	4 40
Pillsbury's Best 4 1/2s.	4 40
Pillsbury's Best 5s.	4 40
Pillsbury's Best 5 1/2s.	4 40
Pillsbury's Best 6s.	4 40
Pillsbury's Best 6 1/2s.	4 40
Pillsbury's Best 7s.	4 40
Pillsbury's Best 7 1/2s.	4 40
Pillsbury's Best 8s.	4 40
Pillsbury's Best 8 1/2s.	4 40
Pillsbury's Best 9s.	4 40
Pillsbury's Best 9 1/2s.	4 40
Pillsbury's Best 10s.	4 40
Pillsbury's Best 10 1/2s.	4 40
Pillsbury's Best 11s.	4 40
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Pillsbury's Best 72 1/2s.	4 40
Pillsbury's Best 73s.	4 40
Pillsbury's Best 73 1/2s.	4 40
Pillsbury's Best 74s.	4 40
Pillsbury's Best 74 1/2s.	4 40
Pillsbury's Best 75s.	4 40
Pillsbury's Best 75 1/2s.	4 40
Pillsbury's Best 76s.	4 40
Pillsbury's Best 76 1/2s.	4 40
Pillsbury's Best 77s.	4 40
Pillsbury's Best 77 1/2s.	4 40
Pillsbury's Best 78s.	4 40
Pillsbury's Best 78 1/2s.	4 40
Pillsbury's Best 79s.	4 40
Pillsbury's Best 79 1/2s.	4 40
Pillsbury's Best 80s.	4 40
Pillsbury's Best 80 1/2s.	4 40
Pillsbury's Best 81s.	4 40
Pillsbury's Best 81 1/2s.	4 40
Pillsbury's Best 82s.	4 40
Pillsbury's Best 82 1/2s.	4 40
Pillsbury's Best 83s.	4 40
Pillsbury's Best 83 1/2s.	4 40
Pillsbury's Best 84s.	4 40
Pillsbury's Best 84 1/2s.	4 40
Pillsbury's Best 85s.	4 40
Pillsbury's Best 85 1/2s.	4 40
Pillsbury's Best 86s.	4 40
Pillsbury's Best 86 1/2s.	4 40
Pillsbury's Best 87s.	4 40
Pillsbury's Best 87 1/2s.	4 40
Pillsbury's Best 88s.	4 40
Pillsbury's Best 88 1/2s.	4 40
Pillsbury's Best 89s.	4 40
Pillsbury's Best 89 1/2s.	4 40
Pillsbury's Best 90s.	4 40
Pillsbury's Best 90 1/2s.	4 40
Pillsbury's Best 91s.	4 40
Pillsbury's Best 91 1/2s.	4 40
Pillsbury's Best 92s.	4 40
Pillsbury's Best 92 1/2s.	4 40
Pillsbury's Best 93s.	4 40
Pillsbury's Best 93 1/2s.	4 40
Pillsbury's Best 94s.	4 40
Pillsbury's Best 94 1/2s.	4 40
Pillsbury's Best 95s.	4 40
Pillsbury's Best 95 1/2s.	4 40
Pillsbury's Best 96s.	4 40
Pillsbury's Best 96 1/2s.	4 40
Pillsbury's Best 97s.	4 40
Pillsbury's Best 97 1/2s.	4 40
Pillsbury's Best 98s.	4 40
Pillsbury's Best 98 1/2s.	4 40
Pillsbury's Best 99s.	4 40
Pillsbury's Best 99 1/2s.	4 40
Pillsbury's Best 100s.	4 40
Pillsbury's Best 100 1/2s.	4 40

Feed and Millstuffs	
St. Car Feed screened	19 00
No. 1 Corn and Oats	19 00
Corn Meal, coarse	18 00
Corn Meal, fine old	18 00
Winter Wheat Bran	18 00
Winter Wheat Middlings	20 00
Cow Feed	18 00
Screenings	19 00

Meal	
Bolled	2 10
Granulated	2 40

Car lots	
Car lots	37

Corn	
Corn, car lots, new	44

Hay	
No. 1 Timothy car lots	9 00
No. 1 Timothy ton lots	11 50

HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

INDIGO	
Madras, 5 lb. boxes	55
S. F., 2, 3 and 5 lb. boxes	50

JELLY	
5 lb. palls per doz.	1 85
15 lb. palls	35
30 lb. palls	67

LICORICE	
Pure	30
Calabria	28
Stilly	14
Root	11

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||
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12	13	14
Lubetsky Bros. brands B. L. 35 00 Daily Mail, 5c edition. 35 00 Fine Cut Cadillac. 54 Sweet Loma. 33 Hawatha, 5 lb. palls. 54 Hawatha, 10 lb. palls. 54 Telegram. 22 Pay Car. 31 Prairie Rose. 49 Protection. 37 Sweet Burley. 42 Tiger. 38 Plug Red Cross. 32 Palo. 32 Kilo. 34 Hawatha. 41 Battle Axe. 33 American Eagle. 32 Standard Navy. 36 Spear Head, 16 oz. 41 Spear Head, 8 oz. 43 Nobby Twist. 36 Jolly Tar. 36 Old Honesty. 36 Toddy. 33 J. T. 36 Piper Heldsick. 61 Boot Jack. 78 Honey Dip Twist. 59 Black Standard. 38 Cadillac. 30 Forge. 30 Nickel Twist. 50 Smoking Sweet Core. 34 Flat Car. 37 Great Navy. 34 Warpath. 25 Bamboo, 16 oz. 24 I X L, 5 lb. 28 I X L, 16 oz. palls. 30 Honey Dew. 35 Gold Block. 38 Flagman. 38 Chips. 32 Klin Dried. 21 Duke's Mixture. 38 Duke's Cameo. 41 Myrtle Navy. 39 Yum Yum, 1 1/2 oz. 37 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. 22 Plow Boy, 3 1/2 oz. 32 Peerless, 3 1/2 oz. 34 Peerless, 1 1/2 oz. 34 Air Brake. 36 Cant Hook. 30 Country Club. 32-34 Forex-XXX. 28 Good Indian. 23 Self Binder. 30-32 Silver Foam. 34 TWINE Cotton, 3 ply. 18 Cotton, 4 ply. 18 Jute, 2 ply. 12 Hemp, 6 ply. 12 Flax, medium. 20 Wool, 1 lb. balls. 6 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 00 Gold Dust, 5c. 4 00 Kirkoline, 24 1/2 lb. 3 90 Pearlina. 2 75 Soapline. 4 10 Babbitt's 1776. 3 75 Roseline. 3 50 Armour's. 3 70 Nine O'clock. 3 35 Wisdom. 3 80 Scourline. 3 50 Rub-No-More. 3 75 WICKING No. 0, per gross. 25 No. 1, per gross. 30 No. 2, per gross. 40 No. 3, per gross. 50 WOODENWARE Baskets Bushels. 1 25 Bushels, wide band. 1 25 Market. 30 Splint, large. 6 00 Splint, medium. 5 00 Splint, small. 4 00 Willow Clothes, large. 5 00 Willow Clothes, medium. 5 00 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 Clothes Pins Round head, 5 gross box. 50 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. 65	Mop Sticks Trojan spring. 90 Kellipat 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, 6 holes. 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 95 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. 3 00 Good Luck. 2 75 Universal. 2 25 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter. 75 13 in. Butter. 1 10 15 in. Butter. 1 75 17 in. Butter. 2 75 19 in. Butter. 4 25 Assorted 13-15-17. 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. 13 Wax Butter, full count. 20 Wax Butter, rolls. 15 YEAST CAKE Magic, 3 doz. 1 00 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Cream, 3 doz. 1 00 Yeast Foam, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 50 FRESH FISH Per lb. White fish. 10 11 Trout. 10 11 Black Bass. 11 12 Halibut. 14 14 Clisoes or Herring. 5 5 Bluefish. 11 12 Live Lobster. 27 27 Boiled Lobster. 10 10 Haddock. 8 8 No. 1 Pickerel. 8 1/4 Pike. 7 7 Perch. 7 7 Smoked White. 12 1/4 Red Snapper. 10 10 Col River Salmon. 15 15 Mackerel. 19 20 OYSTERS Bulk F. H. Counts. 1 75 Extra Selects. 1 50 Selects. 1 40 Baltimore Standards. 1 15 Standards. 1 10 Cans per can F. H. Counts. 35 Extra Selects. 27 Selects. 23 Perfection Standards. 22 Anchors. 20 Standards. 18 HIDES AND PELTS Hides Green No. 1. 7 7 Green No. 2. 6 6 Cured No. 1. 7 7 Cured No. 2. 7 7 Calfskins, green No. 1. 10 10 Calfskins, green No. 2. 8 1/4 Calfskins, cured No. 1. 11 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 00 Lamb. 40 75 Shearlings. 40 75 Tallow No. 1. 3 3 No. 2. 4 4 Wool Washed, fine. 20 20 Washed, medium. 23 23 Unwashed, fine. 15 15 Unwashed, medium. 18 18	CANDIES Stick Candy Standard. 7 7 Standard H. H. 7 7 Standard Twist. 8 8 Cut Leaf. 9 9 Mixed Candy Grocers. 6 6 Competition. 7 7 Special. 7 1/4 Conserve. 7 1/4 Royal. 8 1/4 Ribbon. 8 8 Broken. 8 8 Cut Leaf. 8 1/4 English Rock. 9 9 Kindergarten. 9 9 Bon Ton Cream. 8 1/4 French Cream. 9 9 Dandy Pan. 10 10 Hand Made Cream. 11 1/4 mixed. 12 1/4 Premio Cream mix. 12 1/4 Fancy-In Palls O F Horehound Drop. 10 10 Pony Hearts. 12 12 Coco Bon Bons. 12 12 Pudge Squares. 12 12 Peanut Squares. 11 11 Sugared Peanuts. 10 10 Salted Peanuts. 10 10 Starlight Kisses. 10 10 San Blas Goodies. 12 12 Lozenges, plain. 10 10 Lozenges, printed. 11 11 Champion Chocolate. 11 11 Eclipse Chocolates. 11 1/4 Quintette Choc. 12 12 Champion Gum Dps. 8 8 Moss Drops. 9 9 Lemon Sours. 9 9 Imperials. 9 9 Ital. Cream Opera. 12 12 Ital. Cream Bonbons. 11 11 20 lb. palls. 11 11 Molasses Chews, 15 lb. cases. 12 12 Golden Waffles. 12 12 Fancy-In 5 lb. Boxes Lemon Sours. 250 250 Peppermint Drops. 250 250 Chocolate Drops. 250 250 H. M. Choc. Drops. 250 250 H. M. Choc. Lt. and. 250 250 Dk. No. 12. 21 00 Gum Drops. 235 235 O. F. Licorice Drops. 250 250 Lozenges, plain. 255 255 Lozenges, printed. 250 250 Imperials. 255 255 Mottos. 250 250 Cream Bar. 255 255 Molasses Bar. 255 255 Hand Made Creams. 80 250 Cream Buttons, Pep. and Wint. 255 255 String Root. 255 255 Wintergreen Berries. 250 250 FRUITS Oranges Florida Russett. 2 2 Florida Bright. 2 2 Fancy Navels. 2 65 2 85 Extra Choice. 2 2 Late Valencia. 2 2 Seedlings. 2 2 Medt. Sweets. 2 2 Jamaica. 2 2 Rodi. 2 2 Bananas Verdell, ex fcy 300. 2 2 Verdell, fcy 300. 2 2 Verdell, ex chco 300. 2 2 Verdell, fcy 360. 2 2 Call Lemons, 300. 3 00 2 3 50 Messinas 300s. 3 50 3 4 00 Messinas 360s. 3 50 3 75 Medum bunches. 1 50 2 00 Large bunches. 1 50 2 00 Foreign Dried Fruits Figs Californias, Fancy. 2 2 Cal. pkg, 10 lb. boxes. 2 100 Extra Choice, Turk. 2 2 10 lb. boxes. 13 1/4 15 Fancy, Turk., 12 lb. boxes. 2 2 Pulled, 6 lb. boxes. 2 2 Naturals, in bags. 2 2 Dates Fards in 10 lb. boxes. 2 6 1/4 Fards in 60 lb. cases. 2 2 Hallow. 5 2 5 1/4 lb. cases, new. 2 2 Sals, 60 lb. cases. 2 4 1/4 NUTS Almonds, Tarragona. 16 16 Almonds, Ivica. 2 2 Almonds, California, soft shelled. 15 16 1/2 Brazil. 11 11 Filberts. 12 12 Walnuts, Grenobles. 15 15 Walnuts, soft shelled. 16 16 Cal. No. 1, new. 16 16 Table Nuts, fancy. 13 1/4 13 1/4 Pecans, Med. 10 10 Pecans, Ex. Large. 11 11 Pecans, Jumbos. 12 12 Hickory Nuts per bu. 2 2 Ohio, new. 2 2 Cocoanuts, full sacks. 2 2 Chestnuts, per bu. 2 2 Peanuts—new crop Fancy, H. P., Suns. 4 1/4 5 1/4 Fancy, H. P., Suns. 4 1/4 5 1/4 Roasted. 6 6 1/4 Choice, H. P., Jumbo. 7 7 1/4 Choice, H. P., Jumbo. 8 8 1/4 Roasted. 8 8 1/4 Roasted, Shell No. 1. 8 1/4 8 1/4

A Novel Insurance Proposition

It would be a convenience, would it not, if some big Chicago jobbing house would station a well posted man at your store to tell when prices named you are right and when not?

"Our Drummer" catalogue will do more for you than the best posted salesman on earth could do.

His line includes nearly everything.

He never "works" you. He never presses you to give him orders for any but business reasons. He never makes mistakes.

His prices are named in black and white. He stays with you when goods come in to help check the bill.

He asks no business on which his prices are not at least as low as those of any other concern.

He never quotes a price "subject to change without notice." Every quotation made is absolutely guaranteed during the life of "Our Drummer" in which it appears.

His prices are always up to date—"Our Drummer" is issued every month.

Some of the shrewdest buyers in the country make it a rule never to let an order go out of their house without first referring to "Our Drummer."

Yet this insurance against paying too much costs you nothing.

A copy of our current catalogue (J460) will be sent to any merchant upon request.

Butler Brothers

Wholesalers of Everything—
By Catalogue Only

Randolph Bridge

CHICAGO

Pharmacy in Brittany.

A somewhat curious fact concerning pharmacy has come to light through the recent legislation in France against religious institutions. In spite of progress, revolutions and railways, the Bretons retain to a marked degree their old habits, traditions and dialect. They also have an amount of religious fervour that scarcely exists in any other part of France, and their schools have, to a great extent, been in the hands of priests and Sisters of Mercy. The latter especially have enjoyed great popularity, due both to their care of the sick and to the drugs and medicines they supply gratuitously, or for a small charge. The number of pharmacies kept by Sisters of Mercy in Brittany is considerable.

For generations the Breton peasant has been in the habit of consulting the "good sister" who also supplies remedies. In small villages there are always at least two sisters, one a school teacher, and the other a pharmacienne. The latter serves as a means for inducing parents to send their children to her companion's school, and this state of things has been a source of much annoyance to the school boards in Brittany. But the deeply rooted habits and prejudices of the rural populations have to be reckoned with.

The peasant prefers paying for the "good sister's" remedy to receiving one from a doctor for nothing and until quite recently the tariff of these religious pharmacies was given in ounces, scruples and grains, although by the introduction of the decimal system the use of the old system of weights and measures has been illegal for more than a century. It may be mentioned, however, that the local officials admit that the Sisters of Mercy often render good service by supplying simple remedies among the farms in the more remote districts. Some time ago a doctor in the neighborhood of Brest lodged a complaint against a pharmacienne Sister of Mercy, and as a result he was boycotted so severely that he had finally to "take up sticks and away," being replaced by a doctor from the Roman Catholic Faculty of Lille.

Selling Eggs in Germany.

A unique method for insuring the freshness of eggs has been adopted by the Dairymen's Association in the vicinity of the city of Kehl. The agents of this Association go among farmers each day and purchase eggs, the farmer guaranteeing that they have been laid within the previous twenty-four hours. In consequence of this guarantee, the Association pays the farmer 3 pfennigs, or about half a cent, above the regular market price per egg.

The Dairymen's Association then makes a record of each purchase by giving the farmer a registered number and numbering each egg in a corresponding manner.

When a consumer chances to find a stale egg, he returns it to the dealer, who in turn charges it to the Association, which reports the matter to the farmer. The method is a protection to all parties concerned, and is said to meet with much success. The eggs are delivered to the dealer in cases containing five dozen each.

Boot Trees Popular.

Women with small dress allowances always find that their boot bill is a somewhat heavy item in their expenditure. They can reduce it by using boot-trees. These not only keep the boots in shape and make them wear longer, but they stretch out the leather and prevent its forming deep creases and then cracking. It is far better economy to have at least two pairs in use and on taking off one pair to put them on the trees to dry and resume their proper shape.

15

STONEWARE

Butters	
1/4 gal. per doz.	48
1 to 6 gal. per gal.	6
8 gal. each	62
10 gal. each	66
12 gal. each	78
15 gal. meat-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 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or rd. bot., per doz.	48
1 gal. flat or rd. bot., each	6
Fine Glazed Milkpans	
1/2 gal. flat or rd. bot., per doz.	60
1 gal. flat or rd. bot., each	6
Stewpans	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball, per doz.	1 10
Jugs	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
5 lbs. in package, per lb.	2

LAMP BURNERS

No. 0 Sun.	35
No. 1 Sun.	35
No. 2 Sun.	45
No. 3 Sun.	45
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 96
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 80
No. 2 Sun, wrapped and labeled.	5 30
No. 2 Sun, "Small Bulb," for Globe Lamps.	5 10

La Bastie

No. 1 Sun, plain bulb, per doz.	1 00
No. 2 Sun, plain bulb, per doz.	1 25
No. 1 Crimp, per doz.	1 35
No. 2 Crimp, per doz.	1 60

Rochester

No. 1 Lime (55c doz.)	3 50
No. 2 Lime (75c doz.)	4 00
No. 2 Flint (80c doz.)	4 60

Electric

No. 2 Lime (70c doz.)	4 00
No. 2 Flint (80c doz.)	4 60

OIL CANS

1 gal. tin cans with spout, per doz.	1 30
1 gal. galv. iron with spout, per doz.	1 50
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	5 00
5 gal. tilting cans.	7 00
5 gal. galv. iron Noctefas.	9 00

LANTERNS

No. 0 Tubular, side lift.	4 75
No. 1 B Tubular.	7 25
No. 15 Tubular, dash.	7 25
No. 1 Tubular, glass fountain.	7 50
No. 12 Tubular, side lamp.	13 50
No. 3 Street lamp, each.	3 60

LANTERN GLOBES

No. 0 Tub., cases 1 doz. each, box, 10c	45
No. 0 Tub., cases 2 doz. each, box, 15c	45
No. 0 Tub., bbls 5 doz. each, per bbl.	1 60
No. 0 Tub., Bull's eye, cases 1 doz. each	1 25

BEST WHITE COTTON WICKS

Roll contains 32 yards in one piece.	
No. 0. 1/2 inch wide, per gross or roll.	18
No. 1. 3/4 inch wide, per gross or roll.	24
No. 2. 1 inch wide, per gross or roll.	34
No. 3. 1 1/4 inch wide, per gross or roll.	53

COUPON BOOKS

50 books, any denomination.	1 50
100 books, any denomination.	2 50
500 books, any denomination.	11 50
1,000 books, any denomination.	20 00

Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

Coupon Pass Books

Can be made to represent any denomination from \$10 down.	
50 books.	1 50
100 books.	2 50
500 books.	11 50
1,000 books.	20 00

Credit Checks

500, any one denomination.	2 00
1,000, any one denomination.	3 00
2,000, any one denomination.	5 00
Steel punch.	75

Hardware Price Current

Ammunition					
Caps					
G. D., full count, per m.....					4
Hicks' Waterproof, per m.....					5
Musket, per m.....					7
Ely's Waterproof, per m.....					6
Cartridges					
No. 22 short, per m.....					2 50
No. 22 long, per m.....					3 00
No. 32 short, per m.....					5 00
No. 32 long, per m.....					5 75
Primers					
No. 2 U. M. C., boxes 250, per m.....					1 40
No. 2 Winchester, boxes 250, per m....					1 40
Gun Wads					
Black edge, Nos. 11 and 12 U. M. C....					60
Black edge, Nos. 9 and 10, per m.....					70
Black edge, No. 7, per m.....					80
Loaded Shells					
New Rival—For Shotguns					
No.	Drs. of Powder	oz. of Shot	Size Shot	Gauge	Per 100
120	4	1 1/2	10	10	\$2 90
129	4	1 1/2	9	10	2 80
128	4	1 1/2	8	10	2 90
126	4	1 1/2	6	10	2 90
135	4 1/4	1 1/2	5	10	2 90
154	4 1/4	1 1/2	4	10	3 00
200	3	1	10	12	2 50
208	3	1	8	12	2 50
226	3 1/4	1 1/2	6	12	2 65
265	3 1/4	1 1/2	5	12	2 70
264	3 1/4	1 1/2	4	12	2 70
Discount 40 per cent.					

Levels	
Stanley Rule and Level Co.'s.....dis	70
Mattocks	
Adze Eye.....\$17 00..dis	65
Metals—Zinc	
600 pound casks.....	7½
Per pound.....	8
Miscellaneous	
Bird Cages.....	40
Pumps, Clister.....	75&10
Screws, New List.....	85&20
Castors, Bed and Plate.....	50&10&10
Dampers, American.....	50
Molasses Gates	
Stebbins' Pattern.....	60&10
Enterprise, self-measuring.....	30
Pans	
Fry, Acme.....	60&10&10
Common, polished.....	70&5
Patent Planished Iron	
"A" Wood's patent planished, Nos. 24 to 27 10 80	
"B" Wood's patent planished, Nos. 25 to 27 9 80	
Broken packages ¼c per pound extra.	
Planes	
Ohio Tool Co.'s, fancy.....	40
Scotia Bench.....	50
Sandusky Tool Co.'s, fancy.....	40
Bench, first quality.....	45
Nails	
Advance over base, on both Steel and Wire.	
Steel nails, base.....	2 75
Wire nails, base.....	2 35
20 to 60 advance.....	Base
10 to 15 advance.....	5
8 advance.....	10
6 advance.....	20
4 advance.....	30
3 advance.....	45
2 advance.....	70
Fine 3 advance.....	50
Casing 10 advance.....	15
Casing 8 advance.....	25
Casing 6 advance.....	35
Finish 10 advance.....	25
Finish 8 advance.....	35
Finish 6 advance.....	45
Barrel ½ advance.....	85
Rivets	
Iron and Tinned.....	50
Copper Rivets and Burs.....	45
Roofing Plates	
14x20 IC, Charcoal, Dean.....	7 50
14x20 IX, Charcoal, Dean.....	9 00
20x28 IC, Charcoal, Dean.....	15 00
14x20 IC, Charcoal, Allaway Grade.....	7 50
14x20 IX, Charcoal, Allaway Grade.....	9 00
20x28 IC, Charcoal, Allaway Grade.....	15 00
20x28 IX, Charcoal, Allaway Grade.....	18 00
Ropes	
Sisal, ½ inch and larger.....	3½
Manilla.....	13
Sand Paper	
List acct. 19, '86.....dis	50
Sash Weights	
Solid Eyes, per ton.....	36 00
Sheet Iron	
	com. smooth. com.
Nos. 10 to 14.....	\$3 60
Nos. 15 to 17.....	3 75
Nos. 18 to 21.....	3 90
Nos. 22 to 24.....	4 10
Nos. 25 to 26.....	4 20
No. 27.....	4 30
All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	4 10
Shovels and Spades	
First Grade, Doz.....	6 00
Second Grade, Doz.....	5 50
Soldier	
¼@¾.....	19
The prices of the many other qualities of soldier in the market indicated by private brands vary according to composition.	
Squares	
Steel and Iron.....	60—10—5
Tin—Melyn Grade	
10x14 IC, Charcoal.....	\$10 50
14x20 IC, Charcoal.....	10 50
20x14 IX, Charcoal.....	12 00
Each additional X on this grade, \$1.25.	
Tin—Allaway Grade	
10x14 IC, Charcoal.....	9 00
14x20 IC, Charcoal.....	9 00
10x14 IX, Charcoal.....	10 50
14x20 IX, Charcoal.....	10 50
Each additional X on this grade, \$1.50	
Boiler Size Tin Plate	
14x56 IX, for No. 8 Boilers, } per pound..	13
14x56 IX, for No. 9 Boilers, }	
Traps	
Steel, Game.....	75
Oneda Community, Newhouse's.....	40&10
Oneda Community, Hawley & Norton's.....	65
Mouse, choker per doz.....	15
Mouse, delusion, per doz.....	1 25
Wire	
Bright Market.....	60
Annealed Market.....	60
Coppered Market.....	50&10
Tinned Market.....	50&10
Coppered Spring Steel.....	40
Barbed Fence, Galvanized.....	3 10
Barbed Fence, Painted.....	2 80
Wire Goods	
Bright.....	80
Screw Eyes.....	80
Hooks.....	80
Gate Hooks and Eyes.....	80
Wrenches	
Baxter's Adjustable, Nickelled.....	30
Coe's Genuine.....	20
Coe's Patent Agricultural, Wrought, 7" & 10"	20

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

FOR SALE—FINE HARDWARE BUSINESS in Northern Indiana. Address No. 287, care Michigan Tradesman.

FOR SALE—FINE RETAIL HARDWARE business at absolute invoice price; stock all purchased within year; best location in hand-somest town of 30,000 in the country; stock invoices \$10,000; reason, owner absolutely unable to give any attention whatever. Address 82 Frelinghous Ave., Battle Creek, Mich. 246

ATTENTION! ON MONDAY, APRIL 27, at 11 o'clock, my entire stock of dry goods, men's furnishings goods, etc., at Allegan, Mich., will be sold to the highest bidder. Invoices between \$6,000 and \$7,000; excellent opening; established trade; only two other dry goods stores; town of 3,000; ill health requires me to follow outdoor occupation. John C. Stehn. 288

\$2,000 STOCK SHOES, MEN'S AND LADIES' furnishings in town of 1,200; all new goods; five years' lease store and living rooms. Reason, poor health. Address No. 289, care Michigan Tradesman. 289

\$7,000 WILL BUY WELL-ESTABLISHED best paying manufacturing business in Grand Rapids for amount invested. Address Business, care Michigan Tradesman. 290

I WILL SELL MY LOT, 31 ONIA STREET, opposite Union Depot, dirt cheap if taken at once. If you want a block in the most conspicuous place on the street, look this up. Edwin Fallas, Grand Rapids, Mich. Citizens Phone 614. 291

FOR SALE—\$4,500 GROCERY STOCK AND market well located in Northern Illinois mining town. Annual sales \$50,000; cash only; no trades considered. Address No. 271, care Michigan Tradesman. 271

WANTED AT ONCE—A GOOD WATER power grist mill, 75 miles or more north of Grand Rapids; part cash, part time. Write full particulars first letter. Lock Box 227, Chesaning, Mich. 227

FOR RENT—BEST LOCATION IN STATE for bazar or department stock; store brick; modern conveniences; two floors; very large show window. Box 492, Howell, Mich. 267

FOR SALE—THE GOOD WILL OF ONE of the best and largest wholesale produce and grain businesses in Michigan, located in one of the largest cities. Has been established nearly twenty years and has a line of customers covering nearly every state in the union. Nearly half a million dollar business in 1902. Will be sold very much cheaper than it can be worked up. Price \$80, including office furniture. Good reasons for selling. Address Produce Dealer, care Michigan Tradesman. 266

FOR SALE—ONE OF THE NICEST MEDIUM priced houses and best money making business in Petoskey, Mich. Owner has a bad case of California fever. Enquire of McCune & Smith, Petoskey. 272

FOR SALE—JEWELRY STOCK AND fixtures. Will retain a portion of the stock if desired; old established business; grand opportunity for any one desiring to go into the jewelry business; practically only two jewelers in the city; population 8,000; will sell cheap; rent low. S. H. Dodge & Son, Jewelers, Ypsilanti, Mich. 278

FOR SALE—A SMALL STOCK OF DRUGS, also fixtures. Must be sold soon. Address J. G., care Michigan Tradesman. 277

FOR SALE—\$4,000 STOCK OF GENERAL merchandise and store 4x120. Fine living rooms and hall, 22x50, over store; good barn, ice house and wood shed; store fixtures and stock all new; did \$18,000 business last year; stock can be reduced one-quarter in short time; located in county seat in Northern Michigan; population of county has doubled in past two years; a bargain; satisfactory reasons for selling. Address No. 276, care Michigan Tradesman. 276

FOR SALE—THE LARGEST AND MOST complete house furnishing stock in Northern Michigan. The best location and trade in the city. Fochtman Furniture Co., Limited, Petoskey, Mich. 274

FOR SALE—Grocery building lot, stock and fixtures, in good booming town; new buildings, good clean stock; good cash trade; reason for selling, ill health and must retire; a great bargain if taken at once; investigate this; must sell. Address O. W. Case, Farwell, Mich. 273

WELL-LOCATED GRAIN ELEVATOR to exchange for farm or good stock hardware. Address H. S., care Michigan Tradesman. 281

WELL-MANAGED, CLEAN CORPORATION owning largest American deposit of highgrade marble seeks responsible, experienced men to place its securities. We seek investigating investors. Columbia River Marble Co., Spokane, Wash. 282

FOR SALE—HAVING LOST MY WIFE, I will sell my fine hotel and furniture, with large livery barn. No opposition. Call on or address C. H. Denison, Mecosta, Mich. 285

FOR SALE—MEAT MARKET IN GOOD town; good trade; no opposition; good reason for selling. Address No. 285, care Michigan Tradesman. 285

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. 25,000 population. 259

FOR SALE—A MEAT MARKET IN TOWN of 3,000 inhabitants; only one other market in town. Come at once and look it over. Address No. 283, care Michigan Tradesman. 283

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. 267

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

FOR SALE OR EXCHANGE FOR GOOD property—Woolen mill plant, with new building; 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 SALE—GOOD STOCK GROCERIES and queensware; county seat, Eastern Iowa. Would exchange for Michigan fruit farm. Lock Box 522, Tipton, Iowa. 242

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. Gardiner & 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

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 \$1,000; owner not registered. Address No. 235, care Michigan Tradesman. 235

FOR RENT—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 35,000; 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 AT A BARGAIN IN THE BEAU- tiful Village of Vicksburg, Kalamazoo county—My stock of drugs, books and stationery, paints, oils and varnishes. Write for particulars. R. Baker. 247

FOR SALE—\$300 TAKES SMALL GROCERY; good stock; rent \$5. Berg, Saugatuck, Mich. 260

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—SET OF TINNERS' TOOLS, benches, patterns and small stock; reason for selling, sickness. Address Box 15, Martin, Mich. 226

WANTED—AN UNMARRIED MAN, WITH experience in dry goods, who wishes to purchase part interest in a good business in a bustling town. Address No. 225, care Michigan Tradesman. 225

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

\$1,500 BUYS 80 ACRE FARM ONE-HALF mile from thriving town; good buildings; power mill. Address L. Stover, So. Boardman, Mich. 210

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 MANUFACTURING industry; small capital required; expenses very low; an exceptional opportunity; good reason for selling. Address M., care Michigan Tradesman. 179

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

FOR RENT OR SALE—NEW DOUBLE brick store, 44x80 feet; one of the finest opportunities in Southern Michigan. Address Baughman & Yunker, Gobleville, Mich. 164

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 \$4,000; located in a good town in Northern Michigan; good cash trade. Address B. C. care Michigan Tradesman. 150

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

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—\$3,000 GENERAL STOCK AND \$2,500 store building, located in village near Grand Rapids. Fairbairns scales. Good paying business, mostly cash. Reason for selling, owner has other business. Address No. 838, care Michigan Tradesman. 838

MISCELLANEOUS

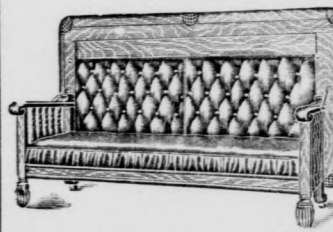
WANTED—POSITION AS BUYER AND manager shoe or grocery department; thoroughly competent and not afraid to work; recommendations to satisfy. Address No. 272, care Michigan Tradesman. 272

WANTED—REGISTERED ASSISTANT drug clerk. Walter K. Schmidt Co., Ltd., 84 Canal St., Grand Rapids, Mich. 264

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 \$300. Catalogue on application.

The Balke Manufacturing Company, 1 W. Bridge Street.

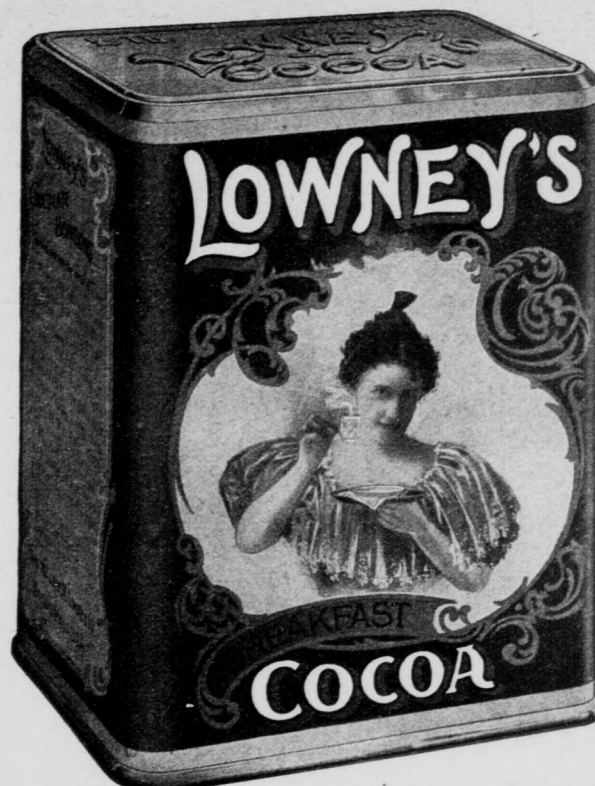
HAVE YOU

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



Received
Highest Award

GOLD MEDAL

Pan-American
Exposition

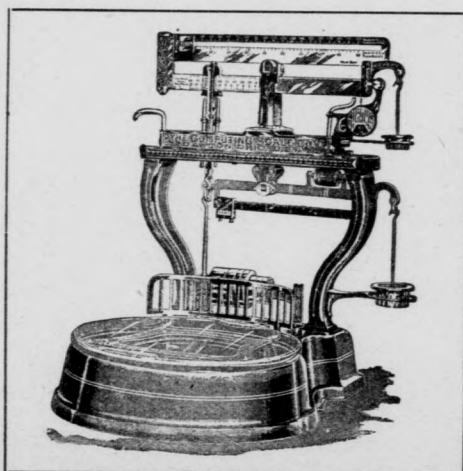
The full flavor, the delicious quality, the absolute PURITY of LOWNEY'S COCOA distinguish it from all others. It is a NATURAL product; no "treatment" with alkalis or other chemicals; no adulteration with flour, starch, ground cocoa shells, or coloring matter; nothing but the nutritive and digestible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

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

Like Pushing a Snowball

Every time you weigh goods on an old-fashioned pound and ounce scale you add a fraction to the ever-increasing loss which comes from down-weight.

Day after day this loss increases. In time it may bring your business to a standstill. At all times it robs you of a percentage of your profits.



You would not tolerate an inaccurate book-keeper or

a clerk who counted thirteen for a dozen. Then why use a scale which permits of Down-Weight? The original Dayton Computing Scales indicate instantly and accurately the value of whatever is weighed. The Scales do the figuring. Mistakes can not occur. Adopt the Money-Weight System of Weighing for the money it saves you. Write for advertising matter.

The Computing Scale Co., Dayton, Ohio, U. S. A.
Money Weight Scale Co., 47 State St., Chicago

SOLE DISTRIBUTORS

This space is owned
by the
Oxford Pure Food Co.
Limited.
Detroit, Michigan.

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
Offices New York, Chicago, Philadelphia, Boston



Why
not have
a
new one
this year?

We mean by this, one of our Leonard Cleanable Grocer's Refrigerators in two, three, four, or five roll. Positively the finest store fixture ever made and a satisfactory investment in every way. We have sold a number of these during the past year to dealers and will gladly refer you to them as to the merits of the same. We would be pleased to have you come in and look them over in our sample room, or our salesman will call on you with catalogue and prices (a telephone message or postal will bring him).

No. 672, 2-roll; No. 673, 3-roll; No. 674, 4-roll; No. 675, 5-roll. Made of oak, antique finish, rubbed and polished. Two ice doors—one on each end. We can furnish these refrigerators (at an additional cost of \$5 net) with division, making two complete refrigerators. One or both can be used at the same time. The partition can be placed between any desired compartment, and the compartment intended for cheese will be fitted with revolving wooden slab.

DIMENSIONS:

Number	Weight	Length	Depth	Height
672	840	46	41	84
673	1120	68	41	84
674	1650	90	41	84
675	1980	112	41	84

H. Leonard & Sons, Grand Rapids, Mich.

MICA AXLE GREASE

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

ILLUMINATING AND LUBRICATING OILS

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

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.