

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$1 PER YEAR

Twentieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 29, 1903.

Number 1023

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.

IT PAYS WELL

Money invested in the Preferred Stock of the Carrom-Archarena Co., Ludington, Mich., brings an excellent return—7 Per Cent.,

AND IT'S SAFE.

This is a well founded, substantial, ably managed, growing business, and its stock is a good investment—exceptionally so.

PRICE--101 AND INTEREST.

Prospectus gives more good reasons—ask for it.

E. M. DEANE COMPANY, LTD.

BONDS, STOCKS AND INVESTMENT SECURITIES

211-213-215

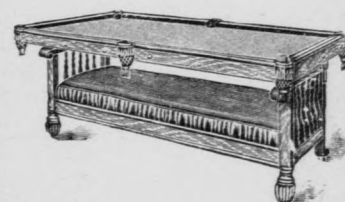
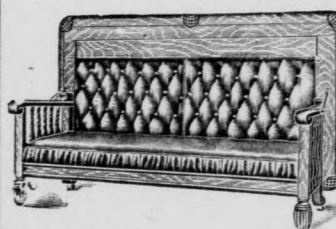
MICHIGAN TRUST BUILDING, GRAND RAPIDS, MICHIGAN

References: Old National Bank; Commercial Savings Bank.

The Balke Manufacturing Company,

Sole Manufacturers of the

BALKE Combined Davenport, Pool and Billiard Tables.



FOR THE HOME.

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

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

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

The Balke Manufacturing Company, 1 W. Bridge Street.



THE ———

“Ann Arbor”

QUICK LIGHTING

GASOLINE LAMPS.

LIGHTING SYSTEMS.



The letter given below refers to the Ann Arbor Arc Lamp. If you wish to equip your store with the best possible light at the least possible cost, use the No. 2 Ann Arbor Arc Lamp. The net price is \$6.00. **One dealer in each town.** Will you be the first to order and secure agency? Cut off rebate coupon and send to us for sample lamp. Satisfaction guaranteed. This lamp will give 200 c. p. at a cost of $\frac{1}{3}$ c per hour. Think of it. Read this letter. We have hundreds of a similar tone.

Hickory Corners, March 4, 1903.

Superior Mfg. Co.,

Ann Arbor, Mich.

Gentlemen:—The lamp came all O. K. and have used it four evenings. Will say it is the finest thing of its kind I have ever seen. There are several other makes of lamps out here, but my lamp puts them all in the shade. I think I can sell several of them for you if there is anything in it for me. Please give me your terms for agents, also the right for the town.

Yours truly,

H. F. BROWN.

Cut Off Here.

The Superior Mfg. Co., April
Gentlemen: Enclosed find \$6.00 for No. 2 Arc
Lamp. This slip entitles me to 3 extra No. 2 Arc
Mantles worth 20c each, if mailed to you before May 1.
Saw your ad in Michigan Tradesman.

Cut Off Here.

Name

Address

Send for complete booklet on our lighting system. Remember that the
“Ann Arbor” systems are the best.

THE SUPERIOR M'FG CO., 107, 2d St., Ann Arbor, Mich.

Merchants wishing a popular food and an easy
seller should handle



Peach Flake Food

The food for all people. Superior to others on
account of its delicacy of flake and flavor. Once
used, always used. Put up in attractive cartons
that please the eye.

Give it a trial. Order through your jobber
or direct. Send for free samples and prices.

Globe Food Co., Limited

318 Houseman Block,

Grand Rapids, Mich.



Condensed Energy

Nutro-Crisp

The Ready Cooked
Granular Wheat Food
A Delightful Cereal Surprise

Contains in easy assimilable form,
more energy than can be found in
any other food. Children love it
and thrive on it.

People in delicate health relish it.
Indigestion can be surely banished
by its use.

Contributes clearness
to the brain, strength and
vim to the entire body.
Each package contains
a “benefit” coupon that
will interest you.

Proprietors' and clerks' premi-
um books mailed on application.
Nutro-Crisp Food Co., Ltd.,
St. Joseph, M'ch.



Sunlight

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

Walsh-DeRoo Milling Co.

Holland, Michigan

MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 29, 1903.

Number 1023

IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

Noble, Moss & Co.

Investment Securities

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

Government Municipal
Railroad Traction
Corporation

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

808 Union Trust Building, Detroit

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

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

William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

Sole agents for the State of Michigan
for the

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

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

28-30 South Ionia Street

Grand Rapids, Mich.

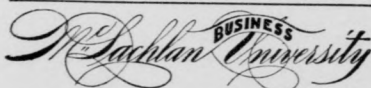
Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

C. R. McCORR, Manager.



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.

IMPORTANT FEATURES.

- Page.
2. Business Women.
 3. The Automobile.
 4. Around the State.
 5. Grand Rapids Gossip.
 6. Great Responsibility.
 8. Editorial.
 10. Dry Goods.
 12. Circulars to Customers.
 14. Misfit Merchants.
 16. Clothing.
 20. Shoes and Rubbers.
 24. Woman's World.
 26. Worse than Useless.
 28. Rural Free Delivery.
 30. Secrets Invaluable to Clerks.
 32. Clerk's Corner.
 34. The Road to Success.
 36. Butter and Eggs.
 38. The New York Market.
 40. Credit Currency.
 41. Commercial Travelers.
 42. Drugs and Chemicals.
 44. Grocery Price Current.
 46. Special Price List.

Our Growth Is Unlimited

THE ERIE-ONTARIO goes off May 1st, and
we are now offering until the 9th day of May,
1,000,000 shares of the Plumas Gold Mining Com-
pany, the ground floor issue at 74c per share.
All subscriptions for 500 or 1,000 shares are filled,
but any larger amount must be subject to allotment.
From present indications, this property will be
on the dividend list the latter part of 1903, as we
are adding to stamps to the present equipment.
Full information furnished upon application to

CURRIE & FORSYTH, M'n'g'rs
1023 Michigan Trust Building
Grand Rapids, Mich.

Oro Hondo

Shaft is now down 330 feet
in ore.

Buy Oro Hondo

The property consists of over 1,000 acres ad-
joining 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 con-
sensus 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 inves-
tigation is not satisfied that the existing con-
dition at the mine has been understated by us,
we shall cheerfully refund the amount sub-
scribed.

Write for large prospectus and full particu-
lars. 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.

The How and Why of Advertising.

Business can always be made better.
Prices can be set forth more attractively.
Goods can be sold at a livelier rate.
Interest can always be stimulated to one
point higher. The goods can be made
to speak volumes for the ability of the
merchant. To do this the advertising
must be made more effective and sales
be largely increased. The people can be
set to talking about what the merchant
has to sell. The customers can be given
greater pleasure in their shopping. They
can be made to feel better after the
goods have been taken home. If the
goods are what they should be and the
merchant what he should be he can solve
the important questions of how to cover
these points. They are things which
interest his store. They are points
which have an individual bearing on
what he does in his establishment. They
are considerations which affect the com-
munity in which he lives. It is use-
less to expect general answers to fit
many questions. There are some ques-
tions which can not be answered for
one as they would be for others. There
are reasons which would appeal to the
merchant in one city which would not
touch the case of another. Each town
has its own solution for problems. Each
locality has its peculiarities which must
be locally dealt with in order to make
success possible for the merchants there-
in. If the proposition were possible
or even easy we would be glad to give
here a solution. Since the proposition
must be locally solved it is necessary to
study it carefully and we can merely
suggest. The time for study is before
the season starts, through the business
hours and after the thing is over. Study
makes it possible to see where advan-
tage can be gained and helps in the so-
lution of the questions which mean
everything in the way of success.
Thought makes business success. The
successful man thinks for himself, rea-
sons out his own problems, gains benefit
by knowing his field, gauging his peo-
ple and stopping at nothing short of
the impossible.—Advertising World.

The Boys Behind the Counter.

Saginaw—Edward J. Poetter, who has
been clerk at L. J. Richter's drug store
for some time, has resigned on account
of poor health, and will leave soon for
Montana, where two of his brothers are
located.

Allegan—O. W. Bliss has taken a po-
sition as salesman in the grocery de-
partment of the Grange store.

Bay City—John Bowman, for several
years in H. G. Wendland & Co.'s dress
goods department, has been engaged as
manager of the new Boston store.

Jackson—Thomas D. Grant, who for
the past four months has been represent-
ing the Reliance Corset Co., has re-
signed his position to resume his former
duties with the clothing firm of
McQuillan & Harrison.

Ludington—J. Chutkow, of Madison,
has taken a position as manager of the
Wendel clothing store.

Fennville—Mrs. E. A. Andrews has
been engaged by R. W. Harrold as
pharmacist in his drug store.

Saginaw—Miss Matta Warren, who
has been head trimmer for the Metro-
politan Dry Goods Co., has resigned her
position here to accept a similar posi-
tion with the Spring Dry Goods Co., of
Grand Rapids.

Port Huron—Wm. Gilchrist has taken
a position in the Willard dry goods
store.

Thompsonville—D. D. Alton, who has
been employed in F. R. Northwood's
drug store for the past three months, has
returned to his home in Fremont. D.
W. Richmond, of Hart, is his successor.

Filmslamed on an Old Game.

From the Lansing Journal.

Grocers in the city are being pe-
stered with a scheme to beat them out of
four dozen eggs and a plug of chewing
tobacco. Some of the grocermen have
furnished the eggs and tobacco, while
others have objected to being victimized
and have turned the ingenious grafters
down.

In working the scheme, an individual
enters a grocery and leaves a large or-
der for flour, sugar, tea, coffee and other
household supplies, always including
in the list four dozen eggs and a supply
of tobacco. After ascertaining the
amount of the bill, the clever man states
that he will take the eggs and tobacco
and directs that the remainder of the or-
der be sent to a certain number and col-
lected for. One grocer who accepted
one of the orders discovered when the
merchandise was delivered that the fam-
ily residing there had not ordered them
and that he was out the eggs and to-
bacco.

Two different men on different days
attempted to work the scheme on an
east side grocer and it is stated that it
has been attempted all over the city
with varying success. The feature of
the scheme is the fact that the four
dozen eggs and the tobacco are always
included in the order and are always the
articles the man wants to carry away.

Edgar's View of the Sugar Situation.

Detroit, April 25—Europe continues
firm around a parity of about 4.05c for
centrifugals and will probably advance
under the stimulus of renewed buying
for United Kingdom account. Stocks
in Great Britain have been depleted,
pending the announcement of the new
budget, which it has been hoped, rather
than expected, might reduce the sugar
tariff, and England's necessities have
now become an element of strength in
the general situation. Some authorities
predict very much higher prices for
sugar of all descriptions during this
campaign. We recognize the strength
of the position and, if natural condi-
tions prevail in refined, we shall look for
material improvement. However, we
have no assurances of permanent "nat-
ural conditions." W. H. Edgar & Son.

The resources of the new United
States mint in Philadelphia have just
been tested by rush orders, and some
wonderful results have been shown. The
record was made in the coinage of
2,500,000 pesos, a silver coin equal in
value to our dollar, for shipment to the
Philippines. One hundred thousand
pesos, each the size of our silver dollar,
were turned out every day until the or-
der was filled. Besides this extra out-
put, the mint coined, in the short period
of twenty-five working days, 9,100,000
pieces of bronze, valued at \$91,000 and
3,600,000 nickels, valued at \$180,000.

BUSINESS WOMEN.

Advantages of Fine Presence and Social Cleverness.

The woman of fine presence and all-around social cleverness has a two-to-one better chance in the business world just now than the trained specialist, in whatever department. Tactful, pleasing women, no matter how slight their technical knowledge, are in demand and get the chance to extend their usefulness, while the speedy stenographers, efficient book-keepers and the like make barely living wages. Many women who had no idea of working have entered the lists at the solicitation of those who recognized their fitness.

In the beauty parlors frequented by wealthy people the young person who receives the patrons does so with an inimitable air of interest and affability. Her gown alone is worth going to see. The arrangement of her hair, even the fashion of her belt clasp, smacks of exclusiveness and inside knowledge as to modes. And when she beckons the attendant to whom the customer is to be consigned it is with quite the manner of performing a benevolent act.

She is only a paid servitor. The real mistress, sheltered in her inside office, is a plainly-dressed, thoughtful-looking woman, with perhaps neither the taste nor the inclination to get herself up in gloriously impressive fashion. She had the ability to build up a properly exclusive clientele, however, and the sense to know that there should be an attractive seneschal to preside—a deputy mistress free from care whose entire time could be devoted to looking agreeable.

In a sumptuous private sanitarium is another deputy mistress—a fine, dash-

ing-looking woman who knows nothing whatever of nursing but has a prettily sympathetic way about her that wins favor with both guests and patients. She is always exceptionally well dressed, a prepossessing recommendation for the establishment. Women of tactful manners are employed by several of the great specialists to interview people when the doctor is away.

It is the thing now in the exclusive dressmaking and outfitting establishments to have the patrons received as though they were guests, and a woman with good looks and social skill combined to come forward and make customers feel at home is a needed adjunct. She it is who shows them samples and takes them around the showcases, where costly gowns or waists are on exhibition. All this is done as though it mattered not a whit whether an order was secured or not. When it comes to costs and estimates another person is called in, and the woman who receives goes to welcome other guests. Social diplomacy never played so important a part in business as now.

Sometimes the woman who is exceptionally clever, well-dressed and sophisticated is employed very pleasantly as outdoor companion by wealthy people who want an instructed person's company or by young women who want a comrade on excursions which they may not make alone. But the field in which the tactful woman who is self-dependent finds best remuneration is as the handler of "educational propositions," promoter of mining stocks, real estate investments, savings bank securities and like issues. The promoter for these is of a very different caliber from the woman admirably employed to beat up

purchasers and demonstrate the efficacy of household and dry goods items.

Business men with ventures and interests to advance can detect the right qualifications for a successful promoter in a moment. Not long ago a young woman was tempted to answer a very cleverly worded advertisement, which stated that experience was not necessary, nor technical training, nor canvassing. Good pay was offered and short hours. On keeping the appointment made in response to her application, she found that not canvassing, but what practically amounted to the same thing was wanted, namely, interviewing strangers and arousing their interest in a business venture. She promptly refused the place, to be met by genuine importuning that she should try the work.

"You are just the sort of lady we want," the man said. "Your looks and manner would take you anywhere. And you'd be making big commissions besides the salary in less than a fortnight."

The young woman withdrew, nor did she ever answer the three letters she received asking her to reconsider the proposition. But the case illustrates how much women of good culture and address are being utilized in business.

Cora Stowell.

The Man and the Dog.

The elderly man with the diamond horseshoe scarfpin and thick-soled, brilliantly polished shoes, who was sitting near the door, rolled his unlighted cigar around in his mouth and turned to his companion.

"Yes," he said, "you might say that it was a gift. If a dog has got anything in him I can bring it out. I know just how to handle 'em. It makes me sick

to think of the good dogs that are running loose around town that ain't got a particle of ejection—dogs with sense that only wants a little training to be a credit to the man that owns 'em. I can take a dog and make a gentleman of him. Now, that dog out there—"

He opened the car door, admitting a rush of cold air that made the woman shiver who was hanging to the strap over his head, and gazed out on the rear platform where a bright, intelligent-looking collie was sitting, receiving the admittance of the platform passengers with an air of dignity mingled with satisfaction.

"Is he all right?" enquired the other man.

"He's all right," said the dog's owner, as the dog half rose and wagged his tail furiously. "Only," he added, with a severe eye on the dog, "he's taking up too much room there. Suppose you turn around and lie down there in that corner so's there's room for somebody else on the platform besides you," he suggested, and the dog promptly turned around and crawled to the corner indicated, where he curled himself up in the smallest possible space.

"There," said the man, triumphantly, "all he wants is a hint." He leaned back in his seat, forgetting to close the door.

"Isn't it wonderful?" exclaimed one of the standing women, addressing the one who had shivered.

"Very," replied she, changing hands on her strap and sighing wearily. "It's a pity, though, that there aren't some capable dogs that would take a man and make a gentleman of him." She looked at the dog's owner as she spoke and he appeared uncomfortable.

If a man allows his head to be turned by flattery it's only a matter of time until he gets it where Katherine put the necklace.

A man's self-importance would get an awful jolt if he knew how little others care about his existence.

BEST CROCKERY AT LOWEST PRICE

It is with great pleasure that we give you opportunity to buy the BEST OF GOODS, made by the H. L. China Co., the oldest pottery in the country, and, we believe, the best, at the lowest prices. Send us your order for the following assortment, or half of it if preferred, or change the assortment to suit your stock in any manner so the order amounts to \$20 or over, as there is no economy in buying a smaller amount than this. SOLD ON A STRICTLY COMMISSION BASIS and priced at exactly 55 per cent. discount from the STANDARD CROCKERY LIST, and shipped direct to you from Ohio factory. Terms are 30 days or 1 per cent. for cash in ten days.



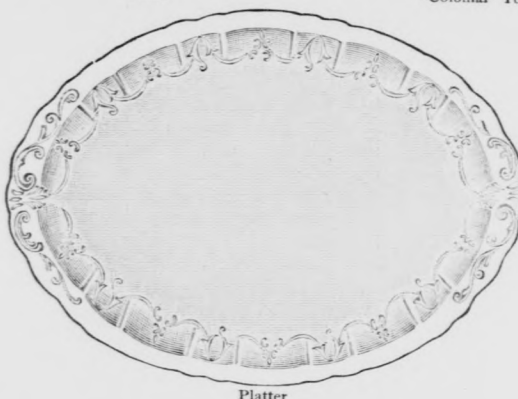
Water Pitcher



Baker



"Colonial" Tea



Platter



"Colonial" Plate



Milk Pitcher



Fruit Saucer



Bowl

ASSORTED PACKAGE

H. L. China Co. Semi-Vitreous White Ware. Colonial Shape.

Assortment "C."

6 doz. Pie Plates, 5 in.	\$ 41	\$2 46
12 doz. Breakfast Plates, 7 inch.	58	6 96
12 doz. Fruit Saucers, 4 in.	27	3 24
12 doz. Hand St. Denis Teas and Saucers	72	8 64
12 doz. H'd Colonial Teas & Saucers, thin	80	9 60
1/2 doz. Platters, 8 in.	90	45
1/2 doz. Platters, 10 in.	1 62	81
1/2 doz. Platters, 12 in.	2 70	1 35
1/2 doz. Bakers, 7 in.	1 08	54
1/2 doz. Bakers, 8 in.	1 62	81
1 doz. Scallops, 6 in.		90
1 doz. Scallops, 7 in.		1 08
1 doz. Scallops, 8 in.		1 62
1 doz. Scallops, 9 in.		2 16
1 doz. Bowls, No. 36		60
2 doz. Bowls, No. 30	72	1 44
1 doz. Bowls, No. 24		90
2 doz. Oyster Bowls, No. 30	72	1 44
1/2 doz. Milk Pitchers, No. 36	90	45
1/2 doz. Medium Pitchers, No. 24	1 26	63
1/2 doz. Water Pitchers, No. 12	2 16	1 08
1 doz. Wyoming Open Chambers		2 88
1 doz. Wyoming Covered Chambers		4 32
1/2 doz. Wyoming Ewers and Basins	8 64	4 32

\$58 68

Don't buy any Crockery until you see this line, as these goods will certainly please your customers, and you will very soon be compelled to re-order.

H. LEONARD & SONS, Grand Rapids, Michigan

THE AUTOMOBILE.

Its Adaptation to the Wants of Man Almost Unlimited.

The magnitude of the automobile industry is only appreciated by those who are in close touch with its recent progress. Experiments have been made with self-propelled vehicles for seventy-five years, but they can hardly be said to have been manufactured more than ten or fifteen years.

The civilized world has been waiting for something to take the place of the old methods of travel, and the enormous stride of the industry has only supplied a small fraction of that demand. The brightest minds and the best mechanics in the world are now working on the problem, and the result is the production of motor cars that for comfort and utility go far in realizing that expectation. The demand is so far ahead of the supply that many manufacturers of both foreign and American cars have the year's product entirely taken. In America alone thirty thousand automobiles will be placed on the market during the present year, which will only supply half the demand.

The pleasures of country and transcontinental touring, where one can depart from beaten paths and explore unfrequented ways, climb mountains with ease and comparative comfort and gaze on the beauties of nature, all without feeling that one is abusing "the noble animal," must be experienced to be able to fully appreciate the automobile. Delightful drives around our larger cities, with State roads between them, go to make the lighter "roadster" or "run-about" the most convenient way to enjoy a fine day or to take one to and from their business without being dependent on steam or electric roads with their attendant dust and noise.

What the bicycle has been in the past the automobile will be in the future. The bicycle, however, was limited in its scope. The adaptation of the automobile to the wants of man is almost unlimited. With the man of leisure it is a most pleasurable way to find recreation, and gives unlimited opportunities for indulging in touring and racing proclivities. Think of the delights of traveling mile after mile, not through cuts, tunnels and people's backyards, in railroad trains, but over fine roads, with ever-changing scenery, stopping when one pleases at this or that point of advantage for a more extended outlook, or lunching in some cool, sequestered spot near to the heart of nature. With the great middle class the automobile gives the same enjoyment and at a cost far below any other method of obtaining it. And to the shrewd business man, who sees only the utility of it, it offers a larger amount of service at a lower cost than any other method of handling goods between their stores and depot or delivering to customers. The motor vehicle is fast becoming an important factor in the carrying trade of our large cities. A few years ago the number of profitably operated automobile delivery wagons and trucks in America was very small. Nowadays it is a common sight to see automobile deliveries and trucks, irrespective of weather conditions, running daily through the streets of our large cities, carrying several tons, for distances varying from twenty to forty miles.

The United States postoffice has adopted it for the delivery of mails; the war offices of Europe are using it for heavy transportation, and especially in tropical countries it is the most prac-

ticable method for cross-country touring and the conveyance of supplies. The utility and reliability of the automobile were thoroughly demonstrated on the New York and Boston run held in October, 1902. Ninety-two per cent. of the starters completed the trip successfully, whereas in 1901, on a similar run, only 50 per cent. of the contestants were able to reach the finishing point on time.

In a new car now being placed on the market the power to operate clutches and brakes is obtained direct from the cylinder pressure, and no effort is required on the part of the operator more than a turn of the wrist to give any speed from one to thirty miles per hour or to reverse or stop the car. The unreliable and uncomfortable lever steering is fast being superseded in all except the lighter machines by the irreversible wheel-steering device, which is acknowledged to be the best means of guiding the vehicle. Wire wheels are fast giving way to wooden wheels and the steel frame with its solid corners is displacing the old wooden frame.

In bodies and tops the most fastidious can be accommodated. Having at its command the best artists and designers in the country, any particular tastes can be gratified. Spacious tonneau bodies, with deep, roomy seats and spring cushions, give the tourist the comforts of a parlor car and abundance of room for suit cases and traps. While the foreign cars, some costing \$10,000 to \$25,000, are often seen in America, our home manufacturers are not only holding their own, but doing a large export business as well.

The future of the automobile is assured. It has attracted the attention of and is supported by the country's representative financial and mechanical men. No branch of manufacture has installed so many millions of money in so short a period of time as the automobile, and the individuals or companies that are manufacturing and turning out a reliable vehicle are reaping a generous financial reward from the revenue which is bound to be derived from an article which is filling such a prominent want.

Hail to the automobile!

Herbert M. Woodward.

Summer Styles in Men's Shirts and Hats.

The soft front negligee shirt is now so much in evidence that one almost forgets that the stiff bosom styles are to be given a place in the ranks of fashion and yet no wardrobe would be complete, even during the warm weather months, without a half-dozen or more of the colored effects for morning wear. It is strange how fashions repeat themselves.

When colored shirts first came into vogue some fifteen years ago the body was usually made of white linen, the bosom alone being of colored material. Next the cuffs and bosom only were made of colored stuff and it was not until a season or two had passed that the full colored shirt became the rage. But when it once attained that distinction the old white body and tinted front and cuff styles immediately began to grow so common that they were not only discarded by well-dressed men, but even became a mark of positive bad form and cheap vulgarity.

One might well have supposed that their day had passed forever, but not a bit of it, for after a decade there were unmistakable signs of a return to the spurned and derided style, and this season a number of the swellest shops have been making a feature of it. The

very best materials are used, of course, and the workmanship is of the highest order, but there is the old idea, nevertheless, resurrected and put forth as the latest touch of fashion.

The fronts of stiff shirts should be cut with a rounded line at the bottom, and many of them are now made to open all the way down the front so that they can be put on and taken off exactly like a jacket. Indeed, this coat cut is in every way to be advised. Cuffs should be ten inches long by two and a half inches broad and the swell at the corners. It is a great mistake to imagine, as many men seem to, that with the approach of summer all formal afternoon dress may be laid aside. There is less occasion for its use undoubtedly than during the winter season, but if one wishes to be correctly attired at a formal wedding in July or August the frock coat, or at least the dark morning coat (popularly known in this country as the cuta-way), is as essential as it is in January, and when the frock or the morning coat is worn the silk hat, patent leather boots, etc., must necessarily be worn with it. Fashion makes many allowances for hot weather, but it does not countenance negligee apparel for formal afternoon functions any more than it does the dinner jacket for formal dinners or dances in the evening. And this applies to country places with rather more force than to the cities, for the cities are deserted during the warm months and their dress is very much go-as-you-please, while the country resorts are the headquarters of smart social life.

There is comparatively little to be said of the silk hat of this season's vogue. The best hatters are conserva-

tive in their shapes, because they realize that anything at all outre or noticeably out of the standard style has no chance whatever of becoming fashionable. A trifle more or less height of crown or a bit more or less bell or a slight difference in roll or curve of brim marks the change from one year's end to another, and even at that all the good shops keep several styles and blocks, and almost all differ a little in the shapes they show. It may be said in a general way that for young men the smartest model has a crown of medium height, with a slight bell, as looked at from the front, but almost straight, or, in fact, a little narrower at the top as looked at from the side, and a brim with fairly tight curl and moderate dip back and front. The hat has a cross-grained silk ribbon, which is now the general style, but many men still prefer the cloth band, and it is certainly equally as stylish.—Chicago Record-Herald.

AUTOMOBILE BARGAINS

Write for our Second-hand List of rare good values.

BICYCLES—Do you want a fine one at wholesale price?

Michigan Automobile Co.
Grand Rapids, Mich.

I AM NOT IN THE TRUST

To The Trade:

Information has come to me that it has been stated that a trust has been formed by the Saratoga Chip manufacturers and that I am one of them. I have manufactured my Red Seal Brand Saratoga Chips and served the trade for the past ten years, and have made a reputation on first-class goods, prompt service and a reasonable price, and I am not interested in or affiliated with any other Saratoga Chip manufacturer. I have further information that it has been represented to dealers that they could buy their chips from one manufacturer and one only. I desire to state that I am here to do business and shall be pleased to fill your orders promptly, regardless of any statement to the contrary.

Thanking you for your past orders and asking for a continuance of the same,
I am yours truly,

Manufacturer

Red Seal Brand Saratoga Potato Chips
and Luncheon Cheese.

J. W. MEYER,

127 E. Indiana St.

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ORDER THROUGH YOUR JOBBER

Voigt Cream Flakes



The best of all
Ready to Eat Foods.

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

Voigt Cereal Food Co., Ltd.

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

Around the State

Movements of Merchants.

Hudson—Cady Bros., bakers, have sold out to E. K. Field.

Quincy—A. R. Taylor, dealer in dry goods, has removed to Girard.

Gladwin—M. E. Raymond & Co. have engaged in the grocery business.

Manistee—Louis Larsen has sold his grocery stock in Parkdale to Gus Pirsig.

Owosso—Clarence D. Fox has purchased the shoe stock of D. R. Salisbury.

Scottville—H. F. Miller has removed his harness stock from Ludington to this place.

Hillsdale—Briggs & Jones have opened a new grocery store at this place.

Delray—Chas. Cousino, dealer in flour, feed and hay, has discontinued business.

Laurium—Frank Begstrom & Co. have retired from the grocery and bakery business.

Marlette—Rotz & Doyle have purchased the dry goods and grocery stock of Roy A. Davis.

Bannister—Hector S. Smith has purchased the general merchandise stock of Frank Newsome.

Moddersville—John W. Modders has purchased the general merchandise stock of Wm. Ferwerda.

Layton Corners—Yaklin & Co. continue the general merchandise business of Yaklin Bros.

Milan—Wm. C. Reeves has sold his hardware, implement and carriage stock to Harris & Richards.

Ithaca—A. H. Brady has sold his meat market to George Winget, formerly engaged in the meat business at this place.

Milan—J. L. Harris and George F. Richards have purchased the agricultural implement stock of William C. Reeves.

Detroit—The new style of the hardware, stove, tinning and plumbing house of Hunt, Roehrig & Noah is Hunt & Roehrig.

St. Louis—Rumsey & Oswald, furniture dealers and undertakers, have dissolved partnership, Lyman B. Rumsey succeeding.

Pontiac—Chas. Dingman has purchased the grocery stock of Wm. McGee, who retires from trade on account of ill health.

South Haven—Charles Converse has purchased the drug stock of Murray & Hintz and will continue the business at the same location.

Munising—Geo. A. Baldwin, of Au Train, has re-engaged in the hardware business. He has purchased the store building of J. J. Hansen.

Escanaba—Greenhoot Bros. have sold their dry goods and clothing stock to I. Kratze and will devote their entire attention to their timber business.

Albion—Ernest Griffin has purchased the grocery stock of Arthur Miller, Mr. Griffin formerly owned the business, which he conducted three years.

Brunswick—Edwin L. Boyd has removed his general merchandise stock to Fremont and will conduct same in connection with the produce business.

Flushing—W. J. Ackland has purchased the crockery and glassware stock of John Murphy and will handle same in connection with his furniture business.

South Haven—W. J. Remus has purchased the interest of his father in the Red Cross pharmacy and is making extensive improvements in the interior of the store.

Detroit—Maurice R. Marr, senior member of the dry goods house of Marr & Taylor Co., has retired. His stock in the corporation has been purchased by the other stockholders.

Leroy—Kellogg & Van Dusen, dealers in hardware and groceries, have dissolved partnership, M. E. Van Dusen retiring. The business will be continued by the remaining partner, George Kellogg.

Traverse City—Frank Trude, who was with J. A. Montague as clerk in his hardware store for twelve years, has purchased the hardware stock of W. J. Hobbs and will continue the business at the same location.

Charlotte—N. L. Smith has decided to retire from the management of the Charlotte Furniture Manufacturing Co., but will retain his position as a director. He will be succeeded by R. A. Higby, who is the present Secretary of the company.

Muskegon—H. G. Woolworth, of New York, has leased the store building on Western avenue recently vacated by the Boston store and will open a 5 and 10 cent store. W. F. Stoodley, of Waukegan, N. Y., will have the management of the business.

Reading—Manley D. Frank, Lester J. Mead and Jay Campbell have formed a copartnership under the style of Frank, Mead & Co. and will engage in the hay, grain, coal and produce business. They will also conduct the marble and granite works on a more extensive scale than in the past.

Flint—The Randall Lumber & Coal Co. has been organized by E. N. Salling, H. W. Kanouse and other Manistee gentlemen to succeed S. C. Randall & Co. at this place. Hugh J. Jackson, who has been identified with the old company, will retain a half interest in the stock of the new concern.

Muskegon—J. W. Carskadon, who for fourteen years has conducted a grocery store at 66 Amity street, has sold his stock to John Kieft & Son. Mr. Kieft has been for years an employee of the Monroe Manufacturing Co. and his son, Fred, has for some time been employed at the grocery store of E. Langeland & Son.

Muskegon—The store building at 45 West Western avenue which has lately been occupied by the Boston store has been leased to the Woolworth Syndicate, of New York, which will put in a stock of 5 and 10 cent goods. The business will be under the management of W. F. Stoodley, of New York, who has opened four stores for the syndicate in the Western States during the past year.

Manufacturing Matters.

Hastings—Bentley, Rider & Co. are succeeded by the Hastings Wood Working Co., Limited, in the manufacture of hardwood lumber and hose reels.

Paw Paw—The canning factory at this place has been purchased by P. M. Young at sheriff's sale for \$1,986.52, the amount of the mortgage and costs.

Sherman—M. J. Claggett & Co. have leased their manufacturing plant to Williams Brothers Co., who will manufacture heading therein during the coming season.

Sherwood—J. F. McIntyre and Geo. H. Seymour have purchased the heading mill of C. B. Wilcox & Co., and as soon as bolts can be procured the mill will begin operations.

Lansing—The Capital City Cigar Co. has dissolved partnership, E. M. Sutliff retiring from the business, which will be continued by the remaining partner, J. T. Finch, under the same style.

Saginaw—The Parrish Roller Bearing Show Case Co. and the Stenglein Manufacturing Co., manufacturers of show cases and furniture, have merged their business under the style of the Saginaw Show Case Co., Limited.

Hillsdale—The Hillsdale Steel Boat Co. is the style of a new enterprise at this place. The capital stock is \$60,000, owned in equal amounts by J. Will Marvin, F. W. Stewart, W. H. Sawyer, Geo. N. Smith and E. J. Gulick.

Tekonsha—B. G. Doolittle has purchased the interest of the A. H. Randall estate in the Tekonsha flouring mills, except that owned by E. W. Randall. The new firm will still be known as the A. H. Randall Milling Co.

Detroit—The Michigan Automobile & Carriage Body Co. has been organized with a capital stock of \$10,000, held by the following persons: James H. Howick, 500 shares; Henry Wright, 150 shares; Donald Waldick, 50 shares; Frank G. Bryant, 50 shares, and Geo. H. Everhart, 50 shares.

Allegan—The Farmers' Milling Co. has been organized with a capital stock of \$9,000. The principal shareholders and their holdings are as follows: A. E. Calkins, Allegan, 826 shares; M. V. B. McAlpine, Allegan, 30 shares; M. A. Ferris, Cheshire, 5 shares; L. H. Parks, Cheshire, 2 shares, and C. J. Wilcox, Trowbridge, 2 shares.

Irving Bacheller, the successful novelist, has been giving advice to young men. "A man must have good friends and be true to them," says he. "No great success can come without friends. Avoid egotism; some men are like balloons, their heads get so puffed up it carries them off their feet. A fellow ought to keep so near the ground as to have one foot on it all the while. The late George W. Childs used to say that when he got inclined to get swelled he got a wheelbarrow and pushed it around the block."

E. A. Moseley was in San Francisco Sunday. He is expected home about May 10.

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

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GRAND RAPIDS SUPPLY CO.

Jobbers of

Iron Pipe	Belting
Fittings	Hose
Valves	Packings
Brass Pipe	Boiler and
Brass Fittings	Engine
Well Paints	Trimmings
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Supplies	Shafting
Pumps	Hangers, Etc

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

Easy Selling Pure Foods

The full line of foods—Vega-Frankfort, Vega-Wiena (Vegetable Sausage), Vege-Meato, Vegeola Cheese, Vega-Mince and Vegeota Butter—made by us will appeal to the enterprising dealer as a line of goods that he will find profitable to carry.

They are new and different from all other pure foods.

They are clean, pure, of delicious flavor, and made wholly from vegetables, nuts and herbs.

They are to be sold at popular prices.

In short, they have all the talking points of good sellers, and all the other points that make them sure to bring "repeat" orders.

We have an attractive proposition to make to every dealer who wants to represent us in his town.

Write today for this proposition, together with samples of our goods and our liberal "first order" offer.

The M. B. Martin Co., Ltd.

Grand Rapids, Mich.

Grand Rapids Gossip

The Grocery Market.

Sugars—The raw sugar market continues very firm with still an advancing tendency. Refiners are ready buyers at present prices and a number of large sales are reported. Holders, however, are not offering very freely this week as they are very firm in their views and look for still higher prices soon. The refined market is very firm and the trade generally showed confidence in the future of the market and show a disposition to carry larger stocks in view of the fact that the season is not far distant when the consumptive demand will show a material increase. Michigan sugar is practically out of the market, only one very small lot now being offered for sale and the holder of this lot is very firm in his ideas with no disposition to accept anything below the present market price.

Canned Goods—There is a decided improvement in the canned goods market and packers are very much firmer in their views than for some weeks past. Buyers, while not stocking up in any large way, were more in evidence for hand-to-mouth requirements, although two or three large sales are reported. This condition of affairs should be a forerunner of improved trade for the early summer and it seems now that the so-called "spring demand," although late, has arrived at last. Interest in tomatoes is a little improved and, as most weak holders have unloaded their spot stocks, there is a decidedly firmer feeling in this line with a very bright outlook for the future. Corn continues in fair demand, with no change in price and with stocks very light. For some months past there have been several blocks of Michigan peas, apples and peaches offered by packers who were in need of funds, and these blocks, while only moderate in size, served as a drag, owing to the very light early demand for these goods, and being quoted right and left, it gave buyers the impression that the market was overloaded. A few large buyers, however, came into the market, with the result that cheap peas are now all sold out, and good quality of gallon apples offered at a low price are getting scarce, while there remain but very few desirable lots of peaches unsold. There is a little enquiry for canned fruits, but stocks are very light; in fact, some of the varieties are entirely out of the market, having been all taken up early in the season. There is a good demand for salmon of all grades, and this condition of affairs is expected to last for the next two or three months and, in fact, to improve, as this season is usually a good one for this article. Trade generally continues good right up to the arrival of the new pack in July and August. There continues a good demand for sardines with stocks moderate and prices unchanged.

Dried Fruits—The small improvement that was felt in this market last week, through a little better demand, has had the effect of strengthening some holders of California products, but only to a limited degree. The lateness of the season, no matter how active the demand may now become, will hardly influence values to any appreciable extent. There continues some demand for prunes in a small way, but with no change in price. The small sizes continue to be neglected, while the larger sizes are in good demand. It is believed the prune situation

will bear close watching as reports from abroad state that the foreign crop is tremendously damaged, in fact, they do not expect over 10 per cent. of an average crop, which is about the same as last year, and that means an enormous exportation of California prunes to Europe. This export demand for prunes has shown a wonderful growth during the past few years and there certainly are no signs at present of any falling off of this demand. Raisins are in moderate demand, with no change in price. Sales are not large, but here and there a few small sales are reported which keep the market in fair condition. Apricots continue the chief article of interest, with the idea that some injury has been done to the coming crop gaining ground. Generally speaking one-half of a crop is the most profitable, both to the grower and the dealer. It is well known that spot stocks are fairly liberal and under the low consumption that has ruled this year the loss of a good portion of the crop will benefit the situation and hardly cause any extraordinary improvement in values. Peaches are very quiet, with very little demand at any price. Favorable weather continues for the movement of figs, which, under the low prices now ruling, are finding a little freer movement. Dates continue unchanged, with ordering limited to small requirements. The weak holders of evaporated apples are about sold out and what stock is on hand will go into cold storage May 1. After the large crop of last year it would only be natural that we would have a light crop this year and this fact, together with reports of severe frost damage to fruit crops abroad, gives holders a firmer feeling and more confidence in the future course of the market.

Rice—The rice market continues firm, with very good demand. Advices from the South state that there are only about 275,000 pockets left for domestic use for the next four months. Most of the mills have shut down for the season and, with the small stocks on hand, prices are very firmly held, with no indications of any lower prices being named.

Molasses—Trade in molasses is generally reported as quiet, the consuming trade showing no disposition to purchase except for immediate requirements. Stocks, however, are small and with the light offerings prices are firmly maintained and buyers are compelled to pay full prices for all purchases.

Fish—Stocks of fish are moderate and the general feeling among holders seems to be an anxiety to unload before the warm weather. Mackerel and codfish are meeting with fair demand at previous prices, but herring shows a little weakness, which is rather unusual at this season of the year.

Nuts—Trade in nuts shows a little improvement in some lines and a little more confidence is shown in the general situation. Brazils show a good demand, with an advancing tendency. Walnuts are also very firm. Filberts are quiet but steady. Almonds are in fair demand at unchanged prices. There is quite a good demand for shelled walnuts and pecans at previous prices. Peanuts are unchanged and selling in a moderate way.

Moseley Bros. are removing their office from their present location on Ottawa street to their warehouse on Hilton street, near the corner of Second avenue. This terminates their relations with the Gilbert estate, to which and to the late Thos. D. Gilbert they have paid rent every month for twenty-eight years.

The Produce Market.

Apples—Dull and slow sale at prices ranging from \$1.50@2 per bbl.
Asparagus—\$2 per crate of 2 doz.
Bananas—Good shipping stock, \$1.25 @1.75 per bunch.
Beans—Very dull. Local handlers pay \$1.50@1.75 for country picked.
Beeswax—Dealers pay 25c for prime yellow stock.
Beets—50c per bu.
Bermuda Onions—\$3 per crate.
Butter—Receipts are increasing in volume and improving in quality. Local handlers quote 12@13c for packing stock, 14@17c for choice and 18@19c for fancy. Factory creamery has declined to 24c for choice and 25c for fancy.
Cabbage—75c per doz.
Carrots—30c per bu.
Cocoanuts—\$3.50 per sack.
Cucumbers—\$1.40 per doz.
Dates—Hallowi, 5½c; Sairs, 5¼c; 1 lb. package, 7c.
Eggs—The market is steady at 13@14c, with indications of a lower range of values. Receipts are heavy.
Figs—90c per 10 lb. box of California.
Green Onions—8@10c per doz.
Green Peas—\$1.90 per bu. box.
Honey—White stock is in moderate supply at 15@16c. Amber is active at 13@14c and dark is moving freely on the basis of 12@13c.
Lemons—California command \$3 for 300s and \$2.75 for 360s per box. Messinas 300-360s fetch \$3.25.
Lettuce—Head commands \$1.25 per bu. box. Leaf fetches 10@12c per lb.
Maple Sugar—10½c 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 50c per bu.
Oranges—California Seedlings, \$2.50 @2.75. Navels, \$3.50 for fancy.
Parsnips—\$1.25 per bbl.
Pieplant—\$1 per 40 lb. box.
Pineapples—Cubans command \$2.75 per crate of 30s or 36s. Floridas, \$3 @3.25.
Plants—Cabbage, 75c per box of 200; tomato, 85c per box of 200.
Potatoes—The market is quiet. Country buyers are paying 30@35c.
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—Long, 30c per doz.; round, 25c per doz.
Spinach—60c per bu.
Strawberries—\$3@3.25 per case of 24 qts.
Tomatoes—\$4 per 6 basket crate.
Turnips—\$1 per bbl.
Wax Beans—15c per lb.

Geo. Cobb, of the drug firm of Brooks & Cobb, at Vicksburg, was married recently to Miss Mary Wheaton, of Jackson. Judging by the number of

cigars Mr. Cobb was compelled to deal out over the counter, he insists that the population of Vicksburg must have increased very suddenly from 1,200 to 2,400.

M. A. Cole, baker at 542 Ottawa street, has purchased the drug stock of Henry Henika, at 617 South Division street, and will remove same to his store, continuing the business under the management of Mr. Henika.

Wm. Logie leaves to-day for New York, whence he sails Saturday for a two months' tour of Southern Europe. He is accompanied by his wife and his son, Will.

H. E. Hamilton, dealer in groceries and shoes at Crystal, has added a line of dry goods. The stock was furnished by the Grand Rapids Dry Goods Co.

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

NEURAL SPECIALIST.

103 Monroe St., Grand Rapids, Mich.

THE ONLY PERFECT HYGIENIC SWEEPER MADE

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A. R. WIENS DUSTLESS BRUSH



Oil flow regulated at will.

Nickel Plated Oil Reservoir.

Try a few and see how easy they sell

Send for Free Descriptive Booklet

A. R. Wiens Dustless Brush Company

227-229 Cedar St. Milwaukee, Wis.

GREAT RESPONSIBILITIES

Which Are Placed on Business Men as a Class.

Shakespeare said that "Home-keeping youths have ever homely wits," and it is the man who goes out and meets his neighbor, meets his competitor, or meets his friend, as the case may be, and exchanges ideas, that is the progressive man—progressive in business. He is much more progressive in business. He becomes a broader business man. But in addition to becoming a broader business man, he becomes a broader citizen. Associations which bring men together are the equivalent of travel. They are quite the equivalent of travel. One of the very greatest advantages in a university life is that it is condensed travel. A young man whom you send to a university, and leave there for three or four years, might travel for fifteen years and not meet as many varieties of thought, as many instances of varied civilizations, as much intellectual and social variety as he meets in this college course. It is one of the very greatest advantages. So in all these voluntary associations of men, and of merchants especially, there is in them the element of travel, and as I say, it makes not only larger business men but larger citizens, and it is very desirable, as we all know, that the business man should be a larger citizen, that he should get all the training, all of the discipline, all of the advantages which go to make a larger citizen, because of the new condition of

the business man. A while ago, you know, not very much was expected of the business man outside of his business. Indeed, trade was not a distinguished calling at all. It was always a respectable calling, but it had no position out of which there grew the expectation that the man in trade would do some public or social service especially. That was done for him. There were other classes of men, other people in society, from whom these social services were expected, and who were expected to lead the larger, broader life of the citizen. That is all past, that is nearly all gone—entirely gone in this country, passing very rapidly in England, and less rapidly in the countries of Europe, where feudalism lingers a little longer than it does in England. So that it is very important, as I say, that this business man should have all of the opportunities which naturally or easily come to him through these associations, because the greater expectancy there is of him, the greater responsibilities there are placed upon him.

This participation upon the part of the business man in the affairs of the disinterested world, of the world outside of business and the world outside of gain, is not wholly a contribution—an untirely unpaid contribution by him, by any manner of means. The truth is that disinterested work in this world is so thoroughly remunerative that one has to be upon his guard all the time; the disinterested man has to be on his guard for fear he will be too aware

of the pay that there is in this sort of thing. In the first place, to be a good, an active citizen, makes a man a better business man. In the first place, it adds a variety to his life. It rests him because of the variety that it adds to his life. The intellectual man does not require, except on rare occasions and for short times, absolute inactivity. That is not what gives rest to the mind. What gives real rest to the mind is a change of occupation, a change of activity, so that when the business man leaves his business and goes into some disinterested social or public work, or when he takes his books at night, when he does anything that is a new thing in the evening or in the daytime, as you may please, he gets that rest, that intellectual rest which enables him to come back to his business with fresh vigor and with refreshed ambitions and probably chastened and informed ambitions. But not only that, not only is he remunerated in that way, but it also affords him the opportunity of personal development and that general and broader and more complete development which, after all, is what we expect for ourselves and which is the general expectation of our place in the world.

A man who has simply the business idea, who has simply the business mind, is not a complete man. He is not a complete man. The man with the mere business manner has not the complete manner. The man with the business physique is not the fully developed man. In other words,

you cannot confine yourself to business, to a business life and be a rounded man. You can be a very strong man, you can be along that line a very successful man, but you live and die an incomplete man. The law of nature obliges that. But after all these are the compensations, as I say, which make good citizenship remunerative.

There is the other side to it, which is, that it gives a man his chance to do his duty in the world and to keep in touch with those fundamental meanings of society and of human progress, which are the important things after all. The world was not meant to simply make a living in. We must make our living in it; we must make sufficient fortunes in it—and it is excusable to make very large fortunes in it, but it is not all the world was made for—and we all know it the moment we stop to think about it and that there are other things which are, after all, the greater things in the world. There are things which are more the purpose of life; the city, the country and your fellow men. Those are considerations which it is impossible for any consideration of a man's duty to overlook for a moment, and we have every reason in the world to be protected, to the duties of our citizenship, both in relation to our country and in relation to our city. You must remember—we must always remember that we have no rulers; that nobody is constituted to rule in America but ourselves, and if we don't do it, we simply neglect our duty. Of course,

Announcement

The Wireless Sun Glow Battery



Is the simplest and most effective agent for the cure of disease ever offered to the suffering humanity. It is not an experiment. It has been tested by hundreds of sufferers in Detroit and vicinity, and they will tell you what it has done for them. Nervous diseases, such as Headache, Neuralgia, Toothache, Sleeplessness and Mental Fatigue, are relieved and permanently cured. Rheumatism, Gout, Biliousness and Bowel Troubles, Diseases of Eye, Ear, Nose and Throat readily yield to its healing influence. It has cured Cancers, Rheumatism and Paralysis, and it will cure you.

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OUR GUARANTEED INVESTMENT PROPOSITION WILL INTEREST YOU. ASK FOR PROSPECTUS.

if we lived in a country where there was a Czar, if we lived in Russia, those obligations would not rest upon us. But we do not live in Russia, we live here, and living here, we accept the obligation to help to rule, to govern the country. You might just as well contract an obligation to a man you buy goods of and then repudiate it, as to attempt to repudiate your obligation to this country as a citizen. It is not, when you come to look at it, within your choice, it is not a matter that you can leave or take up as you please. A man really cannot say, properly, that he won't go to an election. A man can do it, you know, because there is not any law, there is no police officer around to arrest him for it, but all the same he fails in his duty, in his obligation, in his responsibility. But, of course, the responsibilities of citizenship are not simply political. They are infinite in their forms. They are multiform, so that when you are through with your obligations to the country, when you are through with your obligations to the city—your political obligations—there still remain your obligations to society and to your fellow men.

Now, you have these obligations to civilization. There would not be any meaning at all, there would not be any meaning to life, if it were not for progress, a movement, what we call a movement of civilization. If there was not that in it, if there was not a constant progress in the world, we would be just like the beasts in the field. You cannot raise a civilization, in any available and effective way, without raising the masses of the people. The great civilization of a few, the mere fine class, the mere fine manners, and education, would be all right, perhaps, but they do not mean much in the way of raising up the level of the civilization unless the great body of the people are raised so that our duties and obligations are in these ways infinitely broadened, and there is really no rest for the prosperous business man. There is no limit to the obligations which he has to society and to government. I do not say that as being an unfortunate fact, a depressing fact, a burdensome fact. It is the most encouraging, the most inspiring fact for us all. It is an infinite desirability that we should have this great variety in our lives. That we should have this opportunity for a larger completeness in our lives, and for a greater opportunity, and a varied opportunity for helping our fellow man.

Franklin MacVeagh.

How Clerks Can Win Their Employers' Confidence.

Almost every day you will hear salespeople complaining about their lot in life as they imagine there are others more fortunate, who have been able to succeed, while they continue along in the same rut day after day, with no apparent prospect of ever being able to make a better showing. It is true that there are some people in this workaday world more fortunate than others, but probably you had the same chance the other fellow did and failed to grasp the opportu-

nity. This is just where the other fellow was more fortunate, in seeing his chance and eagerly embracing it, while you let it slip.

Suppose we enumerate a few reasons for salespeople failing to rise, and see if any of them strike home. The first week a man is in a position everything seems to be of interest to him, and being very enthusiastic, he notes every detail that will be of value to him. All this indicates that he is the right man in the right place. This continues for a week or ten days, and by that time he has become fairly well acquainted with the other employees, learned their ways, and fallen into the same rut of simply doing what he has to do and letting the future take care of itself. This is where the new man makes his first mistake, and starts to fall down.

His incompetency is thus noted, and they find that he is unwilling to grasp the situation, so he is quietly let down and out. The fellow who keeps an eye on the clock watching for closing time to arrive, and the other eye looking in an opposite direction from that of a prospective patron, is one who seems to be greatly in the majority and always looking for a position. Of course this is due to the fact that they show no inclination to interest themselves in their employer's business, and in a very short space of time, so to speak, "hang themselves." How many people do you find willing to enter the department (or store) ten or fifteen minutes before time in the morning or remain a short time after closing hours at night? Such people are scarce indeed, and probably always will be.

A person with any real ambition need not worry, as talent is never wasted, and it will be but a short time before someone has noted that you have entered into your work with a determination to make as great a success out of it as possible and be more than glad to engage you. The favored salesperson did not receive his advancement without good reason, and the man in the rear is there through his own fault in nine cases out of ten, and not because someone else was more fortunate. Keep in mind always that you are in your position for a purpose, and because you don't agree with some of the ideas of your employer is no reason for failing to do the best you can and take advantage of any suggestions that will help both you and him to a better understanding. The fact that some houses think they must go outside of their own force when they have a responsible position to fill is sometimes entirely wrong and very discouraging to those clerks striving to please. However, the mere fact that some business men select an outsider for such positions should not discourage you, for if he happens to be a bright, practical shoe man who is up-to-date, you will greatly benefit thereby. Follow his example, learn his ways of doing business, and remember that it was his progressive ideas which placed him in his present position. Always keep before you these truths, that no one person "knows it all" and that you are

"never too old to learn." This, added to the proper interest in your employer's business, will soon place you where you claim your more fortunate associate is.

Importers predict higher prices for tea this year than last. Down to 1890 there had been a series of abnormally unprofitable years for tea growers with the result that many destroyed their tea gardens, planting to mulberry trees, and no new gardens were planted. Hence the possible supply has been materially reduced.

Will Manufacture Their Own Brands.

Plans are being formed for the erection of a factory at Chicago which will manufacture preserves, candy and spices for the exclusive use of the grocery houses belonging to the National Grocer Company and the Western Grocer Company. These two concerns have headquarters in Chicago and operate houses in the Northwest, Illinois, Iowa and Michigan. The Western Grocer Company operates in Iowa and Minnesota principally, having a house at Albert Lea. The National operates principally in Illinois and Michigan. The factory to be erected will cost about \$100,000.

Kentucky Oil Fields



There are many things you need and among them no doubt is

More Money.

Write and let us tell you where you can place your money so it will bring you in good returns.

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of Detroit, backed by good responsible Michigan men, is one of the very strongest companies in the field.

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Tradesman Company,

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

E. A. STOWE, EDITOR.

WEDNESDAY - - - APRIL 29, 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 22, 1903, and saw the edition mailed in the usual manner. And further deponent saith not. John DeBoer.

Sworn and subscribed before me, a notary public in and for said county, this twenty-fifth day of April, 1903.

Henry B. Fairchild,

Notary Public in and for Kent county, Mich.

THE FUTURE OF HOLLAND.

A correspondent of the Tradesman enters what he is pleased to call "a vigorous protest against reviving the old hoax that Germany intends to annex Holland." He declares that "any one who states that Germany would forcibly annex Holland is ignorant of European politics, and any one who believes that Holland would not be able to carry on a protracted war of defense in a country which is admirably adapted for that purpose, and which is so strongly fortified, is entirely mistaken." Our correspondent is in error in assuming that the reflection of European opinion in the columns of the Tradesman indicates absence of sympathy or lack of appreciation of the Dutch. This journal recognizes "the signal services to freedom and civilization rendered by Holland," is fully conscious of the glorious past of the country, and thinks that its position in the family of nations ought to be secure, but it is not blind to what is going on in Europe and should be permitted to express its opinion without misconstruction.

That the integrity of Holland is not secure is a fact pretty generally appreciated by British publicists, who do not hesitate to charge Germany with sinister designs. That there is some foundation for these charges and that they are not wholly due to the strong anti-German feeling which prevails in Great Britain may be inferred from the expressions which find their way into inspired German organs. During July and August, 1901, a series of articles appeared in Die Grenzboten of Leipzig, the style of which, it is asserted, indicated unmistakably that their author was the German Chancellor, Von Buelow. In one of these screeds which dealt largely with colonial matters the writer said:

Politically Holland is threatened by other nations. Her guaranteed neutrality is no more than a shred of paper which would prove worthless in war. Spain has been brutally crushed by the United States; Portugal hangs like a fly in the spider's net of England, a prey to her monopolistic mercantile system. The Dutch will not share the fate of the Boers, but, if they are not careful they may be caught by British snares. From all these dangers incorporation with Germany is the only salvation. The movement of naval expansion in Germany will not end until a German navy floats on the sea that can compete with the fleet of Great Britain.

The mixture of menace, advice and invitation in this expression of opinion is a trifle confusing. The writer plainly says: "Holland is politically threatened by other nations," but he fails to indicate them. Nobody will believe that Great Britain meditates an assault on Holland's integrity, although the writer talks glibly of "British snares." Under the circumstances the assertion that the Dutch can only escape the troubles suggested by being incorporated with Germany sounds decidedly like an invitation from a lion to a lamb, and doubtless if it were accepted the usual result would be witnessed—the lamb would be inside the lion.

Curiously enough, Die Grenzboten's expression of opinion was freely echoed by Professor Schmoller, lecturer on political economy in the University of Berlin. In a series of lectures delivered in Berlin, Strassburg and Hanover, which evidently were not disapproved by the authorities, the professor said:

We do not mean to press for an economic alliance with Holland, but if the Dutch are wise, if they do not want to lose their colonies some day, as Spain did, they will hasten to seek our alliance.

Taken in connection with the Grenzboten's intimation that the "guaranteed neutrality of Holland is no more than a shred of paper which would prove worthless in war," we can easily understand that Professor Schmoller may or must have had his own country in mind as the gobble of Holland's colonies when he spoke as he did. This is the view some Briton's take of his utterances. A writer in the Fortnightly, referring to Germany's colonial ambitions, does not hesitate to declare that Germany will halt at nothing in her desire to establish colonies. He even went so far as to assert that Kaiser Wilhelm's pronouncement of the Boers was the prelude to a movement by which Germany should intrench herself in South Africa.

In German eyes South Africa had become indispensable to Germany; it was already halfway reckoned as a national asset by the masses, and in innumerable lectures, books and articles its resources and possibilities were discussed.

That England is watching Germany with anxiety may be inferred from the numerous articles in reviews and the public press bitterly assailing the German naval programme. The writ-

ers nearly all assume that the expansion of German naval power is a great menace to Great Britain, and most of them advocate the policy of England more than surpassing every addition made by Germany to her navy. In an article entitled "Our Position in the North Sea," by Commander Thomas Moody, R. N., these views are expressed:

In fifteen years the German navy will be doubly as large as it is now, and our watching fleet will also have to be doubled. Our dockyards, barely sufficient for our present needs, will have used up all their expansive power; our fleet, let us hope, will have largely increased, both in personnel and material, and unless we launch out in some direction or other our case will be parlous.

Commander Moody undoubtedly represents the British public temper, but it is noteworthy that while the people of the United Kingdom detest Germany, the Government deliberately entered into an alliance with that country to compel Venezuela to pay her debts, in utter disregard of the effect on American or English sentiment. It is such facts as this and observation of the facility with which an agreement was reached with the Germans in the Chinese matter that cause many Continental politicians to assume that if the time ever arises when Germany may deem it advisable to treat "the guaranteed neutrality of Holland as a shred of paper" Great Britain will find her attention fully occupied in other parts of the world and will not put herself out to prevent the consummation of the infamy.

Notwithstanding the severe rebuke the State Dairy and Food Commissioner received at the hands of the Supreme Court in the lemon extract matter, he announces his intention of retrying the Jennings case, having retained Prof. Mitchell, of Milwaukee, to look after the interests of the State and supplement the puerile efforts of State Analyst Doolittle to establish the fact that terpenless extracts are not equal to the standard of the Pharmacopoeia. Judge Russell, who tried the Jennings case in the Muskegon Circuit, had considerable to say about the "boughten" testimony introduced by the defendant. He will probably not repeat his insulting remarks on the occasion of the second trial, for two reasons—he has received a severe calling down at the hands of the Supreme Court and his strictures would now apply with equal force to the prosecution—persecution would more nearly express the situation.

The Tradesman is in receipt of a letter from Representative Vandercook, stating that House Bill No. 784 has not been printed and that the member who introduced it does not think that it will ever come from the committee. This bill is the one which was originated by certain meat dealers in Detroit for the purpose of restricting the sale of meats to licensed butchers. It would make it illegal for grocers and general dealers to handle any kind of meat except salt pork and canned meats.

Americans have frequently of late protested against the action of Germany in excluding American products, but they will have no fault to find with its action in excluding our Mormon missionaries.

A CLOUDY RULING.

State Dairy and Food Commissioner Smith has prepared a ruling on the subject of lemon extract, which will appear in the April Bulletin, as follows:

The Supreme Court, in the case of People vs. Jennings, held that the United States Pharmacopoeia formula is the proper standard to govern the manufacture of lemon extract, and in holding that the United States Pharmacopoeia formula should be the standard the Court says that if the lemon extract contains all the ingredients and 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 dispensed with without injury to the product as a food product, there is no violation of the statute.

Each brand of lemon extract must stand by itself, and if manufactured in compliance with said decision of the Supreme Court is lawful.

Coloring matter may be used in lemon extract manufactured in compliance with the pure food laws of this State, as interpreted by the Supreme Court, providing such coloring matter is not injurious or deleterious to health.

It will be noted that the ruling is chiefly remarkable in what it does not say. It misstates the spirit and intent of Judge Montgomery's opinion and tends to becloud the situation instead of making it clearer. It will also be noted that the grammar is somewhat obscure and the logic somewhat lame. Instead of clearing the atmosphere, so that the situation may be more readily understood, Commissioner Smith has evidently studied to complicate matters still more than they were under the wretched uncertainty which existed during the administration of Commissioner Snow.

In the name of common fairness and common decency, the Tradesman trusts that the time may come when the administration of the Food Department will be taken out of the mire of party politics and placed in the hands of sober, conscientious men who pursue their duty without fear or favor or vindictiveness or the party lash.

GENERAL TRADE REVIEW.

Conditions usually supposed to have material influence on the speculative market have changed to a more favorable status, but without apparent effect. After the spurt of enthusiasm which attended the dedication of the new exchange a period of dulness has set in notwithstanding that the money market is much easier than for many months and general trade conditions, owing to seasonable weather, are meeting all expectations. Then the labor outlook, as the month draws to a close, is much more favorable than was anticipated for the first of May. Trading is almost entirely professional, as the public seems either too busy or is disposed to wait for further labor developments.

The only unfavorable reports in the industrial field come from the textile divisions. The persistent high level of raw materials gives prices a strength which operates to check demand for future business. More favorable weather conditions have helped out current distribution and demand. There is nothing to complain of beyond unprofitable business on account of excessive cost of material and production. There are no important changes in the iron and steel situation beyond a greater assurance as to the labor outlook.

The prospect of another season of record breaking crops is having an influence in bringing lower quotations in the grain markets, but continued prospect of demand soon checks the downward tendency.

SHAM NATURAL HISTORY.

There is discord in the forest. The naturalists are having a battle. The staid, old-fashioned variety of natural history can endure no longer the vagaries of the new-fashioned kind. John Burroughs has been pitching into William Long and Thompson Seton, and they have talked back, and now the fight is on, and we are all glad of it. The whole disputed matter will get a good airing, and, whatever happens, the public will get the benefit.

Some of us who love the forest and its tenants, but love the truth not less, have been wondering to what lengths the group of imaginative writers about birds and beasts would expect the innocent public to go with them. Matters finally came to such a pass that we could not always tell whether what we were reading was meant to be a fairy tale or sober fact. Stories of animals were fast approaching the Kipling Jungle Stories type; and some such word as Mr. Burroughs has spoken was sorely needed just at this time. When the smoke of battle has cleared away the result will be good.

Everybody likes a good story, and in these days we are all getting fond of nature. Now, clever writers, taking advantage of these two likings, love of nature and love of fiction, and blending the two in their stories of animals, have met with great popular favor and generous financial returns. So the wonders grew more wonderful, and the common everyday animals we thought we knew about began to perform most extraordinary antics in the writings of these men. Sober, old-fashioned, plodding natural history was discredited, and the young mind was fed on more stimulating diet. The scientists have long looked askance at this sort of thing; for, in fact, this has happened not alone in the natural history field, but in geology and astronomy and most everywhere else, with the result that the world, being fed with this pap of spurious imaginative science, is breeding a weak-kneed superficially-educated lot of people who have no conception of what real science is and who fall an easy prey to every speculative fad which comes along. So cunningly are the facts interwoven with the truth in these nature stories that every child and some grown-ups would get the impression, not that the beautiful story was fiction, but that the natural history part of it was intended to be true as gospel.

But in this particular battle of words it is not at all certain that Mr. Burroughs and his side are entirely right. Indeed, the manner of his arraignment of Roberts, Seton and Long is open to serious criticism. He is not content with stigmatizing Mr. Long's work as superficial and inaccurate, which perhaps it is; he goes much farther, intimating that Mr. Long has deliberately sought to enrich himself at the expense of popular credulity by offering the public what he knows to be false. He gives the lie direct to a gentleman who writes Rev. before his name and Ph. D. after it. That is rather startling, and impresses us as unfair unless Mr. Burroughs knows his man better than apparently he does. A friend of the abused man says of him: "No one who knew Mr. Long in his student days and observed how proudly he declined financial aid from Andover Theological Seminary and how diligently he worked with his pen to pay his way there, and, indeed, how generous he was in his charities when he needed every cent he could

save, and particularly no one who witnessed Mr. Long's brilliant behavior when he was brought before the ecclesiastical council which should have ordained him to the ministry in North Cambridge—no one who has had intimate views of his personality can in the least agree with Mr. Burroughs' estimate of the man. The Ph. D. was conferred upon Mr. Long in Germany, whither he had been sent as a fellow of Andover Seminary. Any writer's book may be inaccurate in some particulars, but in common fairness one should be sure of his man before slaughtering him in the pages of a great magazine before the whole public. It is well for us all to remember that the personal equation is prominent in most things we do and say, and that a poetical, imaginative temperament sees and feels what the more stolid matter-of-fact man never sees or feels. It is not a matter of honesty or dishonesty, but it is a matter of personal equation, as the scientists call it, which the most skilled observers are constantly guarding against. So the pencil sketch is being eliminated from scientific works more and more and the photograph substituted. It has been learned by experience that sketches of the same object differ widely, hardly any two observers seeing precisely the same thing in the same way. All this not to excuse the writers Mr. Burroughs attacks, if they are guilty of misrepresentation, but to recall possible extenuating circumstances.

What do the writers reply to Mr. Burroughs' attacks? They say the distinguished naturalist knows his farm and knows the creatures he sees there, but he does not know the animals of the great wilds, because he has not lived among them and studied them individually by day and by night for years. They say he is an old-school naturalist, overlooking, as they all do, the infinite adaptiveness of nature, even in a single species, and forgetting the individuality of animals, which is every day becoming more apparent. They say individual animals differ in their habits almost as widely as men and women do. Mr. Long refers to the extreme devotion of the mother dog to her young. Yet he asserts this is by no means an invariable habit. Mr. Burroughs says there is absolutely no such thing as an animal teaching her young; but one of our most careful naturalists, Anna B. Comstock, tells of a cat that had learned to open a door, and taught two out of her litter of kittens to do the same thing. Rev. Magee Pratt, of Hartford, an authority on horticulture, had a cat that learned from a dog to sit up on her hind legs and beg food. She taught four out of five kittens to do the same thing. These things Mr. Burroughs has not seen on his farm, therefore they are false, says Mr. Long. Mr. Burroughs asserts that the story about the fox and the train is pure invention. Mr. Long replies that two dogs of his were killed by being led in front of a moving train by the same fox at different times.

A naturalist, writing in the Boston Transcript, says that in the fox-lore matter Mr. Long has the decided advantage. Mr. Burroughs is filled with wild incredulity at so commonplace a matter as a fox playing possum and stiffening out as if dead. Now, it won't do for us to repudiate in the least our old favorite Burroughs. His note is usually true. But he might in charity have remembered his own numerous errors. The writer goes on to point out some of these errors—such as that the

English ivy does not injure the tree by sucking the sap out by its claspers; that the notes of the bluebird are all call-notes; that the foxglove is the most conspicuous flower in England, and that robins are not walkers; they only hop.

Well, we are not an authority on these matters. Let the naturalists fight it out. It will do us good in the end, and the truth, whatever it is, will prevail. Meantime we can enjoy the fun, and probably the animals would, too, if they only knew what was going on.

The announcement that the members of the German agricultural delegation which is to visit this country will bring their own cigars with them draws forth this dissertation from one who seems to speak as from personal experience: "All German cigars are bad, and it is a singular fact that the badness increases in direct ratio to the price of the cigar. We are not speaking at random, as one beating the air and making faces at invisible things. We have smoked German cigars from Hamburg to Munich, from the Rhine to the Eastern frontier. One becomes hardened to the 10 pfennig cigar as he does to enforced hard labor, or the poverty of others. But if he climbs the scale and on a holiday chooses a cigar for a mark or 25 cents, after a few puffs the solid earth quivers and shakes, huge warehouses bow their roofs to the street, the sun is darkened and men and women are as trees walking."

Americans do not seem to be the only people who object to the importation of

cheap Chinese labor. Two South African commissioners are now in this country on their way to China to study the capabilities of the Chinese as mine laborers. They speak of political objections to the importation of the Orientals, and to overcome this it is proposed that the laborers shall be indentured in China and taken to South Africa for a fixed term of years, at the expiration of which they shall be returned to China. Africa is a black man's country. The white man won't work there, the black man does not seem to fill the bill. The question is, will the yellow man be allowed to try his hand?

Dundee, the third city of Scotland, has declared against Sunday cars by a vote of the people. The municipality owns the trolley system there, and as it was not paying very well the councillors hit upon the scheme of inaugurating a Sunday service. It was decided to poll the voters by sending out return postal cards. Immediately an animated campaign began, the city being quite stirred up between the contending factions. There were 24,026 postal cards issued. Of these 11,461 came back marked against Sunday cars and 9,324 in favor of them. Thirty-one persons spoiled the cards, and over three thousand did not respond.

All things are done on a large scale in New York City. Take the alleged frauds in the management of the Metropolitan street railway. They are no ordinary frauds. They are estimated at not less than \$30,000,000. No New Yorker of any prominence would take a single million.

To-day (not to-morrow) send postal to learn just how to

Double Your Cracker Business

Perfection Wafers

(P. W. on every cracker)

Will Do It

Write that postal (just now) for special proposition.

Perfection Biscuit Company
(The Florodora Cookie Makers)
Fort Wayne, Indiana

Turn to page 46, column 2, for prices.
Perfection Grahams are great summer sellers.

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—Although the values of cotton goods are practically unchanged, buyers have evinced no anxiety to take on additional quantities except where there is an actual necessity for the goods. As a rule, the jobbers have been striving to reduce stocks, particularly during the bad weather, but since the advent of clear days and the increased buying from retailers they have ceased this effort, and in turn have been obliged to replenish their stocks to a greater or less extent. Brown goods of all styles are quiet at present and sellers have difficulty in finding buyers who are at all interested under the present conditions. Manufacturers of 4-4 yard sheetings are in a number of cases drawing to the end of their contracts, but still refuse to make concessions, even for the purpose of keeping their machinery running. On the contrary, they claim that at present figures the profit is not sufficient to give them a reasonable return for the investment. In some cases they have raw material on hand, bought at earlier figures, that will return them a much better profit if sold to-day as it is.

Linings—There is considerable fall business in progress in the linings end of the market and a good many contracts for fall are being placed. Sellers are not particularly anxious to force fall business, for they feel that if the market should go against them these early orders would be worth very little.

Wool Dress Goods—Conditions in the initial dress goods market reflect the fact that the buyers' appetite for fall goods has been pretty well satiated for the time being. The market is, therefore, wanting in feature, the orders that are coming forward being small, for the purpose of filling in the crevices that appear to the jobber and cutter-up as they assemble their purchases. While the market is quiet, however, a very fair degree of confidence is reflected in the attitude of sellers as regards the outcome of the season. That plain goods are assured a preponderant place in the season's business is generally admitted, yet there are many manufacturers who consider their position promising by reason of the orders that have been secured by them on novelties, especially in mohairs, Scotch mixture effects, etc. The difference in the position of the plain and fancy or novelty effects is that in the case of the former it is assured, while as regards the latter it remains for second hands to learn just how favorable a view of these goods will be taken by the retailer and final consumer. The lines of mohairs in plain and novelty effects are very comprehensive, and while fair recognition has been given them by the buyer, it is contended in some quarters that the manufacturer has overdone the thing. The sheer fabric business has been an interesting feature of the fall, and agents handling leading lines contend that this business will "stick" on reliable fabrics. The active selling period on spring goods at second hands may be said to be over, yet this does not mean that a considerable yardage of goods now in jobbers' hands will not find its way over the retail counter before the summer season is over. The demand from now on will be of a filling in order and will depend on the manner and promptness with which retail stocks are cut into.

Underwear—The situation in the underwear market is not particularly pleasant for either the manufacturer or buyer, neither is it a happy time for the agent. The buyers are calling for their goods, and although the majority of them seem to have plenty for immediate needs, yet they fear that it will not last them, and the agents have to bear the brunt of the letters and telegrams sent almost daily; manufacturers get this also, of course, and at the same time are in trouble over raw material. Yarns are hard to get, in some lines impossible, and they have to face the accusation that deliveries are being retarded on account of the cost of making the goods. This may apply to some, but certainly not to manufacturers of established reputation. Of course, on the present level of yarns, prices for underwear are too low. When the prices were made they were all right and many mills had fair supplies of raw material to carry them along for some little time. The manufacturers can hardly be blamed for this state of affairs, for even now it would be hard to prophesy the condition two or three months hence, and if they put the prices high enough in a new season to be a positive guarantee of a profit the buyers will be the first ones to kick and refuse to place orders, and there would be plenty of manufacturers who would do a lot of "shading." The situation now resolves itself into this: How many of the manufacturers are willing to fulfill their contracts, profit or no profit? How many are able to fill their contracts and how many are going to find an excuse for getting out of them? Certainly the latter class, if there be any, will find a hard time to get a full complement of orders for another season.

Hosiery—There is no abatement in the request for the new shades of gray that appeared on the market and that the retailers sold in large quantities right from the opening. Arrangements for the spring of 1904 are developing and many samples are already prepared, although they are not yet being shown to the public. A few private views have been given, but not many. The price question is the one that is the most interesting just now, and will be difficult to settle. There is little doubt but what a strong advance must and will be made. This is necessary at the present cost of raw material and there is no knowing what the future may bring in this regard.

Carpets—The spring season in carpets is practically at an end with manufacturers, all the orders which are to be given having been placed. Manufacturers are completing their lines of samples for the new season and the signal for starting off will soon be given by the big Eastern manufacturers. It is expected that this will be in about three weeks. In the meantime every opportunity will be improved to clear up old orders and get up samples of new designs so that every department will be free to begin on the anticipated heavy business. Under these conditions the selling end in manufacturing circles can not be expected to be very active. As a rule a general canvass of the trade is being made in search of ideas, etc., and for opinions regarding the prospective fall demands. So far everything that has come in has been of a very favorable nature. Retailers anticipate a business that will clean out their new spring stocks so thoroughly that they will be early buyers of fall fabrics. Thus far this season, the retailing end has ex-

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.

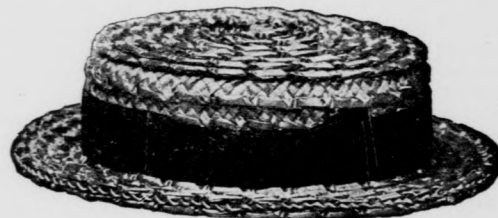
Lowell Manufacturing Co.

91-3 Campau St.

Grand Rapids, Mich.

Freight or express prepaid on all mail orders.

A STRAW



hat will soon be in demand. You may have neglected to buy any new stock or not enough to supply your trade. We can help you out of the dilemma. Our stock of staple styles is very good. Mail us a card stating the grades you want and we will try to suit you.

Prices for men's are 45c, 90c, \$1.50, 1.75, 2.00, \$2.25, 4.00, 4.50.

Boys', 45c, 80c, 85c, \$1.25, 1.50, 2.00, 2.25.

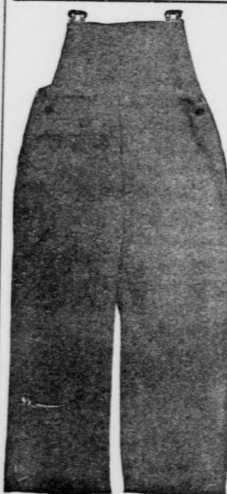
Girls', \$1.25, 1.50, 2.00, 2.25, 4.25 and 4.50 per dozen.

Grand Rapids Dry Goods Co.,

Grand Rapids, Mich.

Exclusively Wholesale.

OVERALLS OVERALLS OVERALLS OVERALLS



Our overalls look right, are made right, and our prices are right. Look at our line before placing your order.

P. STEKETEE & SONS

Wholesale Dry Goods

GRAND RAPIDS, MICHIGAN

perienced a very healthy and a quite active demand, but the extent of the season's business can not be judged thus early. There are serious obstacles ahead which confront the carpet manufacturers in certain sections of the country to-day. In Philadelphia, especially, a question has recently come up which will mean a great deal to the carpet trade if what is anticipated materializes. The question is one which has wholly to do with labor and the workers intimate that a formal protest will soon be made against the length of the working day and possibly the amount of wages paid. Some of the manufacturers anticipate trouble ahead in the way of a strike to come just as the new carpet season opens. While it is preferable if any controversies are to occur, to have them settled at the beginning of a season, if the reports now current prove true they will mean that the productions of the Philadelphia carpet mills will be stopped for an unlimited period. The Philadelphia manufacturers are not saying much in regard to this question, but it is believed that they are giving a good deal of thought to it. The carpet yarn spinners are to feel the effects of the labor controversies as well, if they materialize, and of course this will mean so much more expense in the cost of manufacturing yarns. With the strength shown in wools of late, and with the prospects good for higher wages, yarns naturally will be inclined to sell some points higher than they did last season. It is thought very likely therefore that the carpet manufacturer will insist on a very material increase in price on his production as compared with last season, but whether this will come about remains to be seen.

Rugs—Rug weavers report a very active business in progress and there are good prospects of a good demand for many weeks to come. Production is well sold up for the next several weeks on all lines and for months on certain rugs. The large carpet-sized rugs in Wiltons, Brussels and Axminsters are in big request, and weavers are apparently unable to cater to all requests. Smyrna rugs in the small sizes appear to sell well, but the large sizes are only in fair demand. Art squares are fairly active.

Lace Curtains—Manufacturers are very busy on old business, the winding up of a very prosperous spring trade. Tapestry curtainmakers are making preparations for the showing of a new line of goods.

Ordering More Goods Than He Can Pay For.

The general merchant admires the big city store with its perfect working system that makes its machinery almost automatic.

When he goes home, he says to himself, "They need that down there, but I don't require any such thing in my business."

Why?

He has an idea his business is so much smaller that he can carry a portion of it under his hat.

Many men have carried their business under their hats so long that they lost both the hat and the business.

The merchant who is working on the go-as-you-please plan is tempting fate and bankruptcy.

He will be sure of that some day when the boiler has burst and the game is up.

He will then realize that ordering more goods than he can pay for and several other vital acts done through

ignorance of his own affairs are like allowing an engine to run wild.

It takes intelligent figures to lead the retail merchant to success. Without them he can slide down into the slough of despond as easy as the hired girl does the back steps after her heel is planted on the banana peel.

Now and then some merchant finds out that he has more goods coming from a certain house than he had any idea of. It is not the first time nor yet the last.

The specialty man comes along and "winds him up" for a few packages. When the shipment comes the total on the invoice is twice as large as he expected.

One of the regular salesmen calls and takes his order for the fall line. He guesses at the total, in his mind, and forgets it for the time being.

When the invoice comes it is one-third larger than he expected.

He orders two barrels of a certain commodity to-day and to-morrow receives an invoice for like goods ordered some time ago, but of which fact he was oblivious immediately after.

Then when the statements begin to come asking for remittance on past due accounts something's "poppin'" at once. The clerks know what's up when the boss reaches the store in the morning. They catch it, every one gets it—in the neck—and for a week the traveling salesmen do not get a pleasant look.

But the money must be raised and like as not the following week the boss will overbuy again.

Why does he?

Simply because he has no system of keeping track of purchases. When he buys he does not know how much he has contracted for.

He should know the amount of every order before he signs or gives it his O. K. He should put it down in cold figures. He knows what his resources are and only he should judge the amount of goods he buys, as he must pay for them.—Commercial Bulletin.

Switzerland, with only a population of 3,250,000, imported goods to the value of \$210,000,000 last year, yet she goes on importing and does not seem to fear having her imports largely exceed her exports.

It's a poor poster girl that isn't stuck up.

RUGS FROM OLD CARPETS THE SANITARY KIND

We have established a branch factory at Sault Ste Marie, Mich. All orders from the Upper Peninsula and westward should be sent to our address there. We have no agents soliciting orders as we rely on Printers' Ink. Unscrupulous persons take advantage of our reputation as makers of "Sanitary Rugs" to represent being in our employ (turn them down). Write direct to us at either Petoskey or the Soo. A booklet mailed on request.

Petoskey Rug M'g. & Carpet Co. Ltd.
Petoskey, Mich.

This Cabinet

For

Only \$5.00



Ed. Kennicott, Manufacturer
Newaygo, Michigan

ATTENTION DEALERS

Now is the time to take advantage of the demonstration made at the Pure Food Show of

CERE KOFA

Better Goods, Larger Package, More Profit. Over 200 grocers in town handle it. Ask your jobber for it.

Grand Rapids Cereal Co.
Grand Rapids, Mich.

USE BARLOW'S PAT. MANIFOLD SHIPPING BLANKS BARLOW BROS. GRAND RAPIDS MICH.

They Save Time
Trouble
Cash
Get our Latest Prices

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.

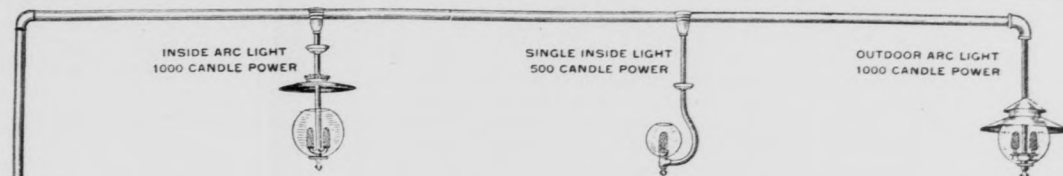
Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/4 lb. sample and recipe free), Flavoring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

National Fire Insurance Co.
of Hartford.

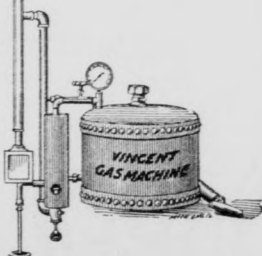
W. Fred McBain,

The Leading Agency,
Grand Rapids, Mich.



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

Is the only machine on the market that contains NO PACKING OR WICKING. All passages and pipes are large and left free and open, making it absolutely impossible to become clogged or stopped up. The generator is separate from the tank. All valves are above gasoline level, making it impossible for any oil to run from tank. It can be started in one minute and maintains its own pressure. The generator is started by its own gas, no alcohol required. It is ABSOLUTELY SAFE and can be operated by any one. Does not affect your insurance. The severest test and use have proven THE VINCENT to be faultless. If you want one of the best lighted stores at the least expense send us diagram of your place of business and we will quote you price of plant suited to your requirements.

Manufactured Solely by

Noel & Bacon Co., Gen'l Agents, 462 S. Division St., Grand Rapids, Mich.

Individual Gas Light Co., Petoskey, Mich.

CIRCULARS TO CUSTOMERS.

Ways By Which the Retailer Can Reach His Trade.

Circulars to individual customers form a direct way of advertising, although by comparison an expensive one. Newspaper advertising will always be cheaper, for the simple reason that a journal of any kind is a great and effective co-operative concern that can accomplish things just as co-operation does in other lines, cheaply and well.

But there are times and places where the retail dealer can use circulars to advantage, even if he is well served by local newspapers. The Apparel Gazette recently discussed the subject at some length and gave some good suggestions as to how, what, when and to whom.

Whether a merchant should use a mailing list or not depends on local conditions and the extent of his advertising appropriation. There are some towns where the local papers are read through from first to last, advertisements included. The management of the local papers is alert and vigorous attention is paid to the display and freshness of the advertising columns, and an enterprising spirit is shown in making the advertising columns, as well as the news columns, attractive to subscribers. This is the case with all live, growing papers.

But there are newspapers whose advertising columns are attractive to no one. The same business cards are run in them from year's end to year's end, and the community never looks for merchandise news in the paper, because it rarely appears there. The business men of the town do not know how to advertise, fail to make their advertisements interesting and, on the whole, regard their advertisements in the paper as a subsidy that must be paid to keep the paper alive in their town. If an advertisement in the local paper pays, a merchant ought to know it. If he does not know it he ought to find out.

If the local paper reaches the people, is read by them, and if a merchant can pursue an aggressive, lively advertising campaign in its columns, he should by no means neglect the local paper for other advertising methods.

But if he is satisfied that he can get the same results at the same or less cost by using other advertising means, the mailing list idea is the best at his command. And if he wishes to use both the local paper and other means of publicity, the mailing list is the best supplement to his newspaper advertisements that he can find.

How large a mailing list should one have? That will depend entirely on the size of the community, the extent to which it draws upon the surrounding country for trade, the size of the business done or aimed at and other like conditions. A mailing list of two hundred well-selected names is better than a list of five hundred names that are carelessly selected. It is sensible to begin a mailing list by making up a list of names of customers and friends who the merchant knows will respond to the advertising matter mailed to them. Other names can be added from time to time until the list is as large as is needed.

Names can be weeded out as soon as it is evident that they are valueless. This is an important point. A retailer should not let his letters or cards become common. There is neither profit nor judgment in sending out good advertising matter which reaches people so indiscriminately or in such quantity that they come to regard it without interest.

Circular letters are pestiferous things, as a rule. Keep your letters out of this class by getting them up and sending them out with discrimination.

The local directory and the subscription list of the local paper will furnish sources for compiling a list of names. The most prominent people in town will have their names on the list, of course. The well-to-do people in the surrounding country will also have their names on the list. Does he know that the wife influences the direction of her husband's trade? Her name will be on his list as well as the man's name.

In fact, it may be found necessary to make up a list of women's names so that twice a year or so he can send out some pretty souvenir or attractive card which will give the female portion of the community a pleasant feeling toward him. For example, some merchants send out dainty calendars or holiday cards that are mailed to women only and are designed to please feminine tastes.

Names can be entered in a book, or, if one has a large list in constant use, in a card catalogue. Manufacturers of card catalogues are always glad to give detailed information on getting up and keeping a card catalogue in shape. The retailer starting one should write to the makers for such information.

Notes should be made, after each batch of letters or cards is sent out, of the number of responses that are received, either by mail or in person. These notes will be invaluable in cutting down or extending lists.

The circular letters should be unexceptionable facsimiles of typewritten or hand-written letters. No cheap paper, printing, cuts, letterheads or ornamentation should be permitted. The circular letter should be as clean, as attractive and as good as can be afforded. The name and address of the store should occupy a prominent place on the letterhead. Some short catch phrases, indicating the merchandising policy of the store, can also be added. But it is better to have the letterhead small and neat rather than elaborate and ornamental.

Simplicity and plainness are always in good taste. Ornamentation and elaboration are very often in bad taste and many printers use ornaments in a way fearful and wonderful to behold. Better send out a few letters of style and character than many without either style or character.

What shall the literary style of the letter be? It should not read like a general proclamation to the whole universe, for in that case the personal element is lacking, and the letter must be in the nature of a personal appeal to be a success. It should not read like a familiar note to an intimate friend, for then the letter will be unwarrantably familiar in tone and will give offense by its lack of businesslike dignity. It is always safe to be too formal with the general public rather than too intimate.

The letter must be direct and simple in its language. It must present a particular line of goods, which is described with as much detail as is necessary to convey to the reader a clear idea of its price and quality. The letter must give useful purchasing information. If it does not do this, nobody will read it and it will fail of its end. The more simply and directly the necessary information can be given the better. One short paragraph or a few short sentences will do as much to impress on the reader's mind the merchant's high standards of doing business as a whole page



A Peep into the Future

We cannot tell your fortune,
but we can help you make it.

Our plan is very simple. You will be surprised at what a change a Dayton Moneyweight Scale, with the new invention, the Nearweight Detector, will make in your monthly profits.

One man tells us: "It pays the hire of my best clerk." Another says, "I had no idea of the loss."

We believe this system will do as much for you.

Now here's what we want you to do: Spend one cent for a post card, address it to us, and ask for our 1903 catalog. Not much, is it? This book will help you

Save three Pennies Do it today.

Ask Department "K" for Catalog.

THE COMPUTING SCALE COMPANY

MAKERS DAYTON, OHIO

THE MONEYWEIGHT SCALE COMPANY

DISTRIBUTORS CHICAGO, ILL.



Moneyweight



of talk will. It is not talk but ideas that count.

Such letters can be mailed monthly or quarterly. The general storekeeper usually can "think up" more material than the exclusive shoe dealer, but the latter can get out good talks several times a year, at least. When you get in a line of goods that you know will interest some people on your mailing list, get out a letter which shall be sent to them alone.

It is better to send out letters at irregular intervals rather than at set times. People are more apt to believe in the special nature of the information. But regular greetings at stated times of the year, combined with special information at irregular intervals is a good combination.

A series of illustrated post cards can be sent out instead of letters. If humorous or attractive in design they will be kept. An illustrated post card containing a good humorous design and a two-line announcement of a special line of goods will receive as much attention as one containing more matter.

It is well to divide and classify the people on your list, so as to avoid wasting irrelevant matter on part of them. For instance, a circular on men's boots would not interest the ladies, or people living in town.

If you are in or near a county seat, try the court house for a list of names of country people. There are sure to be maps of real estate and other means of getting the names of all land owners in the vicinity.

The county officials will help you, if you treat them courteously. They are there to serve the public.—Shoe and Leather Gazette.

Advertising Unadvertised Goods.

The great Macy store, in New York, has been using a plan for some time that has proved quite a success as a trade bringer.

On certain tables in the store are placed articles of various kinds, with large cards over them reading, "These goods have not been advertised."

It is true. The articles offered at bargain rates are not such as have been mentioned in the firm's advertisements, which, of course, are large ones and do mention a great many things. The idea is to use the advertising space mainly for pushing new goods at regular prices, and also to get the public used to the fact that bargains may be chanced upon that have not been announced. Every one knows that when bargains are advertised, people make a unanimous dive for the goods. If newspaper space is used too largely to advertise bargains, people become accustomed to "laying for them." The women folks especially will run through the advertisement, and if there is no bargain offered that morning in something in which they are particularly interested, they are not tempted forth. They stay at home.

The big cards are of course a strong advertisement for the goods they designate. The plan is in line with the policy of all good advertisers. "When the public gets used to a certain thing, and it begins to lose its force, try some other scheme." Come at them from a different angle. Give them something else to think about.

The ablest and wisest men can not fathom the mysteries of exports and imports; that is, whether a country loses or gains in wealth when its exports exceed its imports.

Salaried Proprietor a Feature of Good System.

Store proprietors should draw a salary.

It is the happy medium between the two extremes.

Some merchants are so penurious that they grind their household expenses down to the last notch.

Other are so extravagant that the goods taken from the store, unaccounted for lots of times, represent a good profit on an ordinary business.

To properly know where he is at, the proprietor should draw pay weekly to cover expenses of himself and family.

He does not need to be extravagant, but he should not set such an example of penuriousness that the rest of the town will quit buying.

Good clothes, good food, a well furnished house, and all such things have an influence on the ideas of the community.

It can be overdone so much that the community will get green with envy and try to head off the prosperity of the merchant.

On the other hand a poorly dressed wife and children, a shabby looking house, and a poorly furnished table are the worst advertisements any retailer can have.

People will talk.

Well they tell it. The hired girl tells the rest of the town that Merchant Jenkins makes them eat corn syrup on griddle cakes in the morning instead of the real thing, maple.

While the merchant is trying to sell Mrs. Robinson one of the new shirt waists and black skirts his wife comes into the store with a dress on several years out of date. Her hat is even worse, and her shoes are "run over" at the heel.

Does not that make the merchant's argument inconsistent? The community believes him to be making more money than any man in town, whether he is or not. So the community has to be properly met.

On the other hand if the merchant's wife is dressed neatly and up-to-date, other women in the town will use her as a model whether they love her or not and buy better clothes.

These are little things but they enter into the sum total of a merchant's success.

To properly provide for this, the merchant should pay himself a safe allowance out of the store's income. It will be less expensive in the long run than "charging it."

If the merchant loves the idea of a cash business, he should set the example by paying cash himself. If his wife is inclined to "run accounts" he can not feel put out at other men for having the same kind of wives, and for getting mad at him when he refuses to deviate from his system and charge a small purchase.

Again, if he expects to stay in business, he must know where he is at, financially, and this is a part of that system.

There are all kinds of merchants and all kinds of ideas in merchandising, but the merchant who thinks will agree that this little item means much to him in many ways.—Commercial Bulletin.

It is a rule in all business matters to buy the best goods, and at the lowest cost, selling at the highest price to be obtained, but the main point to observe in all goods is the quality. If the customer is given what he pays for there will be no complaints and the trade will increase each succeeding year.

Facts in a Nutshell

BOUR'S

COFFEES

MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

129 Jefferson Avenue
Detroit, Mich.

113-115-117 Ontario Street
Toledo, Ohio

Largest Wholesale Grocery House 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 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, Michigan

MISFIT MERCHANTS.

One Reason For So Many Failures in Business.

"One of the principal reasons for so many failures in business," says a retired and successful business man, "is that there are so many people who are misfits. They are like round pegs driven into square holes or square pegs driven into round holes. Of course they are cramped and uncomfortable and out of shape all their lives. The mistake is not all theirs by any means either. The boy's parents want him to follow some line of business because they think that it will be more honorable than some other kind of business that the boy may have a taste and talent for. For example they do not want to see the boy in some line of business where he will have to wear dirty, greasy clothes, such as the mechanic has to wear. They want the boy to get into a business where he can dress well or at least neatly and keep clean. They think that he will have a better standing in the world. They try to make a professional man out of the boy, while as a matter of fact they ought to have fitted him for a mechanic. He would have made a good mechanic, but he makes a failure as a professional man.

Here is another stout, husky fellow who shows up early that he is a natural judge of stock. He is strong and handles tools well. He would make a crackerjack of a farmer, but he gets a notion that the man who runs a store has a lot easier life than the man on the farm and he gets a job as a clerk in a store. He makes an indifferent kind of clerk and never does make a success as a merchant. He ought to have been a farmer. As a farmer he would have made money and he would have liked the business too after he got at it in real earnest. It won't do to take the notions of a boy as an indication of what he is cut out by nature to do. I can remember when the height of my ambition was to be a writing teacher, and yet I never had the talent of "form" developed so that I could have been a really good penman. Not only that but after I got older I found out that I did not want to be a teacher of penmanship at all. About nine boys out of ten want to get into some business where they can wear good clothes and not have much work to do. They see the men in the stores measuring cloth or selling groceries, or they see the doctors or lawyers in their offices and they think these are the people who have the world by the tail with a downhill pull. They want to get away from farm or shop where they have to work pretty hard and wear old clothes. They crowd into the professions and into the cities and find out after it is too late that they have got into the wrong holes. Then they wish that they had stayed with a line of business they are fitted to follow.

"I have a notion that the good Lord fitted nearly every man up to do something and do it pretty well and if people only got into the places they were intended for the old world would move along a lot smoother."

* * *

"Speaking of business," said the old-timer, "I have noticed that nearly every fellow thinks that some other man in some other line of business has the best of him in that he has a lot easier time. I do not know as it is any worse now than it has always been. I used to learn Latin when I was a young fellow and I remember in one of the satires of Horace he touches up this disposi-

tion on the part of mankind. 'The merchant,' says Horace, 'sighs for the life of a soldier and the soldier envies the life of the merchant while both of them think they would be a lot better off if they were located on a farm on the Tiber.' I don't recollect just the words of old Horace, but that was the idea of his satire. Nobody according to the Latin poet was entirely satisfied with his lot. When as a boy I got to the point where I was about ready to go into business I started out to ask for advice. I tackled the old family doctor and asked him what he thought of my studying medicine. 'Well, my boy,' said the old doctor, 'I expect if you buckle down to study you can make a pretty fair doctor, but if you ask my advice I would say don't be a doctor. It's a dog's life, my boy. You have to get up at all hours of the night and travel over all sorts of roads and through all sorts of weather. If the patient dies you are blamed. Somebody will come around and tell the friends of the deceased that if they had had a doctor who understood his business Johnny might as well have been alive as not, and the friends more than half believe it. When you present your bill they haggle over it and act as if you were simply robbing them out of that amount. On the other hand if you are lucky enough to pull the patient through, the friends think that he would have got well just the same without a doctor, which may be the fact, and they feel in that case that all the money they pay you might as well be thrown away. Then you have to go in a lot of cases where you know that you will probably never get a cent for your services. You can be a doctor all your life, my boy, and the chances are that you won't have enough accumulated at the end to pay funeral expenses. My advice to you, young fellow, is to select some other line of business.'

"Then I tackled a lawyer and told him that I had thought of studying law and asked his advice.

"Well young man," said he, 'there are something over a hundred lawyers in this town. About five or six of 'em are doing fairly well, making some money maybe. About ten of the other ninety-five are making a decent living and the other eighty-five are just hanging on by the eyebrows so to speak. Two-thirds of them couldn't get credit for a beefsteak at any butcher shop in town and they have to wear long-tailed coats to conceal the patches on their pants. Of course you might succeed as a lawyer but the chances are nine to one against you. If you do not happen to be lucky enough to get in with some big corporation you will just starve out your life. My advice is for you to let the law business alone.'

"Then I went to see a merchant and asked him what he thought about my learning to be a merchant.

"Well, young man," he answered, 'if you want to live with your nose right up against the grindstone year in and year out I would advise you to be a merchant. You will have to try to please everybody and won't dare to say what you really think for fear you will tramp on some customer's corns. And after you have done the best you can half your customers will think that you are selling them inferior goods for an exorbitant price and that they could do a lot better somewhere else. Do the very best you can and you will accumulate a lot of bad accounts. When hard times come you can not collect and just then will be the time when your creditors

will want their money most. You will have to work fifteen hours a day and then some of your customers will kick because they came after you locked up and found the store closed. You will have experiences that would have made old man Job roar more than his crop of boils did, and yet you will have to smile and look pleasant for fear of losing a few customers. You will see customers that you have carried on your book for a year, spend their money on street fakirs or send it away to mail order houses and let your account stand. They will naturally make you hot under the neckband, but still you will have to smile and look sweet as a summer's day. Take my advice, young fellow, and do not be a merchant. Go out on the farm, drive a dray, pound a blacksmith's anvil, do most anything before you go into the mercantile business.'

"I went around and consulted with men in all lines of business and I found that every fellow was laboring under the impression that he was getting the worst of it as compared with other lines of business."

* * *

"Where I missed it," says a successful business man, "was in not putting all the money I could raise twenty-five years ago into standard oil shares. I was working then for the Standard Oil Company, which was not the monstrous concern it has grown to be since that time and might have bought shares at a moderate figure. Those shares would now be worth 800 per cent. above par. I came out to Kansas and went into business loaning money at 2 or 3 per cent. a month, which seems like a pretty fair business, but I might have done better if I had stayed with the Standard Oil proposition. There is nothing on earth that I know of which is manufactured at such a profit as refined oil. The crude oil is not worth more than two cents per gallon and has been worth less than that. The by-products that are extracted from the crude oil pay for the refining and the refined oil is sold at fifteen or sixteen cents a gallon. I do not wonder that the Standard Oil Company can declare dividends amounting to eighty million per year. They could declare larger dividends if they wanted to. I am sorry, though, that I did not stay with the Standard people. Might have been a millionaire at this writing."—*Merchants Journal*.

Ancient Businesses.

From Notes and Queries.

There are many firms whose history is known since their foundation in the eighteenth century, and some who claim, and probably with justice, to go back to the seventeenth century. The publishing houses of Longmans, Rivingtons and Murray are instances, and the name of many bankers will immediately occur to many readers; but among wholesale druggists and the analogous trade of drysaltery there are also a large number. Of the former Messrs. Corbyn (who no longer supply goods by retail) date from earlier than 1730; and of the latter Messrs. Pott, of Southwark, claim to date from 1655! In many other of what may be called the old-fashioned trades there are doubtless similar examples—e. g., Messrs. Twining and Messrs. North, tea dealers.

Several, if not many, firms of solicitors are of equally old standing, although, unless from internal information, it would be difficult to trace them. It would appear to be the custom of the profession to drop the name of such partners as retire or decease and leave no one of their name to succeed, whereas bankers, merchants and traders are only too glad to have the advantage of the prestige conferred by extended operations under the same well established name.

The Enthusiasm of Conviction.

It is interesting to know that Sir Thomas Lipton says that aside from yachting, business is his sole amusement. He says that he finds the conduct of his commercial enterprises the most fascinating kind of sport. He enters into his work with constantly increasing delight and pleasure and work that to another would be overwhelming in its responsibility and vexations is to him a pleasure, because it is exactly suited to his tastes and because he finds in it his greatest delight. He says that he is the hardest-worked man in his whole force of workers.

In advertising a business, in buying merchandise, in managing men, in doing all the work of a great establishment, the man who is surest of success is the man who is in love with his work.

A credit man in estimating the desirability of an account will give considerable attention to a man's business habits. If he does his work with the attentiveness and regularity of the man who is enthusiastic over his duties, his success is twice as certain as the success of the man whose habits are good and whose hours are regular, but who finds every task a matter of drudgery and difficulty.

One reason why many men fail in business is that they are not in love with their work. They are not able to rise to the need of the moment; they lack enthusiasm that will carry them over difficulties; they are caught and defeated by obstacles that they can not surmount, because they do not love the business of grappling with difficulties. They are half defeated because they have no definite likings, no definite aim, and are at the mercy of whatever unforeseen difficulty they lack the moral courage or the interest to check before it becomes overpowering.

Find a man who is in love with his work and you will find the reason why many a venture has gone on to success when other men said it was doomed to failure. An enthusiastic belief in one's own work, coupled with the diligence and attention that must result from that enthusiasm will determine success when everything else promises failure.

If a man is in the wrong place, let him get out of it as soon as possible. If he has cultivated the doubting habit of mind, the nervelessness that is born of indifference, let him, for his own sake, get as quickly as possible into a place where he sees ahead of him a goal that he believes in and that he is sure he can attain by force of his own powers.

No good work is done in the world by men who do not believe in themselves and in the value of the work they are doing. It is better to make a remedy for corns, and to make it with the conviction that without it the human race will be doomed to endless misery, than it is to be engaged in the conduct of the most important commercial affairs with the skeptical feeling that "it will be all the same a hundred years hence" and that the effort put forth is only a form of waste activity.

The world's leaders always have the enthusiasm of conviction.

"Yes," said the young physician, with pardonable pride, "my practice is among the best people of the city. Almost every family on my list has a burial lot in the most fashionable cemetery in the neighborhood."

A square meal will sometimes set an all-around man straight,

Invest at Home

Michigan Peat & Marl Co., LIMITED

Offices 317-20 Houseman Bldg.

Grand Rapids, Mich.

OFFICERS

CHAS. F. BACON, Chairman
R. A. LUDWICK, Secretary
J. J. LUDWICK, Treasurer

J. J. RUTKA, Vice-Chairman
F. A. BACON, Asst. Secretary
W. P. RANKIN, Chemist

Organized under the laws of the State of Michigan on the 11th day of February, 1903. Stock, one million dollars, divided into 100,000 shares, par value \$10. The treasury stock is being sold according to the following schedule: 5,000 shares at \$2.50 per share, or 25 cents on the dollar; 5,000 shares at \$5 per share or 50 cents on the the dollar. The balance above this 10,000 shares, which might be necessary to sell, will not be sold at less than par value, or \$10 per share.

OUR PROPERTIES

We own and control near the M. C. R. R. between Grand Rapids and Jackson 200 acres from 9 to 35 feet deep, the very best peat land in the State of Michigan, sample of same going as low as 19-10 ash, the same being the smallest percentage of ash on record for Michigan Peat. Also have under our control numerous beds of A No. 1 quality near some of the largest cities in the country. We control one deposit of 1,000 acres 15 miles from Grand Rapids, and Grand Rapids alone will take our entire output from this pit. Parties are enquiring at our offices every day as to when we can furnish them fuel, and are anxious to make long-time contracts.

We have in our employ a reliable chemist, Mr. W. P. Rankin, from New York City; also competent engineers, who have under their supervision the construction of machinery for our special use, of the most intricate of which we absolutely control the patents. We have under control the very latest Peat Compressor, which far surpasses in our opinion, and in the opinion of our chemist and engineers, any article on the market. These machines are made for large factories, are also portable, making it possible for us to work upon a small peat bed to great financial advantage, something no other machine which we have been able to find can do. One source of revenue for this company will be royalties upon this particular machine, which will amount to thousands of dollars per year, as we have people from all over the country enquiring for them.

We have specimens of our Peat on exhibition at our offices in its crude state and also in its prepared state. Call and see same.

As our name would imply, we are also in the Marl or Cement business, which anyone upon investigation will see is exceedingly lucrative. We are a Grand Rapids concern, getting our capital from Grand Rapids and vicinity, which is a safeguard to investors, as we expect to have the same aid in conducting the affairs of the company. Our books will be open at all times to any and all stockholders, no matter how small. Officers are not drawing salaries, except the Secretary, whose salary is small considering the work he performs. The company is not organized to make positions, but to make dividends for the stockholders.

Without a question the first 10,000 shares will be sold within the next 30 days, after which time no stock can be procured at less than

\$10.00 per share. We intend to be in the market with our product for next season. We can and will return you in dividends many times the amount of your stock the first year of our operation. This seems to be a big assertion, but if you will look up the profits of coal mines, both bituminous and anthracite, and consider that we have a coal mine practically up on top of the earth, you will see how valuable our product is, how cheap it can be produced and how easily it can be sold for an enormous profit and still be a great saving to the consumer. Stock for \$2.50 per share inside of the next three weeks will be easily worth \$5.00 per share and in 90 days at the outside it will be at par, so act promptly. Our offices are always open and you are welcome to call and talk with the officers and investigate thoroughly our proposition, and see if, taking everything into consideration, it is not the best opportunity you ever saw to invest money where it will greatly enhance your finances as well as make you an income for life upon a small investment. Thousands of shares of stock in gold, copper and oil companies have been sold with much less bright prospects for a few cents on a dollar which to-day are worth in intrinsic value many hundred dollars per share, besides yielding an enormous yearly income to holders. There is no reason why this stock shall not be a second Calumet and Hecla in regard to advance in stock and earning ability. Calumet and Hecla stock at one time in its early existence went begging in the State of Michigan at \$15.00 per share, and now you cannot buy one share of it for less than \$500.00, and it has been as high as \$900.00 per share. One share of our stock, the par value being \$10.00, is equal to 10 shares of any company whose par value is \$1 per share, consequently \$2.50 per share is the same price for our stock as 25 cents a share would be for \$1 par value stock. We offer you the first block of stock, 5,000 shares, par value \$10.00, at \$2.50 per share. Prospectus and general information will be mailed upon request, but we prefer to have people call and see us. The best representative business men are buying stock, and have the management. The proposition will be conducted for benefit of stockholders only; dividends will be declared upon the stock issued only. Our capitalization is high for the purpose of expanding and taking in small peat beds all over the United States. Don't delay in investigating this extraordinary proposition as the stock at \$2.50 per share will not last long.



Invest at Home

Investigate in person or write
for prospectus, etc.

Michigan Peat & Marl Co.
LIMITED
Grand Rapids, Mich.

CUT OFF HERE

Michigan Peat & Marl Co. LIMITED

319 Houseman Block, Grand Rapids, Mich.

Please reserve for me..... shares of stock in the Michigan Peat & Marl Co., Ltd., pending my investigation of your proposition, which I agree to do within ten days, it being understood that I may use my judgment about taking the same.

Signature.....

Address.....

CUT OFF HERE

Clothing

Destroying the Influence of a Swindling Competitor.

It is not good policy for a merchant to devote his advertisements in local papers to an exposure of the dishonest methods of competitors. The people will rarely learn, except in the school of experience, that a merchant's animadversions on a rival react on himself, that the best policy to pursue is to leave the public to learn by experience, and to quietly but steadily hold to the path of legitimate dealing, which brings its sure and certain reward in time.

But if a man decides to use his advertisements to combat the dishonest methods of a rival, what method shall he adopt in the presentation of his facts?

Let us put a case: A merchant has been doing a legitimate business in a small town for years. In the height of the season a traveling fakir opens up, floods the town with advertisements and does a rushing business. What shall our merchant do?

A clothier who was confronted with this condition pursued the following course. He said nothing, but got a number of his friends to go to the new store and buy a variety of articles of apparel at the prices asked, being careful to have witnesses to the transaction in each case, and also being careful to get sales checks for the articles purchased.

He took these articles, made an examination of their quality, telegraphed an auction store and a jobber well known to him, and the next day came out in the local papers and on handbills with the statement that he had in the windows of his store an interesting exhibition of articles which were samples from the stock of the new dealers in town.

He then advertised to accept orders for those articles, which he agreed to duplicate or furnish their equals at a price considerably below that asked by the traveling concern. As a guarantee of good faith, he made a deposit with a local bank sufficient to cause him a serious loss in case of failure to live up to his statements.

In other words, he met his rivals on their own ground and stated the simple facts of the case to the public. He let the facts speak for themselves. That was enough. While many people continued to purchase goods of the newcomers, their sales fell away so materially that they found it more profitable to seek business elsewhere.

In the advertising done by this man at this time, he announced very positively that he did not recommend the goods which he offered to the public. He pointed out that he was willing to supply the citizens of his town with whatever clothing they might desire. As a local resident, taxpayer and inhabitant affected by the prosperity of his neighbors, he was interested in supplying people with the kind of goods they might desire. As the local clothier, it was his business to clothe the people of that town and he proposed to do it. Apparently, his argument ran, the people of this town want goods of such a quality. I do not wish to sell such goods. I distinctly do not recommend them. But, if anyone wishes to pay me an exorbitant profit for such goods, I am ready to take it and to sell them what they desire.

He did not directly attack the methods of the newcomers. He paid no attention to their slurs or attempts to draw him into a controversy. He simply said to the people of the town, Gentlemen, I

am a clothier of this community. I make my living by clothing you. If you want the benefit of my skill and experience in buying your clothing, I advise you strongly against cheap clothing. But if you want that kind of clothing, I have it. I tell you what it is. You can take it, but do not blame me if it fails to give satisfaction.

Here is a story that can be told in a dozen different ways. Here are points enough to make material for a dozen advertisements. But the method of attack is clear: Meet your opponent on his own ground and beat him there.

There is a great objection to any comparison of prices in advertisements, because the public realizes that price means nothing unless value is taken into account. There is a great objection to an elaborate explanation of the points that determine value, because it often involve making public facts about a business that do a merchant more harm than good. Few merchants would care to make known just what percentage of profit they make on the different lines of goods they carry. A statement on one line might give a competitor insight into merchandising methods that, for the merchant's good, should be kept secret.

About all that a merchant can do in his advertisements is to call attention to well known features of goods that establish their reliability, without attempting to enter into an elaborate explanation or argument to prove why or how they are what he says they are.

If a man wishes to destroy the influence of a swindling competitor, let him pound away constantly and incessantly on the reliability of his goods. Let him talk about the high reputation of the makers of them, the well-known quality of the product, and take pains all the time to state facts that can be verified by people who wish to take the trouble of verification.

It is a great help to a man engaged in this kind of work if he handles the goods of well-known houses of the first standing. If a man wishes to change the tone of his business, nothing will help him more than to play, for all it is worth, the name of some well-known house. To disconcert a rival nothing will help more than to make statements that are strictly true and that are backed up by offerings of merchandise of such a quality that nobody can for an instant doubt their value.—Apparel Gazette.



"The Kady"

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

The Ohio Suspender Co.
Mansfield, Ohio

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

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 \$1.25 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.

Perfect Fit

Stylish cut, large assortment, correct price. Give my goods a trial; they will please you and please your customers.

M. I. Schloss

Manufacturer of Clothing

143 Jefferson Avenue, Detroit, Mich.

HAVE YOU

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

IDLE

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

MONEY

Dark Grounds For Immediate Consumption and Fall Deliveries.

Manufacturers and importers of shirts inform us that the bulk of their orders for fall is largely for dark, well-covered grounds in prints and woven fabrics. Shirt manufacturers say that they have given the preference to dark grounds, and that the big early buyers to whom the new lines have been shown have in turn displayed an unmistakable partiality for dark grounds in stiff and pleated bosoms and in negligees.

In the new dark ground madras there is a more generous play of colors than is shown by any yet brought out and the new goods show that commendable ingenuity has been put in the work by the designers and cutters in combining bodies contrasting in color and pattern with the bosom and cuffs. New combinations of black and white have been produced by warps of black and white threads alternating and white filling. Other grounds are brought out by combining with white, slate, pearl, fawn, suede, natural linen, wood tones, blue, red and green. These grounds are illuminated with cluster stripes in contrasting but bright colors, some patterns showing three and four colors in a cluster. In jacquards and broches the patterns are woven in self and contrasting colors, the figures being small and widely distributed over the grounds.

Some very rich effects are shown in dark grounds, with woven effects, which have small units printed around the woven units in colors contrasting with the ground and woven pattern.

Printed goods show a new treatment in patterning and coloring that is really good to look at, and once the shirts get before the consumer business should not be at all difficult, as these new percales require no urging to make them take hold of the public fancy.

Percales are shown in well-covered grounds, the colors ranging from delicate tints of blue, helio, canary and ecru to the darkest effects in pepper and salt and oxford mixtures. Over these grounds there are printed stripes and unit patterns in contrasting colors. But the most beautiful of the prints are in all-over patterns of unique character, the convention geometricals forming a large class of the new prints.

It is difficult to say at this time, and buyers are themselves undecided, as to whether figures or stripes are going to be the better. Something may be inferred from the fact, however, that figures are talked about more than stripes and hairline squares and small checks. Some effort is made to put the latter forward, but buyers seem to think that checks are too much like gingham to warrant consideration, and they seem to be cautious on squares.

Judged according to the orders booked, woven figures in madras in self and contrasting colors, and prints with well-covered grounds with contrasting color figures have received the preference.

Numbered among the novelties for fall are shirts with overlaid patterns in honeycomb weaves, having the appearance of latticework in light and color effects on dark grounds. They are decidedly rich and novel. Also damask madras and mercerized madras in dark colors, self patterns. They are much like the fine fabrics at present modish in ladies' shirtwaists in the white. Another novelty is madras broche, which is a satin-striped fabric, the stripes alternating with cord stripes, both on a dark ground, the satin stripes being self-

colored, while the contrast is obtained by cords and figures.

Fall flannels have been enriched in pattern by woven stripes in colors on light and tint grounds, the woven stripes showing in subdued colors and contrasting with bright color stripes in mercerized and pure silk in golden browns, cardinal, blue and other brilliant colors.

One of the most fetching colors of the new season in grounds is described as a gray blue.

Winter negligees are shown in woven and printed fabrics of a heavier texture than formerly. They are destined to enjoy a good run, and the makers are sanguine of big business on their new negligees.

Pleated fronts are shown in a greater variety than for the present season in both woven and printed fabrics, light and dark grounds.

While much has been said about dark grounds, it must not be forgotten that the light grounds will continue to enjoy the favor of the gentleman who goes in for neat, dressy shirts.

The coat shirt has been brought into greater prominence by introducing in negligees and stiff fronts in fancy fabrics, and if it receives the right sort of pushing from retailers it should prove a good business winner.

Fall lines of pajamas will show a great diversity of treatment over last year. They are shown in both light and dark woven fabrics, madras, chevot and a new fabric of mercerized warp and linen weft which closely resembles pongee silk. They are also shown in high-priced ranges in pongee and habutai silks trimmed quiet elaborately with silk cord.

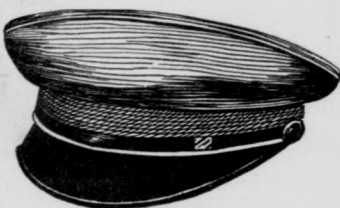
The demand for separate cuffs has been interfered with slightly by the introduction of shirts with attached cuffs, although wholesalers think that this will right itself the coming of hot weather, when supplementary orders for cuffs will revive business.

The absence of freak collars this season has been a benefit to the trade and a healthy demand for staple styles continues, with the double-fold and wing collar, still enjoying the preference.

It is said that an acre of good fishing will yield more food in a week than an acre of the best land will yield in a year.

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.



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.

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
DEAL CLOTHING CO.
TWO FACTORIES
WHOLESALE MANUFACTURERS.
GRAND RAPIDS, MICH.

How About Coolie Cloth?

Last summer and the summer before there was quite a large business done on canvas shoes of different descriptions, both in high cuts and in Oxfords. The question is, will this style of footwear continue in popularity this season? Many of the jobbers and manufacturers are showing quite a large assortment of attractive styles of these goods. It is noticeable, however, that the new effects and the largest variety are being shown in the men's and not in the women's.

The writer has talked with a number of jobbers and manufacturers on this question, as well as with some of the more prominent retailers, and the consensus of opinion seems to be that there will undoubtedly be a much larger business done on men's footwear of this character than on ladies'. There does not seem to be any especial reason assigned for this opinion, but simply that it is in the air, and that it is so general that it probably can be relied upon with considerable faith.

Canvas shoes are in many ways practical and very comfortable in summer. They can be purchased for a very small sum and while, of course, they can not be used for all occasions, and are not particularly adapted for going to church and functions of that nature, at the same time they are very easy on the feet and for all outdoor use, and sports which do not require rubber sole shoes, they are very nice. Many men say that they have had a great deal of comfort and a reasonable amount of service out of them when used for every day work, such as wearing about the store or office.

On the whole, it seems fair to predict a good deal of business on canvas shoes this summer, especially in men's. The feeling seems to be that the women's will not be as popular as they were last season, although there doubtless will be many of them sold. But these goods must be classed very much with the Oxfords. If we have a hot dry summer they will sell; if we do not, they will not sell.

Giving Way to Modern Progress.

The custom tailor has not much left nowadays of his once aristocratic prosperity, but the ready-to-wear people are evidently determined to take from him even the remaining vestige of precedent-bound patronage. The Easter frock coat is one of the few remaining garments which has formerly been considered, even by converts to the perfect ready-to-wear clothing of to-day, a matter of too great sartorial importance to be entrusted to the ready-to-wear people. But now even this hallowed tradition is being treated with scandalous dis-

respect by almost every advertiser of ready-made clothing. Too, too soon even this custom-made stronghold will have been carried by modern vandalism in the shape of ready-to-wear clothing. It is sad, but it is nevertheless satisfactory. The custom tailor is one of the old methods, which must, and is giving way to modern progress. One of Wanamaker's advertisements is interesting in connection with the above. It said, in part:

The difference between ready-made and tailor-made nowadays is largely a matter of fuss and fitting; the rest of it is tedious waiting and guesswork as to whether you will like the fabric as well after it is made into a suit as you liked it in the piece goods on the roll. Fine tailoring can be done on a ready-made suit just as well as one made to order. The Wanamaker policy of improving clothing to the utmost has impelled the most expert tailoring for the making of the finer clothing. The matter of fit is provided for by the enormous variety of size proportions carried in stock. The little details necessary to make a suit conform to a peculiarity of figure are arranged by an expert tailor, just the same as if you were trying on your suit that had been made to order. Thus in Wanamaker clothing you get the utmost style, the very highest character of fabrics that are made at home or abroad—strictly all-wool and thoroughly sponged before cutting; you get the most expert tailoring—every garment is silk-sewed, collar hand-padded, the buttonholes hand-made; with linings as luxurious as you wish to select, and you also get a perfect fit, and yet have the suit sent home promptly for immediate wear.

The Problem of Cancellation and Returns.

We have yet to find any clothing manufacturer who, if because of any calamity or if a sound business cause is given, would not do his best to accommodate his customer and permit him to revise or even cancel his order if it has not been made up; this, if the cause is sufficient. The shrewdest manufacturers realize that the healthy condition of their customers business is the foundation of their own success. That they can not overstock the merchant without its reacting upon them. That they can not sell him old styles or "failures" without it coming back to them. No retailer has much use for stickers, and the house or salesman who tries to unload such merchandise only find that, like the Indian boomerang, such practices come back home with disastrous effect. Selling satisfaction is the thing which counts to-day. The goods right, not too many at one time, the methods fair, everything right. Their success comes, and it is such houses, both retail or wholesale, who are growing tired of the existing abuses. These firms

have a system; they have organizations and they do not want these clogged by the mistakes of others. Cancellations and returns are only other names for mistakes. Somebody erred, and the frequency of these errors shows that a good many men need to be punched up. As Josh Billings said, only a fool makes the same mistake twice.

Let every merchant and salesman take off one hour and discuss with his advisers the disadvantages of returns and cancellations. It affects every one. We shall have more to say about this, but did you ever stop to think that if every one was as clever as the cleverest how easy it would be to do business if all were merchants? Is it not true that the mistakes of your competitors make you very serious losses during the year? Returns and cancellations are hurting you, either directly or indirectly, and in future issues we will endeavor to point out what a canker it is.—Apparel Gazette.



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.

ALABASTINE

is a unique wall covering—it is durable, sanitary, and produces beautiful effects. May we submit suggestions for decorating, free of cost? Don't use unsanitary glue kalsomines or poisonous wall papers.

ALABASTINE CO., Grand Rapids, Mich.

Ellsworth & Thayer Mfg. Co.
MILWAUKEE, WIS.

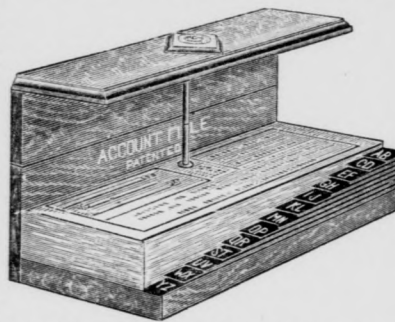


MANUFACTURERS OF

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



Account Files

For petty charges of the busy grocer. Different styles. Several sizes.

THE SIMPLE ACCOUNT FILE CO., Fremont, Ohio

500 WHITTLESEY STREET

PAN-AMERICAN GUARANTEED CLOTHING



WILE BROS. & WEILL BUFFALO, N.Y.

stands the light—it bears critical inspection.

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

"A New Suit for Every Unsatisfactory One."

We've put the union label on it, too—we can sell better finished clothing now for our old prices.

Men's Suits and Overcoats

\$3.75 to \$13.50.

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

Every line with a little extra profit to the dealer.

Detroit office at 19 Kanter Building has samples—salesmen have them, too.

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



PLEASING PATRONS.

Some of the Means Employed by Department Stores.

What will the department stores do next in the way of attracting patrons and entertaining them after they enter through the swinging street doors? The question is one that many persons are asking.

Some thought that the climax was reached a week or so ago, when one store gave an automobile show on its 'steenth floor, which in area is something like Madison Square Garden. There were automobile races, and those persons who desired enjoyed free rides in fast machines. It was a departure, and a startling one, but the managers of half a dozen rival stores would never be quiet while any one said that it was a climax.

There was a time when the big stores were content with offering extraordinary bargains. Then came all manner of conveniences—ladies' parlors, where one could meet and entertain friends; free delivery to every part of the city and suburbs; restaurants, with bargain counter meals; something for nothing at the food sample counters; free delivery of goods at one's home, if one lived this side of Albany. All this and more the department stores have been doing for years.

Then came the free show idea. At first it was intended as a reward for the women who ventured out on rainy days. They could come to the store in the morning, have luncheon in the store restaurant, attend a concert in the store theater, and go home absolutely happy, and it is to be hoped with a bargain or two under their arms.

One big store had a show recently which did not appeal to suburban husbands. It was a city flat, furnished from parlor to kitchen in the finest things from every department.

"I saw a dream of a flat to-day," said Mrs. Hackensack when she met her husband on the ferry. He, tired from a hard day at the office; she, flushed and excited and happy from the unusual activity and change of shopping.

"Thought you were going to give all your time to shopping to-day, and leave the calls for next week," he said.

"Oh, I didn't call; the flat was in Blank's department store."

"And who lived in it?"

"No one, you silly man," she laughed.

"It was a sample flat, set up to show how beautiful a little home in the city could be made. It was charming—and—Henry, don't you think we might move back to town in the fall? This traveling in and out every day is so hard on you—and that flat was a beauty!"

Mr. Hackensack will hear more of that beautiful flat and the advantages of moving back to town.

The department store concert usually begins at 2 in the afternoon, on the floor devoted to musical instruments, and lasts a couple of hours. Women are attracted to it in various ways: They hear the music while buying foulard silk at 50 cents, or 44-inch lace striped grenadines at 72 cents, which, as any woman knows, are wonderful bargains. They are passing out, perhaps, when a floor walker suggests, "There's a concert this afternoon on the fourth floor, madam, won't you go up for a little while?" Sometimes kindly saleswomen suggest the free concert. Anyway, the available chairs are usually filled from the first number to the last.

Perhaps it is an orchestra that plays a varying succession of melodies from

noon until 5 o'clock. Then the crowd changes from time to time, although there is nothing to keep a "real lover" from sitting through the entire concert.

The concerts are intended to entertain, but the chatter is almost as great as it is in other parts of the store. When women who know each other meet in the land of bargains they are bound to talk:

"Oh, Mrs. Smith!"

"Why, Mrs. Jones!"

"I'm glad to see you!"

"I'm delighted to see you!"

"Isn't the music fine!"

"Grand!"

"What is it they're playing?"

"I've heard it somewhere before—'Chinese Honeymoon?'"

"Oh, no; that's from 'The Silver Slipper,'" says the other, with much assurance.

Then they look at the programme, to find that it is a symphony by Beethoven.

Just then Mrs. Brown comes sweeping into the music room, looking a little tousled from her morning fight after marked-down things. She sees her two friends and makes for them.

"Did you get one of those peau de soie waists?" she cries, in answer to their greetings.

"Marked down from \$4 to \$2.17. They are the gr-reat-est bargains in the whole store."

"Where? Where?" exclaim the two women in concert. "Where are they?"

"In the basement, near"—. But they wait for no more. The music is forgotten. What is Beethoven compared with peau de soie at \$2.17!

One concern which makes mechanical devices for playing the piano recently gave a recital in their store, at which a tenor from the Metropolitan Opera House sang several selections. Pipe organ concerts are common in the display room of another concern. Still another big store fitted up a small theater, with orchestra chairs, a stage, curtain, scenery and all that. For a number of weeks they gave entertainments every day, varying the programme three times a week. One of the largest stores is a show in itself at Easter and other holiday times. It is well designed for decoration, and the man in charge is really an artist. Large sums are spent several times a year in bunting and ribbon and flowers, which turn the store into a fairy

place. Women who see it go home and tell their friends, and the harvest is immediate and manifold.

In several stores the sporting goods departments are giving shows of various sorts just now. Golf is going to rage again, and one can learn the game in the very room in which he buys his outfit. That is, they say one can learn it there. Physical culture shows are common, and several strong men are drawing department store salaries.—N. Y. Tribune.

Wrong Foot Out of Bed.

About half the world puts the wrong foot out of bed in the morning. But which is the wrong foot? It is superstition as old as the hills that if the left foot touches the floor first you will have bad luck that day. Probably multitudes of men avoid this by sleeping on the right side of the bed, so that in rising the right foot naturally comes first in contact with the floor. It is said to be a fact that most people lie on their right side because of the prevalent notion that the heart has freer action.

It does not take much flattery to make small men feel big.

THE OLDSMOBILE

Is built to run and does it.

\$650



Fixed for stormy weather—Top \$25 extra.

More Oldsmobiles are being made and sold every day than any other two makes of autos in the world. More Oldsmobiles are owned in Grand Rapids than any other two makes of autos—steam or gasoline. One Oldsmobile sold in Grand Rapids last year has a record of over 8,000 miles traveled at less than \$20 expense for repairs. If you have not read the Oldsmobile catalogue we shall be glad to send you one.

We also handle the Winton gasoline touring car, the Knox waterless gasoline car and a large line of Waverly electric vehicles. We also have a few good bargains in secondhand steam and gasoline machines. We want a few more good agents, and if you think of buying an automobile, or know of any one who is talking of buying, we will be glad to hear from you.

ADAMS & HART

12 West Bridge Street, Grand Rapids, Mich.

EAGLE HIGH TEST LYE

Standard of 100% purity. Powdered and Perfumed.



Established 1870

on can wrapper. Write for booklet of valuable information. For spraying trees, vines and shrubs it has no equal.

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

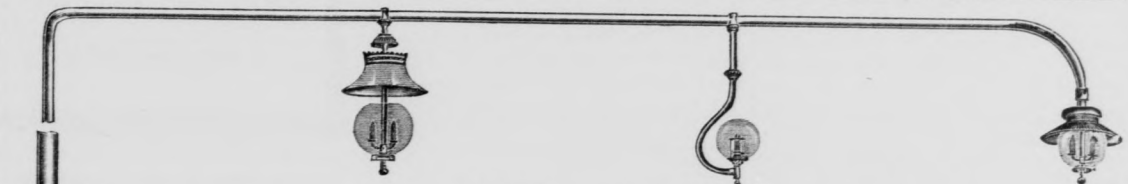
One Handsome Giant Nail Puller

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



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.

Shoes and Rubbers

Decidedly Novel Way of Reaching Your Customers.

I was discussing the other day with a newspaper man the many uses of the telephone and he took the position that that hard worked little instrument could be made to serve a purpose to which it was seldom, if ever, put. I asked him to tell me to what he referred, and he replied that retail dealers in almost every line of business could employ it profitably in systematically advertising anything to which they desired to attract attention. For instance, he said, it could be made a very direct way of issuing invitations to spring and fall openings, to special sales and, in fact, to any event that could be advertised by means of printers' ink.

I demurred to this on the ground that if every business man in town were to adopt the telephone as an advertising medium life would become unendurable to telephone subscribers and that the latter would soon order the instruments to be taken out of their homes. He did not seem to share this view of the matter with me, or even to allow that it had any weight, for he contended that all sorts of advertising were more or less a strain on the eye, if not on the ear at first, but we soon got used to novel forms of attracting attention and then they no longer annoyed us. This was, however, one of the defects of certain methods of advertising, as they soon lost their novelty and therefore made less of an impression than they once did.

"But suppose your objections were well founded, and that the universal use of the telephone as an advertising medium should eventually prove a nuisance and had to be discontinued?" he breezily went on arguing, "my advice to an enterprising merchant would be to take up this effective means of gaining publicity at once and thus be the first to make use of advertising by telephone. If the subscribers along the line kicked let them do it when the other fellow had hold of the phone and you were busy with customers. Two-thirds of the value of any sort of advertising depends upon its novelty, and the man who is first in the field usually gets the cream of the business.

"How would such a system be worked? Something like this: Let us suppose you have just opened up a big line of new shoes, we will say low shoes for the warm weather. The ordinary way to announce this fact to the shoe-wearing people of your town is to put a tersely worded, well displayed advertisement in the daily paper. Now, I make my bread—and butter—on just such a journal and I do not want to say anything that will discourage you or anyone else from using its columns when seeking publicity, for my little idea would be supplementary to newspaper advertising and could never take the place of it.

"Suppose, now, the weather opened up favorably for low shoes and you wanted to attract attention to your stock of new goods—to make hay while the sun shines, to put it pretty literally. What would be simpler than to take your telephone book and to go systematically about calling up everyone served by your exchange, telling them in a chatty sort of way very much what you say in your advertisement in the daily paper? You could sketch out in a few words what you would like to say to each, varying your tone and style of

opening the talk according to the man or woman at the other end of the line. In the homes of customers you could call for a certain member of the family who usually did the shopping for or with the others; in a store or office you might call up Mr. This or Miss That, who is employed there, and run through your fifty or sixty-second 'talk,' and with a pleasant good-bye send them back to their work with no chance to get angry at the interruption.

"The success of such an experiment would depend, remember, entirely upon how it was performed. You are not to allow your hearer to suspect that he or she is but one of a thousand who were being 'held up' for a new form of advertising, which, of course, would be very apt to spoil your plan of campaign. The whole thing should be made to appear as spontaneous as meeting a friend on the street and after shaking hands with him inviting him around to see you whenever he wanted something in your line. This is done every day among acquaintances and the interruption is never resented. But if your friend were to find you stopping every man and woman on the street in this way he would be very likely to see through your scheme and possibly avoid both you and your store in the future.

"In calling up subscribers along the line you could adopt a bit more familiar style with your customers and acquaintances than with strangers; with the latter you would have to employ the greatest diplomacy, for it is always among them you expect to increase your trade. An unknown man or woman, like the unknown quantity in mathematics, is something that takes a great deal of deep thinking to reach, and in handling them you require to use greater skill than with your friends. For this reason it would be advisable to put the latter first on your list and after you had acquired some experience in this sort of advertising you would be in a better position to deal with the others.

"Two things, however, must be insisted upon in these communications. First, a pleasant, cheery tone and a contagious good humor in making your announcements; and secondly, the utmost brevity. No more than a minute need elapse from the first words: 'Ah, is this Mrs. Smalfeet?' to the final 'that's all,' or 'good-bye.' If you can say your say in half a minute so much the better impression you will make.

"Now, Mr. Shoeman, just give this suggestion of mine a fair trial. It can not result in harm and may prove another new trade winning idea that you can use to advantage."—Shoe Retailer.

The Kent County Savings Bank

Deposits exceed
2 1/2 million dollars.

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

The banking business of Merchants, Salesmen and Individuals solicited.

DIRECTORS

Jno. A. Covode, Fred'k C. Miller, T. J. O'Brien, Lewis H. Withey, E. Crofton Fox, T. Stewart White, Henry Idema, J. A. S. Verdier.

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

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.

Here Is One That's Right

Solid throughout

Bellows
Tongue

Kangaretta Stock
Seamless
Pattern

Price, \$1.50.

GEO. H. REEDER
& CO.

Grand Rapids, Mich.



Stock No. 159.

\$1.50 \$2.25

We have added several new and very desirable shoes to our line. If you consult your own interests you will see them before placing your orders. Do not try to do business without our famous 104 Ladies' \$1.50 shoe; also our Men's 615 Patent Colt with seal top, a perfect gem at \$2.25. Sells readily at \$3.50.

Walden Shoe Co., Grand Rapids, Mich.

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.

A Few Pointers for Shoe Clerks.

When you went to your boss and asked him for a position did you tell him that you had more brains than J. Pierpont Morgan or Russell Sage? No; you asked him if he could give you a position. He gave you one and expects you to work for his interests. If you are put to work taking care of stock, you should learn in a week's time where all this stock is kept.

If you are put to work selling goods, go through your stock, master it and inside of a very few days you ought to be able to lay hold of any style that is carried.

If you put your hands in your pockets and wait at the door for customers, your boss will form a very adverse opinion of you right at the start. Because you worked for Brown & Co. across the street for two years is no reason why you should know all about your new job at Smith & Co.'s in ten minutes.

There may be a time when your new boss will want a manager, so learn his business. Find out all the little details. There are many successful business men, but they do not all operate on the same lines. Get all the information you can. It won't hurt you. It will help you later on.

I saw a case to-day. A man was in the men's shoe department looking for a pair of the old-style lace congress. The clerk was supposed to be "up to snuff," and thought he knew his business, so told the man that what he was looking for had not been on the market for many years. The man strolled away and in passing the women's department stopped with his wife to look at a few shoes on the sales table. He was politely asked if there was anything that could be shown him. Then the man told this clerk what he had been looking for, saying his wife was only looking. In five minutes this clerk had his money. He asked him what style shoe he liked and found out the size and went and got it. "But," says the customer, "I want the elastic sides."

"That will be all right," says the clerk, "we will fix that." He fitted him a pair of plain toe vici bals, which was the style he liked, then told him he would have elastic sides in them in two hours. The sale was made, the house was ahead, and the customer perfectly satisfied.

Now why could not the first clerk have done this? Because he was watching the clock and waiting for pay day. The other fellow was onto his job.

Whatever comes up in the store do not go to the boss and ask him if you should do this or do that. Use your head. If the boss has got to tell you everything you have to do, you are not worth over two dollars a week, because he can get boys at that price to do what he tells them. Be a man. Just think that at some time you may have a store of your own. Then you won't want to go to some other dealer and ask him what you shall do.

Learn your business. You may be smart, you may be bright, but catch onto the rudiments. I met a man to-night, a personal friend of mine. He told me his wife had been working for a concern and drawing forty dollars a week. This firm wanted her to go to San Antonio, Tex., to start a store. She said she would go if they would give her husband a job. But her husband got no position and the wife did not go. Why was this? They knew the woman. She

had demonstrated her worth. The husband had not done so.

People in this century are not buying dead timber. They want to know where they get off at. It is business and you can not blame them.

Whatever you are employed at, go at it with a will. Do it with some show of energy. These bosses are not dead ones. If they were they would not hold or get their jobs. Be a good fellow, but watch out for business.—Shoe Trade Journal.

The Real Cause of the Trouble.

An interesting conversation was recently overheard in one of the largest shoe stores in Philadelphia. One of the floor men came up to the manager of the department with a shoe in his hand, saying the lady who bought it could not wear it because a lump had formed in the sole of the shoe right under the ball of the foot. The shoes had been worn considerable, and when the manager examined them he said at once that there was no lump in the sole, but the floor man declared there must be one somewhere on the inside cork filling of the sole. The manager instantly cut the sole open, saying to him that he wanted to prove that he and the customer were wrong, which was proved as soon as the interior was exposed, showing that the woman's stocking caused the trouble or that the shoe was too tight, and had been fitted wrongly. The manager said: "Show the lady this, and give her another pair of shoes, as she is a good customer, but do not jump at conclusions hereafter."

It was convincing evidence to the clerk that the manager knew his business.

Will Oxfords Be Popular?

This is a question which it is difficult to determine in advance, but which nevertheless is one of considerable importance to every shoe dealer. The general feeling among the trade seems to be that they will be popular and that the sale this summer will be large, much larger than they were last year. There is, however, perhaps no branch of the shoe business which is influenced to so great an extent by the weather as is this particular one. If it is a cold wet summer people will not wear Oxfords and no amount of crowding and salesmanship can create a lively sale. On the other hand, the fact that in many sections last year the season was so poor would naturally tend to an increase in the sales this summer on the theory that Oxfords of themselves are a popular style of footwear and that many people were prevented from buying them last year, which would make them all the more ready to do so this season.

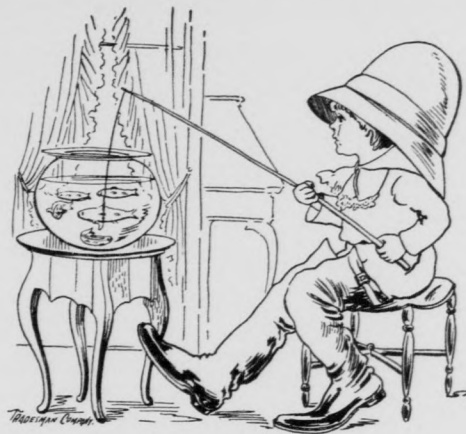
Point of View.

"After all!" sighed the old bachelor, "this world is but a gloomy prison."
"Perhaps it is," rejoined the happy wife and mother, "to those who thrust solitary confinement upon themselves."

Steamship Tickets



to British, Scandinavian, Finnish and all Continental and Mediterranean points direct. South Africa, Central and South America, Hawaii, Japan, China, The Philippines and Australia. Lowest current rates. Address W. C. BLAKE, Ticket Agent Union Station, Grand Rapids, Mich.



A time for work
And a time for play;
The first of May
Is fishing day.
Therefore prepare ye for the fray.
Buy sporting boots without delay
Of GLOVE BRAND, as you ought to know
To the angler comfort they do bestow.

Price Reduced to \$3.46 Net.

HIRTH, KRAUSE & CO.
GRAND RAPIDS, MICH.

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



Your Customer

Is particular when it comes to selecting a pair of Sporting Boots. They must be comfortable, practical, durable and strong. The kind The Boston Rubber Shoe Co. makes will suit. Order now.

RINDGE, KALMBACH, LOGIE & CO., Ltd.
Grand Rapids, Mich.

BUY GOLD SEAL

TROUTING BOOTS

Lightest and Best Made.

Goodyear Rubber Co., Milwaukee, Wis.

W. W. Wallis, Manager

Use Tradesman Coupons

SOLD SHOES.

Story of a Dealer Who Did Not Advertise.

It was in the mind of Margaret O'Maha to purchase a new pair of shoes.

She had finished up the lunch dishes in the kitchen of Mrs. Ransome Theodore, wife of the firm of Ransome Theodore & Co., dealers in hides, tallow, beeswax, neat's foot oil and curled hair.

I say that Mrs. Theodore was the wife of the firm because Mr. Ransome Theodore was all that there was to it. The "& Co." was a bluff so old Ransome could have some one with whom he could pretend to consult on important commercial matters. For instance, when he wished to force a "lame duck" of a debtor and still pose as a tender-hearted old business man, he could be forced to a disagreeable duty by his hard headed business partners.

But then that has nothing to do with this tale, as neither Ransome Theodore nor Mrs. Ransome Theodore, either of them, figure in this history any more than does Mrs. Ransome Theodore's kitchen.

Margaret O'Maha looked reflectively at her foot, wiggled her toe, to be sure there was a hole in the bow of her shoe, turned her foot on one side to see how badly off the sole was, wiggled the whole foot, gazed at the run-over heel, put her two feet together, toes up, legs stretched straight out in front of her, and made up her mind.

There was no way out of it. She must have them or she would be ashamed to take a single two step (if such an expression is allowable), at the second assembly of Hod Carriers' Union No. 13.

That was the reason she went down town.

There were nine shoe stores in Kelcey, three of which advertised in the Kelcey Evening Whisper and all of the weeklies besides, four of which advertised in a limited way only in the three weekly papers, only occasionally using the daily, one of which had merely a card in one weekly, never changed from year's end to year's end, and one which did not advertise in any way except by an occasional board sign of home manufacture, and by giving 500 calendars away on New Year's day, and 500 fans, equally divided between the three days of the county fair and the visitation of the circus.

It was to this last mentioned store that Miss O'Maha went without even a glance at the show windows of the other stores. There was no reason why she should go there.

Terrance Gotovi, he of the Polish father and the Irish mother, was a clerk in that store which goes to show that there are many ways of advertising, but does not directly have to do with the story, but serves to fill up space and keeps you guessing about the plot.

Margaret pushed rapidly on past the store without glancing toward it even, until she was almost by when her attention was apparently arrested by something in the show window.

She stopped, with apparent reluctance, as though she had scarcely the time to thus gratify her curiosity, went over and gazed in the window for a moment.

The window was trimmed with a fine assortment of tennis slippers and bala and canvas base ball shoes, but she seemed to get the required inspiration and hurried into the store.

Now if she had not done this little maneuvering, Terrance would have been in the back part of the store sorting insoles into the sized slots of the insole case, and old A. S. Kinner, the proprietor of the place himself would have been on guard, but Terrance, who always had an eye to the front, in the short time occupied by Miss O'Maha in checking speed, coming about, heaving to and gazing into the window, had strolled to the front and was ready to receive her when she came in.

Of course you're beginning to get on to the plot a little now.

Good afternoon, Miss O'Maha, said Terrance.

Good afternoon, Mister Gotovi, responded Miss O'Maha.

You don't mean to say you need a new pair of shoes, Miss O'Maha?

Perhaps I do, an' then, perhaps, I do nawt. I hope you don't think I was just after comin' in to ask was you goin' t' the ball.

I hoped so, Miss O'Maha.

In-deed! Well, then, I'm not.

And why not?

Because I'm nawt, that's all.

Then I won't go myself.

You will not?

I will not.

And why not?

I'll not make you vain by telling you.

Then you'll not have to confess to a lie some Friday night.

I wouldn't anyway.

Yes, you would.

Oh, no, I would not.

Well, make me vain, then.

Shall I?

You may if you wish.

Well, then, what good would the ball be to me with the only really good dancer in the town not there.

In-deed! And is that a complement or intended as su-ch?

No, it's but the truth.

Then I'll not be spoilin' your en-joyment, for I was only fool-in'. I shall be there whether ye air or not."

Then so will I.

They couldn't keep ye away.

That's true. They couldn't, but you could.

Now, stop your blarney an' show me the shoes.

You think I have forgotten the size, don't you?

Of course ye have.

A Business House Should be Business Like

IT certainly is not business like to write business letters with a pen. Nearly every business firm of any magnitude has discovered this some time ago. There are a few, however, who continue to plod along in the old rut.

A Fox Typewriter will change all this for you. It is a very



easy thing to learn to operate the machine, and soon becomes a pleasure. The Fox Typewriter is simple, durable,

easy to operate and is the embodiment of more practical features in typewriter construction than any writing machine yet produced. It will last you a lifetime. Our free trial plan enables anyone to try the typewriter for ten days. Let us acquaint you with it. New 1903 catalog free on request.

The Fox Typewriter Co., Ltd.
350 N. Front St., Grand Rapids, Mich.

There is Comfort

Mr. Retailer, selling our own make of Shoes. No trouble, no kick, no complaint. Shoes are right. For comfort, sell our shoes.

Herold-Bertsch Shoe Co., Grand Rapids, Mich.
MAKERS OF SHOES

For \$4.00

We will send you printed and complete

5,000 Bills
5,000 Duplicates
100 Sheets of Carbon Paper
2 Patent Leather Covers

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

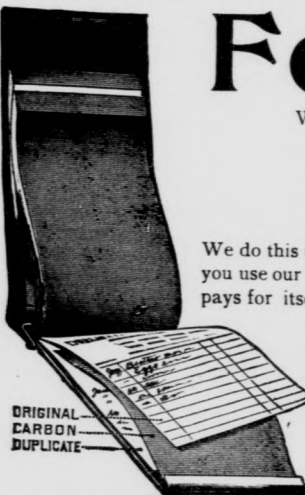
A. H. Morrill, Agt.

105 Ottawa Street, Grand Rapids, Michigan

Manufactured by

Cosby-Wirth Printing Co.,

St. Paul, Minnesota



Best on Earth
S. B. and A.

Full Cream Caramels

Made only by

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

Housecleaning

The spring house, store and office building cleaning season is now with us, and all retailers will find a good demand for Brunswick's Easybright. This is a combination cleaner that will clean all varnished and painted 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.



It is cheaper and will do more work than any and all other cleaners. A quart can that retails for 25 cents will clean forty yards of carpet. All retail merchants will find it to their interest to put a case of each size of these goods in stock. The free samples and circulars packed in each case, if passed out to acquaintances, will make customers and friends. For sale by all jobbers.

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

But I haven't, it's three, B.
Go long wid ye. Ye're tryin' to flatter me. I never pinch my feet into no threes. I'm no Chineese. I could wear threes, 'tis throe. But I will not. Give me three and wan half.

Would you have the B or the C?
Give me the Say. It's comfort I want. Here is a nice thing. The same as Mollie McGrath wears.

Well, then, please don't show thim to me, Mr. Go-to-vi. It's of no importance to me what she wears.

Of course, Miss O'Maha, she could not wear this size.

Let me see thim.

Isn't that a beauty?

What sort of a size is this printed in here? Two thousand four hundred and twenty-six on the top for nu-mer-a-tor, and six thousand five hundred and seven for the de-nom-e-na-tor? Do they be printin' thim in fractions these days? That's what they call the stock number, Miss O'Maha, and the size is in it. It's like this:

2426
—
6507.

You take the first two numbers on top and add them together and divide by two for the size. Four and two are six. Divide by two is three. If there is a naught next that is the size; if there is a two it means one-half. Three and one-half, you see.

Isn't that in-jane-yus? And did ye get it up, Terrance?

Well—eh—not altogether, Margaret, but somewhat. And what do the other figures mane?

That's the width. Divide the first figure by two. Two's into six and you have three. A is 1, B is 2, C is 3, and there you are, three and one-half on the C last. And Terrance tried them on to Margaret's plump foot, where the 6½ E fitted as though the foot had been moulded into it, and she went away happy, leaving one week's wages as recompense. A good many girls beside Margaret O'Maha went to the ball and a good many of them bought their shoes at A. S. Kinner's, and yet the old man does not advertise.—like N. Fitem in Boot and Shoe Recorder.

Some Facts About the Manufacture of Toothpicks.

There is one article of manufacture that is used so extensively in the United States that no one has an idea of the annual quantity consumed, namely wooden toothpicks. According to an expert, the number is simply incalculable. Millions upon millions of the tiny wooden slivers are turned out every year from American factories alone, and on top of this tremendous output come importations from Portugal and Japan and other countries nearly as large as the domestic product.

Most of the American toothpicks come from Franklin county, in Maine, near the forest home of the white birch, out of which 95 per cent. of the domestic toothpicks are made. This wood is soft and pliable and of admirable resistance for the purpose for which it is used. Whole mills in Maine are devoted to supplying the country with toothpicks, and in the industry is to be found some of the finest and most intricate of machinery. So tremendous is the output of these machines that in a brief season, during the spring, enough toothpicks can be made to supply the markets of the entire country for the year to come.

A further idea of the capacity of the machines may be had from the fact that

only 100 men are necessary to operate and run all the mills in Franklin county. Other mills of this kind are scattered throughout Pennsylvania and Massachusetts and Western New York, but the real home of the toothpick is in Maine.

White birch is not the only wood used for the domestic toothpick, maple and poplar are employed as well, but birch has the property of retaining its forest odor and sweetness.

The felling of toothpick trees is only incidental to the regular lumber work of the Maine forestry. No especial men are sent out to hunt up suitable trees. But whenever the foreman of a gang of woodsmen comes across a tree especially adapted to toothpicks he orders it felled and laid aside. The branches of the tree are then trimmed and only the trunk itself is transported to the mills. There the bark is skinned and the naked trunk is run through a machine which severs it into veneers.

Veneers is the technical expression for thin strips of wood no thicker than a piece of blotting paper and no wider than the length of a toothpick. Once the trunk has been cut into these sheets of wood, only one process remains to turn out the toothpicks fit for packing and shipping to market.

The veneers are fed into a second machine supplied with sharp, rotary knives that whirl at tremendous high speed, snipping the veneers into toothpicks at the rate of hundreds of thousands an hour.

It is only the so-called fancy toothpicks that is not made in this country. In Portugal, from where most of the orangewood picks are imported, the sticks are sharpened by young girls, who, in return for turning out picks sharp as needles and smooth as ivory, are paid there cents a day.

The Japanese toothpicks are made of fine reeds, and are distinct from those sent to this country by the Portuguese manufacturers. A Japanese toothpick is delicate and thin as tissue paper, but nevertheless strong and pliable. The Japanese toothpick maker earns even less than Portuguese fellow-craftsman, his remuneration being but a fraction more than two cents a day. In short, 1,000 toothpicks may be bought in Japan for as much as it costs only to pack and box 5,000 American make.—New York Times.

Retailers

Put the price on your goods. It helps to SELL THEM.

Merchants' Quick Price and Sign Marker

Made and sold by

DAVID FORBES

"The Rubber Stamp Man"

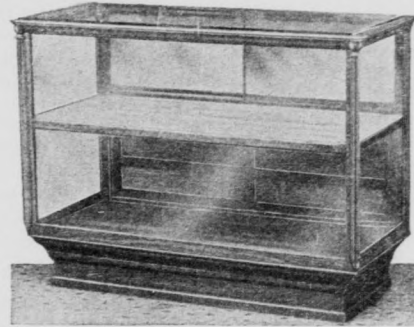
34 Canal Street.

Grand Rapids, Michigan

Oleomargarine Stamps a specialty. Get our prices when in need of Rubber or Steel Stamps, Stencils, Seals, Checks, Plates, etc. Write for Catalogue.

Grand Rapids Fixtures Co.

A
new
elegant
design
in
a
combination
Cigar
Case



Shipped
knocked
down.
Takes
first
class
freight
rate.

No. 36 Cigar Case.

This is the finest Cigar Case that we have ever made. It is an elegant piece of store furniture and would add greatly to the appearance of any store.

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

Wall Papers

Newest Designs

Picture Frame Mouldings

Newest Patterns

High Grade Paints and Oils

C. L. Harvey & Co.

Exclusively Retail

59 Monroe St., Grand Rapids, Mich.

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 order 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

WORLD'S BEST

S.C.W.

FIVE CENT CIGAR

ALL JOBBERS AND

G. J. JOHNSON CIGAR CO.

GRAND RAPIDS, MICHIGAN

Woman's World

Women Should Mingle a Little Reason With Their Saving.

As the years go by I am more and more convinced that, with women, economy is the root of all extravagance. When one runs up a bill that simply paralyzes her or goes dead broke before her allowance comes in, nine times out of ten it is the direct result of her conscientious effort to economize. That this proves a boomerang does not discourage her, however. On the contrary, she simply wraps the mantle of conscious self-righteousness about her and wonders what on earth her poor family would do if they did not have her to manage for them.

Economy has always been woman's pet virtue—the one quality on which she prided herself—and each and every one of us is firmly convinced that we alone thoroughly understand the fine art of financiering. We are willing to admit that we do not know it all in other directions; that we make mistakes and failures in other affairs; but I have yet to meet the woman who did not think she was a better economist than Russell Sage and who was not mortally offended if you even hinted that she was extravagant or wasteful.

That is the one subject on which every woman feels that she is man's superior. The one thing she can never understand is the reckless way in which a man buys the thing he wants at the time he wants it, and by what miracle her husband kept out of the poor house before she took charge of his pocketbook keeps her guessing from the altar to the grave.

This making of a fetish of economy is what leads us into most of the quag-

mires into which we fall. The first and most obvious—the one in which a million women annually come to grief—is the bargain counter. Never was there a greater mistake than to imagine that a woman loves a bargain because it is cheap. To a unit we hate cheapness and we would far rather have something exclusive and high-priced, but we are simply victims to the mania that it is a deadly sin to pass by anything that has been marked down from \$1 to 99 cents.

Mrs. Smith buys some towels for 50 cents. On bargain Monday we go down town and after a struggle, in which our dress is torn and our corns trodden upon and our nerves wrecked, we succeed in getting similar towels for 48 cents. "Ha," we reflect, "Mary Smith never did have the slightest idea of economy, anyway, and it is a wonder she has not ruined her husband long ago with her extravagance," and it is only after the towels come home and we remember that we are oversupplied with towels and that there is not a place in the house to put them, not a drawer, nor an armoire that is not crowded with previous bargains for which we have no use, that we begin to wonder when a bargain is a bargain.

Every now and then, too, some prophet in Israel arises and tells how one can economize by buying their things out of season, getting summer muslins in winter and winter flannels in the dog days. It sounds alluring and reasonable. Most of us have tried it, and that no woman has yet committed suicide when she got out her season-before bargain is a signal proof of woman's fortitude under harrowing disappointments. There is just one infallible rule you can depend upon in such matters: Whatever you buy will be the

thing you do not want. If you buy a tight sleeve in the summer, by winter fashion will demand balloons. If you get a full skirt, everyone will be wearing skirts that fit like the paper on the wall, and you can never know why you banker after the latest style until you find yourself loaded down with last year's birds' nests that make you look like a perambulating back number.

Akin to this is the folly of trying to bring things up to date by making them over. This is an extravagance that only the richest women should ever dream of permitting themselves. For a poor woman to even contemplate it spells bankruptcy. That, too, looks possible and seductive. You have a dress that is not quite good enough to wear and is too good to throw away, and in an evil moment you have an inspiration of economy—you will have it made over, and you do. The dressmaker grumbles and sniffs, and says of course she will have to charge you as much as for a new gown, because it is more work. You are surprised, but agree, and then she cuts in and discovers that it is worn in places you never suspected and faded where it did not show, but she thinks she can make it look nice by the addition of some chiffon ruffles and a new silk lining and some real lace applique and a few bolts of velvet ribbon, and heaven knows what all, and by the time you get it home you have paid out more than a new dress would have cost, and when you put it on you have the proud consciousness of having proved yourself a master economist and looking like thirty cents.

Another false alarm in economy is the cheap dressmaker. For years we have been going to a competent dressmaker or tailor, who turns out reliable work,

who knows how to give us the correct "lines" that palliate our embonpoint or conceal our bones. All of a sudden one day we are attacked by the microbe of saving on our dressmaker's bills.

"Heavens," we say in self-condemnation, "to think I have been paying Madame Modiste \$25 for a dress, when I could get it made by Mrs. Shears for \$6." Forthwith we take our cloth and trimming around to Mrs. Shears, and she wreaks her inexperience and lack of skill upon it, and when we assess the damage we are simply out the gown and the price of the cloth and the making, to say nothing of the wear and tear upon our temper. One of the things that it takes women a long time to learn, and that some of them never do learn, is that good work is worth good pay, and that poor work is not cheap at any price.

There is not any use, of course, of speaking of the economy that prompts a woman to do her own house cleaning to save the expense of a scrubwoman. Doctors and trained nurses have to live and these are their perquisites. Besides, no woman ever admits that she made herself sick. It is always a mysterious dispensation of Providence. She may have brought on an illness that necessitated her spending the summer in a sanitarium by painting a set of cottage furniture, but she always believes that she achieved a great stroke of economy in the long run and points to her handiwork as a proof of her thrift.

Neither is there any use of saying anything to the woman who makes home-made furniture, where a cracker box is turned into a divan and a cheese box becomes an Empire chair by the means of some tapestry and brass tacks and springs and horsehair, at about three times what a decent article could



The Best Clerk

Suppose one of your clerks asks for an increase in salary—

Wouldn't you like to have a printed record showing whether or not he is entitled to the increase—

Proving it to the satisfaction of all the other clerks—no grumbling or jealousy?

WOULDN'T IT MEAN MORE MONEY FOR YOU?

Let us tell you how a National Cash Register makes it possible. Fill out and return to us the attached coupon.

NATIONAL CASH REGISTER CO.
Dayton, Ohio

"I Know Which Clerks are Careful"

The register positively tells me who makes the mistakes. I also know which of my clerks do the most cash and the most credit business. I know which clerks are careful, which are careless. I think so much of this system which my register gives me that if I could not get another, I would not name a price on it.

Peoria, Ill.

SAM MUCHMORE.



\$50 BUYS THIS IMPROVED TWENTY-KEY NATIONAL.
Metal cabinet, fully guaranteed.
393 other styles from \$25 up.
Fully guaranteed second-hand registers
or sale.

Signing
Doesn't
Necessitate
Buying.

NATIONAL CASH
REGISTER CO.
DAYTON, OHIO.

GENTLEMEN: Please
send us printed matter,
prices and full informa-
tion as to why a merchant
should use a National Cash
Register, as per your "ad" in
MICHIGAN TRADESMAN.

Name _____

Mail address _____

CUT OFF HERE

be bought at the store. When a woman contracts the beautify-your-own-home-yourself mania she is incurable.

I suppose there is not a woman living who is a housekeeper who has not thrilled with the possibilities of getting rich on what she could save from the table as she read the inspiring words of some of the household economists. Never throw away a scrap, say they. Utilize everything. Then they give minute directions for converting cold potatoes into appetizing entrees, transforming scraps of left-over meat into entrancing croquettes and converting stale bread into luscious puddings. Likewise every woman is told, as the price of household salvation, to keep a stock kettle, where the material for soups will gather itself together as if by magic and without price.

Now, all of this may be possible. Far be it from me to stand in the way of any woman paring down her household expenses to the last farthing, but I do state, on authority, that a soup kettle and nervous prostration are synonymous terms and the woman who starts with the first will end with the latter. Nothing short of eternal vigilance will get the right things into the pot and keep the wrong things out. Furthermore, to turn cold potatoes and scraps of meat into things a la maitre d'hotel, and a la Hollandaise this or that, is an achievement entirely beyond the average plain cook. It will keep the mistress continually standing over the kitchen fire, and the game is not worth the candle. It is using up \$10 worth of vitality and good looks and amiability to save 10 cents' worth of cold food.

After all, are we not all victims to the idea of saving things? "Keep everything. Some day you may need it," runs the old adage, and so we go on piling up useless rubbish, although experience teaches us that we never do need them. And if by chance we do in the process of time need them, the moth has eaten them or the mildew spotted them or the rats devoured them and they are no good anyway. It is women's distorted idea of economy that makes them burden themselves with things that they do not really want. They simply have not the courage to make a clean sweep and give them away.

And yet—and yet—what form of generosity is more practical than this of giving the articles we have outgrown to some one less well off than ourselves? What right have we to cumber our garrets with articles that are moldering away, when they would make life so much better and happier for some one of our fellow-creatures? What right has a woman to have trunks of old clothes rotting to pieces when poverty stalks naked at her back door? What right has she to store away old bedsprings to rust out, when her tired charwoman has nothing but a hard bed on which to lay her weary bones? What right has she to put away the padded old chair to mildew and get rat-eaten, when the feeble old woman around the corner has not a comfortable place in which to sit? Be sure that on the judgment day our most merciless accuser will be the things in the garret we were hoarding, because we thought it our duty to save. Economy! Economy! how many crimes are committed in thy name!

I do not mean for one instant to disparage economy. The man or woman who does not look out for the future is not only imbecile but criminal, but I would have women mingle a little reason with their saving, and learn where

economy is a virtue and where it is just pure lack of sense and wastefulness.
Dorothy Dix.

The Kind of Women Men Like.

A man's ideas on the inexhaustible subject of woman generally depend entirely on his age. He begins, as a rule, by disliking them all, and often ends by liking them all, and between these stages he runs through the whole gamut of opinions concerning them.

Perhaps in his early middle-age, when his judgment is the clearest, when he has formed his opinions for good and all on what he really likes and dislikes, then is the moment when he can best say what trait of a woman's character appeals most of all to him.

Here he is often tempted to divide women into two classes—the woman he approves of and likes, and the woman he does not quite approve of but, strange to say, still likes. This latter lady is sure to be charming, but she is equally sure to be a little uncertain in her moods; then she has reactions from her fits of charm. She will bow most graciously and, devoting herself entirely to him, will amuse him immensely at dinner one night; but she is perfectly capable of cutting him dead at a ball a week after if any more attractive man is present.

"Ab, my dear fellow," an old diplomatist's advice ran—one, too, who was well versed in the ways of femininity, "never marry a charming woman; admire her from a distance. She is delightful, ravishing! I kiss my fingers to her—from a distance! But do not tie her to you by the bonds of matrimony. Not that I say she will not continue to be charming after you have married her; she probably will be more charming than ever—only her charm will not be for you. Her wit, her smiles, her dainty dress—they will all eventually go to the amusement of others. You will have the privilege of paying the bills—in short, of running the show; but the show will cease to interest you greatly when you see it every day.

"The quality I like best in women," continued the wily diplomatist, "is, in a woman I am not related to—charm; in the women of my own family—sweet gentleness, tact, and, above all, unselfishness. They may be extravagant, or nervous, or have any amount of the little feminine fads and fancies of our day; they may be inconsistent, and may even indulge, to a certain extent, in whims; but the depressing and often hysterical reactions of the brilliant and charming woman of society I could not tolerate in my own home. My wife may be clever, yes, but she must not be cleverer than I am, or if she is, she must never let me know it!

"The great thing about women is that they are so extraordinarily amenable to kindness. You can do anything you like with a woman—make anything you like out of her—if only you humor her little whims and fancies. Pay her the compliment of making a little love to her—yes, even if you have been married to her fifteen years—and she will forgive you everything else.

"After all," he continued, "perhaps adaptability is the most delightful trait to find in a woman. The politician, as a rule, hates the political woman, and seldom marries one. Yet, if the woman he does marry has only the sense and adaptability to interest herself in his cause afterward, how she can help him, and what chums they may become!

"The things men like best in women are their kindness and the gentle, clinging dependence on the men they love, a sweet low voice, an indefinable womanly modesty which shrinks from notoriety, and, most particularly, a good, cheerful temper. These may not attract and fascinate as do charm, versatility, brilliance, or the talent to amuse; but the old-fashioned first-mentioned virtues last longer; they stand the wear and tear of life better, and, after all, you know," he added, slowly, "it is not the sparkling repartee which amuses a crowded room that is good to live with; it is the cheerful good humor that can brighten up a back parlor!"

Cora Stowell.

THE SCHAEFER Handy Box Fruit Jar Rubber

Retails
at
10 cents
per
dozen



Write
for
samples
and
prices

W. H. Schaefer, 771 Spitzer Bldg.
Toledo, Ohio



DON'T

take the risk of selling

Adulterated Flavoring Extracts



Souders'

10c Lemon
15c Vanilla

Extracts

are guaranteed ABSOLUTELY PURE, and comply with the Michigan Pure Food Laws. You are authorized to sell SOUDERS' EXTRACTS on such a guarantee at the manufacturer's risk. They are also guaranteed better than many other brands sold at higher prices. Manufactured only by

The Royal Remedy & Extract Co.
Dayton, Ohio

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

Every Cake



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

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

WORSE THAN USELESS.

The Advertisement which Does Not Advertise.
Written for the Tradesman.

If there were ever a time when it paid manufacturers or dealers to mail to their customers bare business announcements, certainly that time has long since passed. Like Hans Breitmann's party, "it has gone away mit der lager beer—away in de ewigkeit."

I have in mind a New York firm that sends me poorly printed letters reading like this: "Dear Sir: We are anxious to open up business with you in the line of pants and overalls. Our traveler will call upon you at an early day and show you samples and give you our prices. But if he does not call soon enough you will please send your orders direct, which will be filled promptly. Do not hesitate to send us your orders, as we are positively manufacturers and headquarters for these goods, and can save you big money."

I get one of these about every five weeks. They never change in the wording, and the traveler has so far been too busy to call. Just why this firm never alters its method is a little hard to understand, for if other merchants exhibit as little interest in this sort of solicitation as does the writer, the returns from such advertising wouldn't buy salt for a canary.

A few swatches of cloth, a corresponding number of prices, a little judicious descriptive matter with appropriate engravings, and what a change there would be in the effectiveness of the work! Coupled with this an offer to ship a line of samples of the goods themselves, express paid and strictly on approval, and the New York firm's mail order business should begin to improve.

Years ago, when I first saw a copy of the Elk Rapids Progress, it contained an advertisement for Dexter & Noble. A display line called attention to China and Decorated Ware. For two, three, yes for five years that same advertisement held its original place in the paper and mentioned the same line of goods in the same style of letter. Just what was the effect of this announcement I have no means of knowing, but all the excitement that its first insertion caused, must have in a manner abated before the type wore out. Anybody can mail letters or circulars or catalogues to his customers; any merchant can flood the country with business announcements; the smallest manufacturer can vie with his largest competitor in loading down the letter carriers with cards and pamphlets; but he who is so chary of the gray matter of his brain as not to carefully supervise the quality of his business advertising, will find that, like dead sea fruit, it turns to ashes on his lips.

The successful advertiser mixes a liberal amount of his own personality with his reading matter. It is not necessary that he should write perfect English, nor is it essential that his sentences should be grammatical. His spelling may even be at fault and his punctuation "rocky," but he must impress upon his readers the all important fact that his goods are worth the money.

Take, for instance, the monthly catalogues of Charles Broadway Rouss, now gone to his eternal reckoning. His announcements, changed monthly and printed on the outside cover of his book, were purposely mis-spelled. But they were worded in the most vigorous Anglo Saxon that ever came down the pike. They were observations from personal

experience in business, and from the standpoint of a man who had faith in nothing but the almighty dollar. They threw credit and confidence and business courtesy to the winds. Rouss claimed to offer only goods that were bought from men who were forced to sell, and who consequently took what they could get for their chattels. He built up a great business, went blind from overwork, made unavailing offers of a million dollars to anyone who would restore his sight, and when he died he left his property—every dollar of it—behind him. But he sold goods. Now it certainly was not his bad spelling that brought in repeated orders. It was the personality of the man himself which he was able, through the columns of his periodical, to make other men feel. It was because he satisfied his customers that while he was working for Rouss he was also indirectly working for them, and that what was a bargain for Rouss in New York City, was pretty sure to be a bargain for Sol Smith's store at Hooligan's Four Corners. In other words, he forced upon an army of merchants the conviction that his goods were worth the money and that he understood his business.

But in order to make your advertising effective it is not essential to resort to bad spelling, nor to refer to the weak points in your neighbors' affairs. With many men such peculiarities are regarded as blemishes to be deplored rather than tolerated; and he who employs them wilfully needs a superabundance of merit to counteract the harm that this feeling may cause.

And neither is it necessary to quote cut prices. Most of us have grown into the idea that an unusually low figure means undesirable goods. We rather prefer a little better article for the same money than an inferior one at smaller cost. The stickers on our shelves are mainly the biggest bargains that some wily salesman ever had to offer.

We all like to get hold of a good thing and we want to buy it right. The price cuts a figure, but it is not all. The Cheap Johns in trade are not always the men who retire from business with a competence. The best customers we have are not those who are the most anxious to buy a six cent can of tomatoes.

What we want is something good—something that will please the con-

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.

ICED CONFECTIONS

FOR SUMMER WEATHER.

Our Latest Assortment—Packed 22 Pounds in Case.

Nougat, Caramel, Marshmallow and Fruit Cocoanut.

Putnam Factory National Candy Co.
GRAND RAPIDS, MICH.

Long-headed Grocers

Quickly recognized the double profit opportunities afforded in Diamond Crystal Salt. The chance to make two profits by selling their dairy customers "the salt that's A! I. salt," instead of common salt, was too good to miss. They realized that the better the salt they sold their dairy trade, the better the butter would be they bought, and the better would be the retail butter prices. This is the sort of business tact that builds success. Are you building this way?

Diamond Crystal Salt, put up in $\frac{1}{4}$ bushel (14 lb.) sacks, retailing for 25c. is a very convenient and popular form with both grocers and dairymen. Also sold in barrels and smaller sacks. For further information, address

DIAMOND CRYSTAL SALT COMPANY,
ST. CLAIR, MICH.

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.

WRITE,
TELEPHONE
OR
TELEGRAPH
US



IF YOU HAVE ANY HAY OR STRAW FOR SALE.

We want it: ANY QUANTITY. Highest spot cash prices paid F. O. B. your city. References: Dunn's or Bradstreet's and City National Bank, Lansing. Write us if in need of Patent Steel Wire Bales. We guarantee you right prices.

Smith Young & Co.,
1019 Michigan Avenue East, Lansing, Michigan

sumer—something that will bring him back to the store time after time for more of the same kind, and yet something that will pay a reasonable profit on your investment. And in this connection we are often willing to forego a penny or so on the present margin for the sake of peace of mind, and to look largely into the future for accumulated returns.

The successful advertisement, whether it be printed in the columns of a newspaper, or on a dodger, or in a catalogue, or painted on the walls of a livery stable; whether delivered by the newsboy, scattered along the streets, or sent through the mails, is, and must always be a message, and a message with no uncertain meaning. It must tell something and tell it in a convincing way. And would it be permanently successful if it must relate truths. It must convey definite information. If it be information relative to quality, or style or price, or all three, well and good. But it must tell something that the man who is asked to buy will want to know before he lets go of his hard earned shekels.

John Jones, dealer in general merchandise may mean a good deal to Jones himself, and it may convey a certain amount of information to that part of the community that passes his place of business and has a chance to look into his open door or through his windows; but it slides by the rest of mankind as the idle wind that they respect not.

Give us our advertising matter in good plain English without any flourishes; give us straight from the shoulder, hard hitting sentences that say just what they mean, and that mean business, business, business. Let us have honest descriptions of the goods and a price that is a price. And remember always that the thing that is not worth doing well—as well as the doer knows how to do it, is not worth a continental; and that the advertisement that doesn't advertise is worse than useless.

George Crandall Lee.

Where a Man Is Out of Place.

It is one of the inconsistencies of things that a man should look so much in his element when buying flowers in a florist's shop and so out of his element when shopping at the artificial flower counter.

I wish to get a rose, a man of pale clerical look said to the flower seller in a great store.

Single or double rose? the girl enquired. Then, as he hesitated, A bud or full bloom?

I don't know, he said, doubtfully, tugging at his moustache, and the girl put before him a medium sized, straw-colored rose, well placed on a green spray.

Something larger, he said, decidedly.

The girl dodged down and brought from under the counter a full-petalled rose a size bigger, and her neighbor, who was unoccupied, fetched a monster white rose, fully a hand's width across, for inspection.

The man still looked unsatisfied. His eyes roved over the boxes back of them.

Haven't you something—er—more rosy? he asked.

A blush rose? the girl suggested. A tea rose, perhaps? her neighbor put in as the customer looked dissent. A General Jack, American Beauty, putting forward specimens of each class.

But the rose buyer shook his head. None of those names sounds like it, he explained. I expect it's not one big

rose I want, but several tacked to one stem. And he walked farther on up the aisle eyeing the array of blossoms in bunches and garlands.

This kind, he said at length, pausing before some big-faced scarlet beauties grouped in a mass.

Those are poppies, the girl said. You asked for roses.

Well, no matter, he answered. But these are what I want, and I'll thank you to put me up three bunches.

Three bunches? the girl asked, turning the flowers broadside so that he could see the size.

Yes, they'll fade, likely, and new ones will be needed now and then, so I might as well get a plenty while I'm about it.

The man was stout and wore an overcoat of considerable weight, and perhaps that was why he took out his handkerchief just then and mopped his forehead.

You think they're for his wife or his daughter? one salesgirl said to the other when he moved away.

They're enough for the whole family, was the reply.

But ain't he a dandy shopper! He wanted 'em—er—rosier.

And she mimicked the customer's manner and tone as he had debated about his purchase.—New York Sun.

An Eye to Business.

A six-year-old heard that a baby had arrived next door. He visited the house shortly after to investigate matters.

I understand that you have a baby here, volunteered Young America, strutting up to the father, boldly.

Yes, Willie, she came from a big store in Bangor and we are all very happy. Say, tell us, mister, how many yellow trading stamps did yer get? queried Willie, earnestly.

Give It Up.

"Mr. Sitfast gave me his seat in the car to-day."

"Well, well; how did that happen?"

"The man on one side of him had been eating onions, the man on the other side limburger, and he could not get the window open."

40 HIGHEST AWARDS In Europe and America

Walter Baker & Co. Ltd.

The Oldest and
Largest Manufacturers of



PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES

No Chemicals are used in their manufactures. Their Breakfast Cocoa is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their Premium No. 1 Chocolate, put up in Blue Wrappers and Yellow Labels, is the best plain chocolate in the market for family use. Their German Sweet Chocolate is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children. Buyers should ask for and make sure that they get the genuine goods. The above trade-mark is on every package.

Walter Baker & Co. Ltd.
Dorchester, Mass.

Established 1780.

Assignees.

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

The Michigan
Trust Co.
GRAND RAPIDS, MICH.

DR. PRICE'S "Tryabita Food"

The Wheat Flake Celery Food.



Pays largest profits—It sells because it is being judiciously advertised—It repeats because people like it.

Order a supply from your jobber and get in line with progressive competitors.

Price Cereal Food Co., Battle Creek, Mich.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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.

RURAL FREE DELIVERY.

How It Can Be Utilized by Progressive Merchants.
Written for the Tradesman.

When the Government first talked of installing rural mail delivery a howl went up from hundreds of merchants all over the country. They said their business would be ruined. They argued that when the farmer had his mail brought to the door he would not come to town so often. He would prefer to sit by the stove and read his daily paper and the monthly magazines. And thus it would come to pass that the merchant would get less trade than under the old way of doing things.

Every time any new thing is inaugurated, no matter what line of business it affects, somebody gets scared. It seems to be natural for the average man to be afraid something is going to happen. It was just the same in the olden times. We all know the story of the obstacles thrown in the way of railroad builders in the earlier days of the old country. The people claimed the smoke would kill the crops and set fire to the buildings along the routes of the roads. There was great alarm among a certain class. Mankind seems to have changed little since that time, at least there is the same tendency to take fright at innovations that there was then.

However, the rural delivery system is now working to perfection in all parts of the country, and the merchants seem to be doing as much, if not more, business than ever. The delivery of mail to the farmer has had a tendency to stimulate the desire to read. To-day the resident of the rural regions reads nearly twice as much as he did a couple of years ago. He now acquaints himself with the doings of the world while the news is fresh. Where formerly he took only a weekly paper from the nearest city and the local paper, now he takes a daily and sometimes two or three of them, which gives him ample opportunity to fill in the spare moments in a study of the day's doings. His local paper gives him the home news, in fact, it covers the field that the daily can not touch.

Persons who have made a close study of the situation claim that the appetite for reading among the farmers of the country is nothing to what it will be in a few more years. It is a noticeable fact that the more a person reads the more he wants to read. The desire grows on one like the tobacco habit, until at last there is no shaking it off. With reading comes more intelligence. With more intelligence and knowledge of the world's doings new desires are created. A reading people ever demand something new, and here is where the enterprising merchant who is up to the minute in his methods gets in his work. The farmers are rapidly forming the habit of reading advertisements the same as do people in the cities. This constant reading about goods of various kinds slowly but surely creates a demand for merchandise. It demonstrates the necessity of working the advertising field along the rural routes by the country merchant, if he wants to keep the city merchant from pulling some of his trade.

Where the publishers of country papers are enterprising, the circulation of their papers is rapidly increasing, thereby affording excellent advertising mediums. The wise country merchant is making the most of this increased circulation. He is filling liberal space with interesting announcements of the

new bargains he is offering, and if he is putting his whole mind on his work he is getting satisfactory results.

But there is generally some territory that the local newspaper does not reach. I refer to the country that lies distant ten or fifteen miles. Here, of course, some of the people take the paper, but not a majority as is the case nearer town. It is plain to be seen, then, that this country can not be thoroughly covered without additional advertising. I know of a plan of advertising in this distant locality that has been successful. The plan of action as followed by a department store in my town is to cover the country by letter. The manager of this store engaged a young man to go over the rural routes and secure the names of persons living on the outer edge of the territory from which the store pulls trade. In fact, the young man trespassed to a considerable extent on the territory tributary to several neighboring towns. He did his work thoroughly and secured several hundred addresses. Then the printer was set to work on a folder telling about the carload of new goods that had just arrived from the Eastern markets and the girls in the dry goods department were told to cut up several hundred samples of gingham, bleached and unbleached muslins, calico, etc. It took a lot of work—but it takes a lot of work to accomplish anything worth accomplishing in this world. Well, after the printing was done and the samples cut they were assembled in little piles and then put in envelopes bearing printing descriptive of the store in one corner. The stamping was soon done and shortly they were in the hands of the farmers.

The manager of the store says he is positive that this has stimulated trade, as business is heavier this spring than ever before, notwithstanding the fact that this store comes in almost direct competition with several big department stores in a hustling city. The samples have advertised the goods in a way that words could never do. Each letter contained about twenty. Many persons who have been in the habit of buying goods of exclusive mail order concerns were convinced of the value of the offerings and purchased at this store. The goods placed before their eyes and attractively described by the advertisement writer knocked out the mail order catalogue with its pictures and big figures in red ink.

Another thing that I believe served to attract attention to the announcements was the sealing of the envelopes. This called for two cents postage, increasing the cost of the undertaking considerably, but it served to take away some of the cheapness that attaches to penny letters. I believe the one cent stamp has been the means of killing much advertising that would otherwise be of value. I have seen people pull unsealed letters from their postoffice boxes and throw them into the gutter without even looking at them. This is an everyday occurrence. Over half the people will pay no attention to a letter that comes unsealed, when on the other hand they will eagerly tear open a two cent letter and peruse the contents. The question of postage was thoroughly considered by the manager of the store before the samples were mailed, and he came to the conclusion that what was worth doing at all was worth doing well. This work will be continued from now on, it being the intention of the firm to send out advertising matter once a month at least. In connection with the advertising in

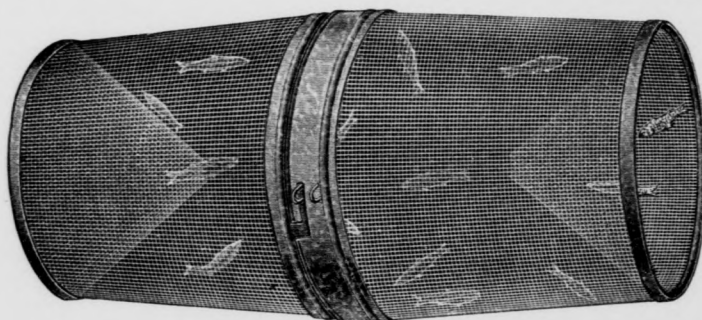
H. M. REYNOLDS ROOFING CO.

Grand Rapids, Michigan

MANUFACTURERS

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

"Sure Catch" Minnow Trap



Length, 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. Pack'd one-quarter dozen in a case.

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

Our line of Fishing Tackle is complete in every particular.

Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.

113-115 MONROE ST.

GRAND RAPIDS, MICH.

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

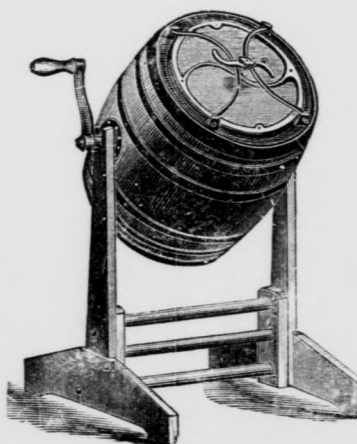
Mixed Paint, White Lead, Shingle Stains, Wood Fillers

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

Corner 15th and Lucas Streets, Toledo, Ohio.

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

The Favorite Churn



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

Foster, Stevens & Co.

Grand Rapids, Michigan

the local paper the entire field is covered and the city stores and mail order houses are unable to cut into the trade of this enterprising country store.

It seems to me that what one man can do another ought to be able to do also. Admitting that no rule will work everywhere alike, it is safe to say that hustle will always be rewarded, wherever we find it. If the city houses can make money working the rural routes, it would seem that the country merchant should be able to be even more successful in the same territory, because he is nearer the people and is therefore better acquainted with their likes and dislikes. On one side of town there may be a Swede settlement, while on the other side Hollanders hold forth. The country merchant knows, or should know, what they most want. Perhaps he should advertise differently on one side than he does on the other. The city store knows nothing of the different people in the locality, which goes to show that the local merchant has decidedly the advantage. In the light of all this it looks as if the day has not yet come when the storekeeper in the small town must shut up shop. He can make the rural route bring dollars to his door, and where once he doubted the value of this service, he can now pat the Government on the back and tell it to go ahead.

Raymond H. Merrill.

Confessions of a Hardware Merchant.

I confess with an open heart that I knew but little—if anything—of the intricacies of the hardware business when I engaged in it some years ago and I further own up that there are yet many things in the business of which I know comparatively nothing; but I am proud to confess that during the few years of my business experience I have learned a great many things appertaining to the hardware trade.

One of the things which I have learned is the display of goods in a show window.

Attractiveness in person causes attention and I contend that the same holds good in a person's place of business. However, I did not reason thus from the beginning.

To arrange the display in a window appeared to me to be time and energy wasted, and, of course, thinking so, it was a great drudgery to attempt to do the same, saying nothing about the actual work, until by a mere accident I discovered the great advertising qualities of such display.

In November, 1901, I received a small consignment of a cheaper quality of skates and with them were a few price lists tied in a bundle. Having no convenient place to stow them away at the time of unpacking, I stacked them in one corner of the window and tossed the package of price lists among them. The same happened to fall with the printed side out against the window. Very much to my surprise, I commenced having customers for those skates right away. At first I could not account for the sudden influx of skate-trade, having always kept skates in stock before, too, but finally I happened to notice a number of boys and girls stopping in front of the window, no doubt attracted there by the display of skates. The parents of these children, accompanied by the children themselves, were my best skate customers, and so it was comparatively easy to reason through the mystery.

This taught me to pay more attention to my show window than I had in the past and I at once commenced to

display goods to good advantage, but even then I did not change the display oftener than once a month and sometimes once in two months.

I now realize that if good results are to be obtained from advertising it must be done with a view to attract attention. A stale display in a window is no better than a stale, standing advertisement in a newspaper, neither will attract the attention of any one.

I am free to confess that the goods most strongly displayed at or in a store sells the best.

Another confession I wish to make is the assistance and ideas I have received from papers or magazines issued in the interest of the trade. These papers contain a mass of most valuable information for the retail dealer and should be closely read. The time I have spent in the perusal of these papers has been well spent and the progressive hardware dealer will not permit journals of this kind to find their way to the waste basket before they are properly read.

What I have said as to the display of goods in the show window applies to the interior of the store as well.

A merchant spends as much time in his place of business as at his home. He is at the store to welcome his customers, to wait upon them and endeavor to please them in business relations. He is ever mindful of selling and supplying goods to their full need, and by a neat display of goods in a neat and well-kept store, his efforts will be crowned with success.

A. A. Stenebjem.

Poor Human Nature.

Waggler—He couldn't remember why his wife tied a string around his finger, so he was afraid to go home and stayed out all night.

Jaggles—What was it he should have remembered?

Waggles—To come home early.

It is hard to be grateful to the man who fought your battle for you and got licked.



A Safe Place for your money.

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

immediately and easily when you want to use it.

Any person living within the reach of a Post Office or Express Office can deposit money with us without risk or trouble.

Our financial responsibility is

\$1,960,000

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

3% interest

Your dealings with us are perfectly confidential.

"Banking by Mail"

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

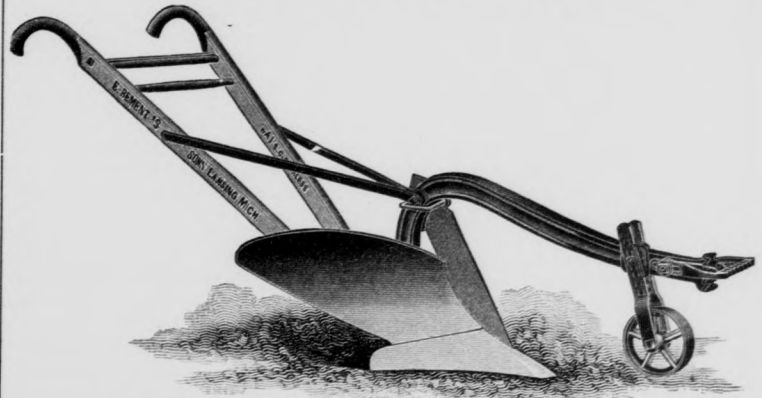
Old National Bank,

Grand Rapids, Mich.



E. Bement's Sons

Lansing Michigan.



Bement Peerless Plow

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

Bement Plows
TURN THE EARTH.

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

E. Bement's Sons

Lansing Michigan.

ALL GENUINE BEMENT PEERLESS REPAIRS

BEAR THIS LABEL

BEWARE OF IMITATIONS!

Our Legal Rights as Original Manufacturers will be protected by Law.

Secrets Which Are Invaluable to the Clerk.

It has often been said with perfect truth that were it not for the great men of the world the history of the world would have been entirely different from what it has been. Had Napoleon not lived at just the time and place when he appeared, the history of France would have been written on entirely different lines from those on which he caused it to develop. Had Caesar not appeared to lead the forces of Rome against the barbarians, the whole course of modern civilization would have been different. In like manner it is possible for us to say, with perfect truth, that the course of retail business in nearly every city of our country would be entirely different were it not for the organizing heads of the department stores and other retail establishments in operation to-day. There is many a large establishment flourishing to-day, giving employment to hundreds of clerks, and helping every wage-earner in the community by the money disbursed to employees and saved in the distribution of goods that, were it not for the organizing heads of the business, would not be in existence, to the great loss of everyone. It is right that the heads of a great establishment should be held high in esteem because of the services they render to the community.

But, after all, a great general in the military or commercial field is dependent on the men under him. They are the material with which he must work, and if the material is of poor character he can not accomplish the results that his ability should bring forth. Many a strong and able man has been defeated by the lack of competent assistants, and there is rarely a strong man in any field of human activity who does not highly value assistants who have the innate capacity of developing into strong men themselves.

We hear a great deal in these days about the relations of capital and labor. We are told that labor is much oppressed and must have its rights. But it is as clear as the noonday that the great majority of laborers have no proper conception of their obligations to their employers. They talk and think a great deal about their rights, as is eminently human, but they devote little thought to their obligations, which is, perhaps, as characteristically human.

The clerk in the store is an individual in some ways much to be pitied. But in other ways he is much to be criticised. One can hardly talk with any manager of a great store without finding out very quickly that the greatest difficulty that he contends with in his work is the habit that employees have of watching the clock.

Watching the clock is a phrase that describes the attitude of the great majority of employees in every large establishment. They are at work because they must work. They take just as much and no more interest in their work than they must take. They aim to do enough to hold their positions and no more. They are as grudging of extra effort as they think their employer is grudging of extra pay. And, after years have rolled by, they find themselves no better off than they were at the start and they lay the blame on the iniquitous economic system that enables the employer to exploit the employee.

Now it is true that in general a man is rewarded according to his work. If his work is done in a careless, indifferent manner, if he never enters into its

spirit and prosecutes his labors without enthusiasm, he will certainly receive the reward of the spiritless indifferent worker, which is always small. But if he works with enthusiasm and conscientiousness he will sooner or later receive the reward of his diligence.

Too many clerks live altogether for the present. Their money is earned and spent without regard to the future. They cultivate tastes and form habits, they marry and form social connections without regard to their ability to meet their obligations in the future and without considering what their ability will be to meet their obligations or to rise to the coming responsibilities. They build on an altogether rotten foundation. Being time servers, whose business habits are conducive to shipwreck rather than to success, they load themselves with debts and responsibilities that must drive them into a corner when evil days come upon them.

Life is a battle unless one is dropping downward. Easy is the descent to the gutter. Hard is the climb to a place of security and comfort. There are very few men who are able to spend their declining days on a competency, because there are few who have trained themselves to that steady application to their daily work and that careful consideration of the future that will fit them to assume no greater responsibilities than they are fitted to cope with or enable them to grow in strength by the tasks they engage in from day to day.

The work of the day may be unimportant in comparison with other work that might be done. It may be inadequately rewarded. It may be very uncongenial. But its permanent effect on character is most important. A man is stronger and more capable every day according to the way in which he does his work. A time will come in the future when his habit of work will count for more than the work itself. If he has done his tasks with conscientiousness, according to the best of his ability, and with that application and will-power



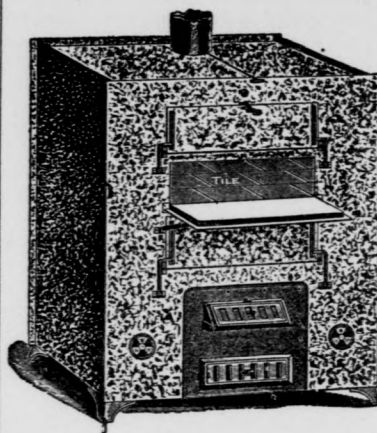
MADE ONLY BY
ANCHOR SUPPLY CO.
AWNINGS, TENTS, COVERS ETC.
WRITE FOR CATALOGUE EVANSVILLE IND

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.



BAKERS' OVENS

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

Hubbard Portable Oven Co.

182 BELDEN AVENUE, CHICAGO

Hecht & Zummach

Manufacturers of

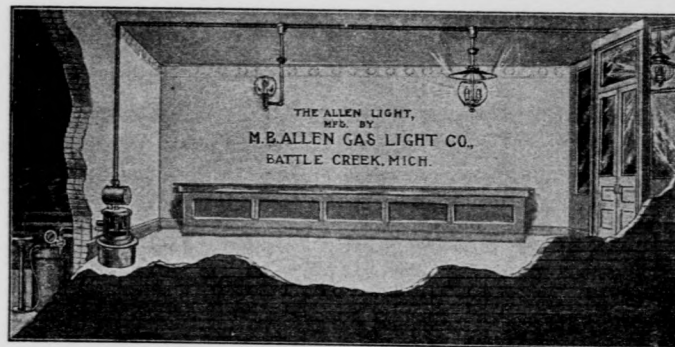
Mixed Paint, Oil and Water Colors,
Putty and White Lead

Jobbers and Importers of

Plate and Window Glass

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

CASH IN YOUR POCKET



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



Metal Fountain Syringe Tank

SENT ON APPROVAL

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

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

Patented October, 1902.

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

that must go into work if it is well done, he will be strengthened in his ability to do any kind of work, and the time will come when he will have a reserve force and a capacity that will be a determining factor in ensuring his success.

No kind of work is better paid or more valued than that which depends on a knowledge of human nature. Plenty of men have abundant information, plenty of men are able to look after details, plenty of men have organizing capacity, but few men have the ability to take a body of men and set them at work in a way to ensure success. The man who understands human nature and who can appeal successfully to human instinct is the man who does the work of the world.

Whatever else a clerk has an opportunity to study, he always has an opportunity to study human nature. He can experiment with men and women, learn their tastes and limitations of judgment, observe the workings of their minds and the influence of their passions. If he cultivates his knowledge of his fellows he can learn in the most humble position and in the smallest store of the land secrets that will be valuable to him all his life through.

Tropical Evening Dress.

The evening dress of the tropics—the dress that the Englishman and the American wear in India—is different from ours. It is all white—white shoes, white stockings, white trousers and a white coat, cut off at the waist, like an Eton jacket, or else made with tails, like the claw-hammer, only its collar stands up.

It is said by many that the arrogance of the British officer in India is an incredible thing. I had my first experience of this on the Bombay boat. The men passengers were all officers, and the first night out they all appeared at dinner in the clean white evening dress of the tropics. I, of course, wore my ordinary clothes; I had never even heard of this kind of an evening dress before, and I was determined not to roast myself in the black dress of home. Well, the next morning an officer waited on me—he said he had been delegated by the others. He wanted to request me not to eat in the first cabin saloon with his friends. Since I didn't wear evening dress, he said, I ought to eat with persons dressed like me—with the second cabin or the steerage people. I told him to go to the deuce, and I continued to eat in the first cabin, but the officers made it as unpleasant for me as they could.—Philadelphia Record.

Prejudice and dislike may be classed by some as patriotism, but the peoples of the world should throw aside all animosities in trade. Each individual must seek to augment his wealth in a legitimate manner, and when he evinces his dislike for others they will not be slow in discovering that his dependence is fastened to one class as well as to another. Buyers should seek the best markets, no matter whether they are strangers or intimate friends. Prejudice should have no place in trade.

J. W. Davis & Sons, dealers in groceries, Mackinac Island: With pleasure we renew our subscription to your valuable paper. It is truly the business man's home magazine. We find it a source of pleasure and profit, both in our business and home circle.

There is a time in every young man's life when for a while he thinks he is a second Solomon. He soon gets over it, though, when he begins to find out how many kinds of a fool he is.

Sure Cure For Rheumatism.

I have been cured of rheumatism strangely, said a fat man. It happened in this manner: I was groaning in my office the other day when the janitor of the building entered and said:

Are you ill, sir?
Oh, I'm nearly crazy with rheumatism, I answered.

Well, sir, said he, I tell you what you do. Just you get a raw tomato and carry it in your pocket, and in a little while you will be all right.

I got the raw tomato and carried it and, by Jove, the rheumatism left me. So I called in the janitor and made him a present of a box of good cigars.

You cured me, William, I said to him in a hearty voice. With your raw tomato you cured me entirely.

Raw tomato, sir? says William. Why, sir, you misunderstood me. I didn't say raw tomato. I said it was a raw potato you were to carry.

Her Last Word.

Yes, said the sad eyed waiter, she has gone away. I don't think anybody will miss her much more than I do. She had the sweetest voice I ever heard—and it never sounded sweeter than it did the last time she addressed me.

He paused and the head waiter eyed him sympathetically.

What did she say? he enquired.
She said, Keep the change.

Always in Demand.

"I think gossip is never entirely useless."

"You really think so?"

"Yes. It can always be used to satisfy other people's curiosity."

There never was a famine in a country that there was not a corresponding abundance in some other region. Nature did not give any section of the world a monopoly on blessings. What a country gains in one direction it may lose in another. When nations trade the people enjoy more luxuries and the countries increase in natural wealth.

Sherwood Hall Co., Ltd.

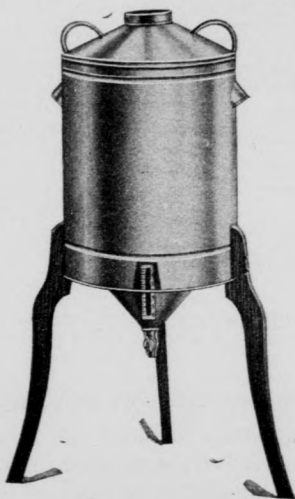
Jobbers of

Iron and Steel

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

Corner Ionia and Louis Streets,
Grand Rapids, Mich.

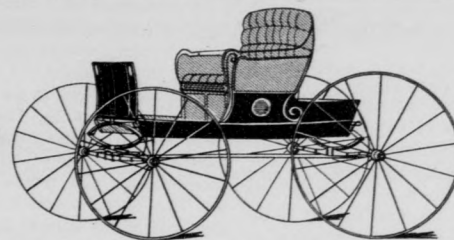
Cream Separators.



Let us have your inquiries.

WM. BRUMMELER & SONS,
Makers of Good Tinware.

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



WOOD'S VEHICLES

are built on the principle that it is better to have merit than cheapness in price. Look for the name WOOD. It will assure you of the most artistic style and the greatest durability. We will send our illustrated catalogue and price list free on request.

Arthur Wood Carriage Co., Grand Rapids, Mich.

Just One Cent

Invested in a postal card may make you many dollars.
Address one to the

TANNERS' SUPPLY CO., LTD.

asking for prices on

HEMLOCK BARK

Ten tanneries represented.

C. F. YOUNG, MANAGER, GRAND RAPIDS, MICH.
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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.

McCormick
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Keep an Accurate Record

of your daily transactions
by using one of our

STANDARD

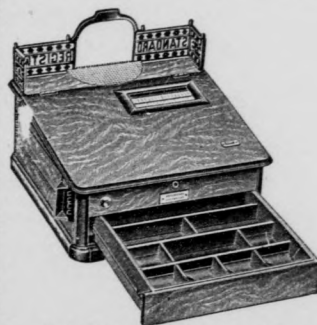
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Mechanism accurate, but not intricate. They make you systematic and careful. Send us order for

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Quality and prices guaranteed. Try us.

Standard Cash Register Co.
1 Factory St., Wabash, Ind.



Style No. 2. Price only \$30

Clerks' Corner.

Some Store Methods Which Drive Away Good Customers.
Written for the Tradesman.

If I were a clerk in any sort of a store I am positive I should employ quite different tactics to those of some in that capacity whom I know. Either they do not give a rap for the interest of the man or the firm for whom they work or they are totally ignorant of the winning ways that might be employed to draw trade to their particular establishment.

Often when I see some special act of discourtesy on the part of one behind the counter, I think, "How can you do such a thing? You surely must expect never to see that customer again—the way you treat her."

I say "her," because most of the shoppers are of the feminine gender. If the shopper be not of the gentler sex he generally gets a trifle—not to say considerable—more of polite attention paid him, that is, if the person waiting on him be a woman.

How often you hear it said of a clerk, "I can not bear that clerk. I can not do anything with her. I always 'fight shy' of her when I go into that store, and have some one else wait on me."

There must be some reason for such a remark. Perhaps the fault does not always lie at the door of the one who serves. Of course, there are always two sides to every story, but it would seem, from the great number of complaints one hears, that more often the employe is the one to blame.

One time when I had been buying gloves at a well-known store in Grand Rapids I had to wait some time before my parcel came back. While waiting I

glanced around me. The next place to where I was sitting was occupied by a comely young woman who was evidently from out of town. I imagined she might have come in on the Interurban for a day's shopping. She carried a neat little brown satchel, from which she took a scrap of brown silk and a memorandum book and pencil. She opened the little book, rested it on the counter and crossed off several items.

"Gloves," she said, to the person in front of her. "I wish some brown dressed kid gloves to match this sample."

"What number?" asked the clerk, in an indifferent tone of voice.

"Number seven," said the young woman, almost under her breath, and with a look that said quite plainly she wished she didn't have to say such a big number.

The clerk turned to the boxes behind her, making the remark, as she did so, that "she was afraid she hadn't in stock such a big glove in that shade."

Finally, after spending some time in running her eye over the different boxes, she hauled one down, slammed it on the counter and selected from it a bunch of several shades of brown. Slipping out a pair, she tossed them over and snapped out:

"Those do?"

The lady picked the gloves up, just rescuing them from falling on the floor.

"Perhaps they will," she said, comparing them with her sample of silk. "Would you please try them on?"

The girl answered neither Yes nor No, but gruffly said:

"Put your arm on the cushion."

The lady did as she was told and the girl began the trying on process—trying in more ways than one.

"My hand is quite large," the customer observed, as if she hated to admit it. "Yes, you have got a very big hand," said the girl.

I had looked at the lady when she sat down. She had a handsome face and, while her figure could not by the widest stretch of the imagination be referred to as sylphlike, still she was well proportioned and would attract attention anywhere as a good-looking young woman. And why couldn't that measly clerk, instead of twitting on facts, have said:

"Well, your hand may be the merest trifle large, but it isn't anything noticeable, and, anyway, you are a lady of fine proportions and you would not want the hand of a fairy—you would not want a hand a bit smaller than you have."

Some such remark as this would have sent the lady on her way with a friendly regard for the clerk—and consequently for the store—whereas, when the clerk commented unfeelingly on the size of her hand, she flushed an angry red, allowed the clerk to take off the gloves without further remark on her part, paid the price the girl said they were and left the store immediately on receiving her package.

I guess the girl thought she had been rather ungracious, for she seemed to try to make amends by asking, a little more pleasantly, if "there was anything more to-day."

"No," the lady coldly replied, "not in this store."

Her words must have had a double meaning, in the light of her subsequent transactions, for I was afterwards in a store where are sold similar goods and I again ran across this lady of the magnificent proportions and she had the same little memorandum book in her

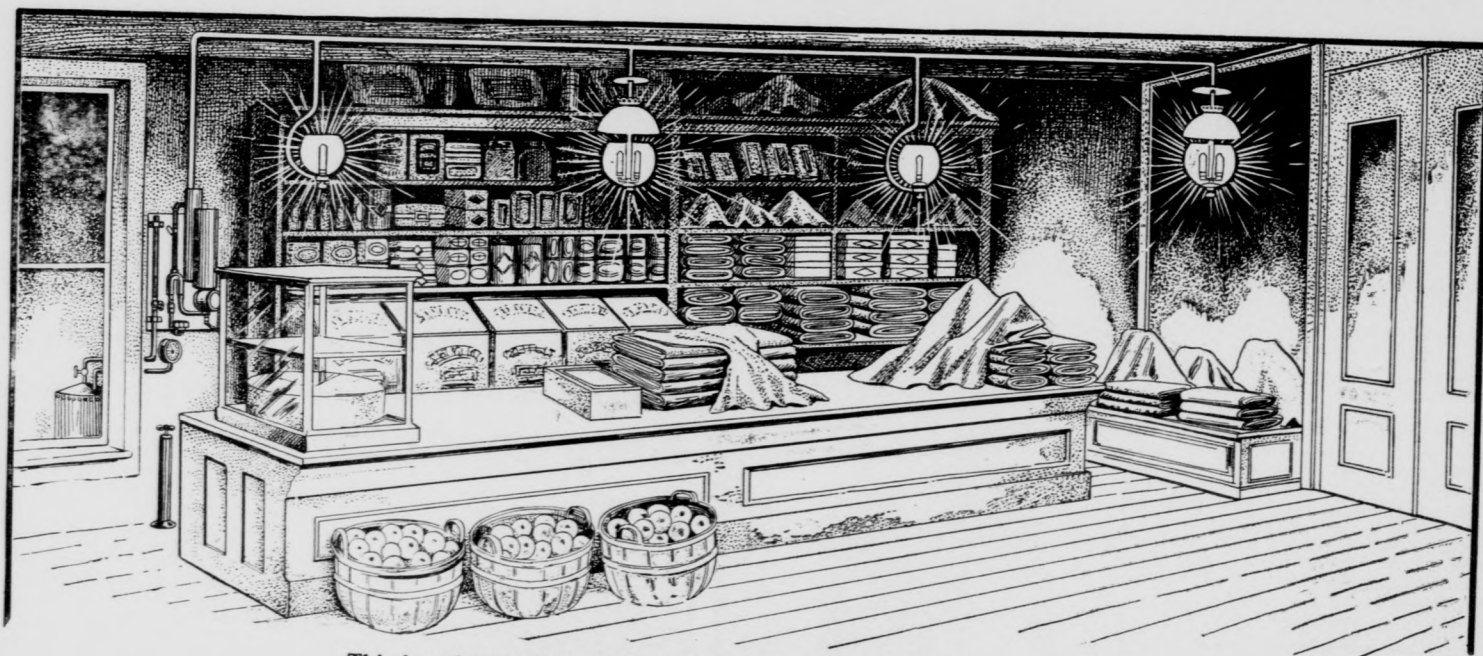
hand and was buying goods "to beat the band," as the boys say.

The preceding was an act on the part of a clerk that tended to drive away trade, but I have in mind an incident where the proprietor of a store himself created an unpleasant impression on my mind that I have never since been able to dispel. I can scarcely enter that store to this day without thinking about it, for all the circumstance happened years ago.

I had made a number of purchases and was standing at the parcel counter while they were being checked off, when along came a girl clerk to the same counter, and she had made some trifling error. The proprietor happened along just then, overheard the conversation between the girl and the man who did the checking off, and the way he scored that poor thing—right before customers and her fellow employes—made the blood of one customer boil, and I just longed to "speak right out in meetin'" and tell that man what I thought of him.

I suppose it was his custom never to let a mistake go by without an immediate and severe reprimand, and I presume he went on the assumption that an employe is more apt not to repeat a error if he is chastised before the public, which is probably very true; but it is to be questioned whether the humiliation entailed on a clerk by such a course does not do more harm, all around, than good. I know one thing: That one act on the part of that storekeeper turned me against his place of business. I seldom trade there, and I hardly ever stop to look in at the windows without recalling that disagreeable occurrence at the checking counter and feeling pity for that mortified girl clerk who was in

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

disgrace with her exacting, overbearing employer.

The following is still another way to prejudice people against trading at special places:

I know a lady who is the soul of honor—she would not cheat another person even if it were to her own advantage. She is not rich in this world's goods, but she pays as she goes and "owes no man anything." She has complained to me more than once, in speaking of a certain store in her locality, that the owner, when waiting on her, tries to palm off all sorts of goods of a "stale, flat and unprofitable" description, while she knows of a certainty that this same dealer sends the best of everything in his establishment to her next door neighbor, who never pays for things when she gets them, and goes from one store to another, leaving each in the lurch. At first she pays each shopkeeper pretty well and he congratulates himself on his elegant new customer. Then she begins to get behind, but with specious promises, suddenly leaving him to bemoan the "ways of the vimin."

"I pay as I go," said my acquaintance, "and why my neighbor should be favored more than I, I can't understand. She gets credit whenever and wherever she pleases, and is always getting little perquisites besides while I have never so much as a stick of candy thrown in. I can't understand it. I suppose my grocer knows his business better than I, but it hardly seems right to discriminate the way he does, and I am going to transfer my trade to one who is more fair to customers, even if I have to go farther."

Josephine Thurber.

Water Pumped 350 Miles.

An unparalleled engineering feat has recently been achieved in Australia of immense value to the gold fields. The Coolgardie water scheme is to Australia what the famous Assuan dam is to Egypt. The remarkable feat of pumping 6,000,000 gallons of water a day for a distance of 350 miles, from the Helena River to Kalgoorlie, has been accomplished by English engineers by means of a great dam, called the Mundaring weir, ninety feet high, constructed across the Helena River twenty miles from Perth. The reservoir capacity is about 5,000,000,000 gallons.

There are a number of auxiliary reservoirs and pumping stations along the thirty-inch steel water main which runs along the railroad line to the gold fields—the "richest square mile of earth on the globe"—near Kalgoorlie. The only foreign enterprise of equal importance is the Simplon tunnel, the great burrow which will make Switzerland and Italy next-door neighbors. In a short time Pullman trains will pass through the Simplon Alps in a few minutes, 7,000 feet under the snow-covered diligence road which Napoleon Bonaparte built 100 years ago and which takes about ten hours to traverse in favorable weather. This tremendous rat hole, which passes under Lake Avino, will cost the Jura-Simplon Railroad over \$15,000,000.—Collier's Weekly.

The Affected Spot.

The Doctor—Yes, I understand what ails you. You can't sleep. Take this prescription to the druggist. (Next day)—Good morning; you look better to-day. Have you slept well?

Peterson—Like a top. I feel like a new man.

Doctor—How many sleeping powders did you take?

Peterson—I didn't take any. I gave a couple of them to the baby.

The Lifelike Wax Figure.

Among other things a great improvement is noted in the wax figures that grace the beautifully arranged display windows of the big department stores of Broadway and Sixth avenue and the Fifth avenue modistes' parlors. One can not help but observe how extremely lifelike they are.

A New York Commercial reporter stepped into the office of the oldest manufacturer of wax goods in New York and asked about it. The manager laughed.

They are all molded from living models, he said.

That accounts for it. The oldest of us remember the shocking wax figures of a few years ago. There was nothing to them, not even much shape of the human figure. Now, the next time it occurs to you note the difference. The beautiful inanimate bodies that grace the shop windows to-day are true to life. Most beautiful girls were the originals. Notice that one with the jaunty summer hat. Doesn't her smile say as plainly as words: It's a peach—you can't help but admire it! And you can not.

The hair of these wax ladies, too, if you will pause to notice it, is arranged a la mode, April, 1903. There is nothing of the thrown together about it. The hair may be auburn, blonde, brown or black, or even gray—as it is in some of the elderly wax bodies—but it is natural and beyond criticism.

Why, the wax figures of to-day make the women shoppers spend half their money—and natural inclination makes them spend the other half.

The business of manufacturing wax figures is not new, nor is it confined entirely to fashion models. This firm started fifty years ago. It is the second oldest in the world. The oldest started a decade earlier, sixty years ago, in London, where it is still in business. It is as far behind our American, however, as they are on the other side in most things that way.

When an individual comes into prominence and the museums make hurried demands for wax figures of him, the artist takes a photograph and the dimensions of the subject and produces his model. The mold is made and the wax image cast in it. They come at all prices. Those very, very beautiful ladies you see in the milliners' and modistes' cost \$150 apiece.

One on the Shopwalker.

A certain shopwalker in a large establishment is noted for his severity to those under him in business. One day he approached a junior assistant, from whose counter a lady had just moved away.

You let that lady go without making a purchase, he said, severely.

Yes, sir, I—

And she was at your counter fully ten minutes.

Doubtless, but then, you see—

Exactly. I saw that, in spite of all the questions she put to you, you rarely answered her and never attempted to get what she wanted.

Well, but—

I shall report your carelessness.

Well, I hadn't what she wanted.

What was that?

Two dollars. She's a book canvasser, getting subscribers to the Life of Moses. And the shopwalker retired crestfallen.

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



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.

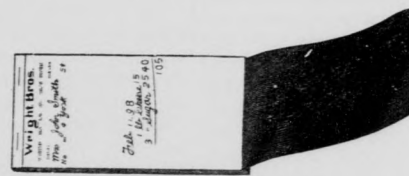
Michigan Trust Building, Grand Rapids, Mich.

W. A. Phelps, President.

D. C. Oakes, Vice-President.

C. A. Phelps, Secretary and Treasurer.

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

Red Rooster Cigars

We recommend these to you because they possess real CIGAR MERIT, not a mere printer's ink merit.

Made of as good goods as can be afforded.

Not a "doped" cigar but good, pure, smokable leaf TOBACCO. Pleasant to the taste and carrying the bouquet of a much higher priced article.

Not how big but how good.

Sold over your counter for five cents, with a good profit and a pleased customer for your trouble.

Built by

LA GORA FEE CO., Detroit, Mich.

Sold by

WORDEN GROCER COMPANY

Grand Rapids, Mich.

THE ROAD TO SUCCESS.

It Cannot Be Traversed Without Tremendous Effort.
Written for the Tradesman.

Not so very long ago a little group of business men gathered in a country store and fell to discussing business, as such men are wont to do on every possible occasion. During the conversation one gentleman made the statement that when he first started in the store business he cleared above all expenses \$1,000 a year. This was well enough, but as he spent \$1,200 a year his business could come to but one end—he failed. Before the gentlemen departed other instances of failure from the same cause were cited, and it was evident that of all the failures these men were acquainted with most were brought on by too free use of money.

There is a rule governing the career of men that never fails to work to perfection. It is a rule to the effect that he who lives faster than his finances will allow will some day come to grief. In the end every man who follows this line will come to earth. It is this kind of conduct that wrecks many a business institution, lands men in prison for appropriating funds belonging to others and brings grief to families the world over. It is not what a man makes that brings him riches; it is what he saves.

In this day and age of the world few people believe in luck. It is the general opinion among the leading minds of the country that every man gets what is coming to him and no more. If a man deserves to be successful he will be, but if he violates the laws governing the human race he will receive a just punishment. Probably, however, every man who fails should not be censured. While failure generally comes through being imprudent, there are of course circumstances under which a man is not to be condemned because he flounders. He may have been deceived by supposed friends; he may be the victim of ill health; floods, tornadoes, etc., may have figured in his undoing, but we all agree that it is the duty of every man to do the best he can, and when he does this he is generally more or less rewarded for his efforts.

And if it is the duty of every man to do the best he can, it follows naturally that the man who refuses to do the best he can is committing what might be termed a crime against society. If a man refuses to labor for the public good while building for himself and his family a competence to fall back on in time of trouble and old age, he should not expect sympathy when disaster overtakes him, for he courts it every day of his life.

But the darkest side of the story of the man who fails is that in which is portrayed the effect upon those with whom he has been associated. For instance, suppose the man who lives only for himself conducts a store business. Wholesale houses advance a certain amount of goods on his promise to pay in a stipulated length of time. They have been honest in their business relations with him and have taken particular pains to ship him none but desirable merchandise. They have looked after his interest in many ways. But notwithstanding all this, the merchant runs his business in a slipshod manner. He pays little attention to his books. The card table, perhaps, claims some of his time, the race track a little more and various amusements a large portion of the remainder. He goes the pace that kills and, being a man of ordinary

intelligence, he must know what the outcome will be. But he heeds not the pleading of his conscience. And then the end comes. The sheriff steps in. What is the result? The wholesalers who advanced the goods loose heavily, after having accommodated him in many ways. They are out their money, and, being entirely human, they close-haul their sails a little more thereafter, and the honest merchant finds that perhaps he is held in distrust also by the people who have been flim-flammed by his more tricky brother.

But these are not the only people who have suffered by failure of this gentleman. His salespeople have lost a part of their salaries and are cast out into the world without employment of any kind. Perhaps they, too, have obligations to meet. But without work and with the loss of salaries they are unable to meet them. Then comes the landlord. He loses his rent. And from every direction come creditors whose anger knows no bounds when they find there is nothing available with which to meet the obligations.

Well, after the inevitable crash has shook the community and the story of the merchant's downfall has become the property of the wiesacres, who decorate the skyside of dry goods boxes and exclaim in loud voices, "I told you so," we hear that old familiar cry, "Poor fellow, it's too bad he has gone under. He was a good fellow." And then we hear it said that the creditors are too hard on him, that he should be given another chance to make good. And the stories travel until at last the "good fellow" is made over into a sort of martyr who has fallen before the grasping greed that dominates the soulless creditors.

This kind of circumstance is not foreign to everyday life, is it? Such stories greet our ears almost every day in the year. From first one place and then another comes the information that some man has lived too well and has gone down, perhaps taking with him those who were deserving of better things.

And what is the cause? Simply a state of human nature that causes a man to refuse to accept the responsibility that is his. Every man who enters business, if he is the right kind of man, realizes that he has more than his own personal interests in his hands. If he is honest he will conduct his business in a way that will insure his creditors against loss. A certain amount of his time belongs to his creditors until his obligations are met. Until he has paid his debts he is handling other people's property, and if he refuses to give that property the attention it merits he is guilty of dishonesty. He has in his employ those who depend upon their weekly wages for their support. Many of them are young men and women. It is his duty to set them a good example. It is his duty to so conduct his business that the money that rightfully belongs to these people will be forthcoming every pay night. And, further, it is his duty to spend his own money in a way that will inculcate in these employees ideas of honesty, sobriety and economy. Where is the man who will deny the truth of the statement? Is he doing his honest duty if he lets the poker game and the seductive cocktail claim his attention? Is he doing his honest duty when he neglects his business to place his money on "sure things" at the race track? No, he is not, and that is the

reason the "good fellow" comes to the end of his rope sooner or later.

Man was not created to dodge the issues of life. Man was created to do things, to progress to meet every proposition squarely. He was created to fight battles, to develop that which nature has given him with a lavish hand, to make the world better for his having lived. Man was not planned for a failure, and the highest type of human life is that which embodies enthusiasm, honesty and energy. The world loves an honest man, it shares his enthusiasm when he enthuses and is liberal in its reward for his accomplishments.

It is not strange, then, that the man who violates the trust imposed upon him by the Creator comes to earth sooner or later. And neither is it strange that he who accepts the responsibilities of life with a cheerful heart and a determination to accomplish things is justly rewarded in the end. If newspaper stories are to be relied on, the business world is suffering with an overproduction of "good fellows." Never in the history of the world has honest effort been so handsomely rewarded as it is to-day, but at the same time the man who shirks duty and responsibility is severely punished. There is but one road that leads to success. It leads through a hilly country and can not be traversed without effort.

Moral—Take off your coat and let the other fellow play the races.

Raymond H. Merrill.

Milestones On the Highway to Success.

Following are a few mottoes, said to be seen on the walls of the rooms frequented by the employees of one of the most successful of Chicago's business houses:

To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate words; to know both sides of the question; to be courteous; to be an example; to work for the love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

It is a fact that any person having business in his store is glad of the fact. You are glad that you are there when you get inside the doors, you feel that you are going to be treated right and get value received for all the money you spend. When you leave, you are glad you came and you cannot help thanking the boy that opens and closes the door after you, even although you never thought of that before in your life.

Get right down to facts and the success of any business depends upon the ability of a firm to please the trade.

The greater the number you can please the more trade you can have. Let the customers feel that you are actually glad that they came in, pleased to see them and let them know that you consider it a privilege, a personal favor on their part to come into the store to trade.

This does not mean to beg for business. Be free and frank. Say "Good morning" with a vim. Please, and thank you, speak out as though you meant it, as you should.

You are thankful to the customers for their business, because it helps you to hold your job. Let them know it by your actions. The increase of the business depends largely upon the ability and loyalty of the clerks. If the business prospers you prosper in proportion, if it fails you are out of a job,

PREMIUM SOAPS.

How Other Dealers Would Treat the Abuse.

Cole Bros., Kalkaska: We have the same thing to contend with of which the Hastings grocer speaks. It is certainly a deplorable condition of affairs when people will allow themselves to be humbugged in this manner, but we do not know of any possible way of preventing people from buying where they wish. The only remedy we could suggest, and that would be only partial, would be to procure a sample of the soap and show the inferiority of the same. The laundry soaps that Larkin has put in this town are certainly of an inferior quality, being much darker than the laundry soap ordinarily carried in stock by grocers. It would not seem that this could be a repeater after people awaken to a realization that they are paying an exorbitant price for an inferior article.

David Holmes, manager Mitchell Bros., Jennings: I don't think I am competent to pass upon the subject. The problem is one that confronts every merchant throughout the State. I think the remedy out of the reach of the merchant. Higher education among the majority of the patrons that swell the list of purchasers of premium and scheme goods would accomplish more good than anything else I can think of. The illusion that they are getting something for nothing will continue until they acquire higher mathematical education. We know that a great many of the people that patronize these concerns can ill afford to do so.

Grocer: Our idea to counteract the Larkin premium soap plan is to compete with them exactly on the same system that they advertise. Have one or more grocers club together and purchase a quantity of soap, having same put up exactly the same weight and quality. Then give exactly the same kind of premium that Larkin advertises. We believe it would be policy to advertise same liberally, showing cuts of soap and premium; mention in advertisement that you have been successful in making arrangements with the manufacturer, so that you can now give the public exactly the same quality and amount of soap that the Larkin Soap Co. offers and will give the same premium, besides saving them the freight. Then invite the people to call and inspect same; also make a tasty window display of soap and premium. We think this would satisfy that class of people that would be apt to send to Larkin for soap, besides giving the merchant a handsome profit on same.

Recent Business Changes Among Indiana Merchants.

Albany—Robert Reed has purchased the interest of his partner in the meat business of Reed & Gamester.

Evansville—Wm. Felker has purchased the grocery stock of Wm. Wersick.

Fort Wayne—The Fort Wayne Windmill Co. has been incorporated with a capital stock of \$75,000.

Greenburg—Chas. L. King has closed out his hardware stock and retired from trade.

Hall—J. R. Wooden has sold his general merchandise stock to B. C. Whitaker.

Indianapolis—The style of the Wulschner Music Co. has been changed to the Wulschner-Stewart Music Co.

Marion—Goldthait & Sons Co. succeed Goldthait & Sons in the clothing business.

Wabash—C. H. Lawton, who operates a foundry and machine works, has merged his business into a corporation under the style of the Lawton Manufacturing Co.

President Roosevelt says: "The shot that hits is the shot that counts;" like wise, the advertisement that gets the trade is the advertisement that counts.

Like an Open Book

STATE OF MICHIGAN)
COUNTY OF KENT)ss

John DeBoer, being duly sworn, deposes and says as follows:

I am a resident of Grand Rapids and am employed as pressman in the office of the Tradesman Company. Since the issue of October 4, 1899, no edition of the Michigan Tradesman has fallen below SEVEN THOUSAND complete copies. I have personally superintended the printing and folding of every edition and have seen the papers mailed in the usual manner. And further deponent saith not.

John De Boer

STATE OF MICHIGAN)
COUNTY OF KENT)ss.

Ernest A. Stowe, being duly sworn, deposes and says as follows:

I am President of the Tradesman Company, publisher of the Michigan Tradesman, and certify to the correctness of the above affidavit.

Ernest A. Stowe

Sworn to and subscribed before me, a Notary Public in and for said county.



Henry B. Fairchild

Notary Public in and for Kent County, Mich.

Does any other trade journal of your acquaintance fortify its statements as to circulation by the affidavit of its pressman?

Are you sure you are getting the circulation you are paying for in all cases? Is there any reason why you should not insist on circulation claims being verified, the same as you insist on verifying the count of your grocer and the measurement of your dry goods dealer? Why should your advertising be treated like a cat in a bag, instead of being measured like any other commodity?

Detailed sworn statement of any issue or series of issues cheerfully furnished any patron on application.

Butter and Eggs

Observations by a Gotham Egg Man

An enterprising exporter at Alexandria who had been shipping largely of Egyptian onions to New York, and who seems to have a taste for experiments, recently sent two cases of Egyptian eggs to see how they would be received in this market. Of course, there was no possibility that eggs could be profitably brought here from that far-off country and pay the heavy duty, but the two cases received were rather interesting as a curiosity. They were turned over to one of our large egg merchants, who candled and repacked them. They were in cases about 7 feet long, 18 inches wide and about 10 inches deep, 105 dozen to the box, and packed in layers, embedded in a long, coarse excelsior. They were in good order as far as the packing and freedom from breakage were concerned, but the eggs! Tennessee culls would be duck eggs beside them. If these were a fair sample of the Egyptian egg product, one must wonder who in England would ever buy them. The goods were shrunken and stale and lost 22 dozen bad out of the 210 dozen; this was to be expected considering the distance, but the stock was surprisingly small and dirty. Egypt is said to be the birthplace of the incubator, hatching by artificial heat having been practiced there five or six hundred years ago—but the people have evidently made little progress in poultry breeding.

I called at a prominent egg and butter house on Warren street the other day and my attention was directed to a lot of Ohio eggs which were being examined. The lot contained two grades—one stated by the shipper to be passable as Western firsts and the other comprising a few cases as a sample of fancy storage packing. The feature of these eggs worth talking about was the packing of the Western first grade. The eggs were of an attractive quality and the storage packed sample remarkably nice in appearance (although lacking a little in size); but the bulk of the consignment was put up without packing on top other than flats of the new-fashioned, corrugated, double thick, heavy straw paper. In many of the cases the eggs and fillers did not fill the cases by a full inch and in this space, above the corrugated flat, there was—nothing. It is a good recommendation for the railroad that brought these eggs that the slack packed cases were not badly smashed—they would have been under the ordinary handling received by general Western shipments. The corrugated straw paper flats are springy and ought to be very serviceable in egg packing, but they are not safe to use without some adjustable addition of excelsior. If these cases and contents were always a perfect match so that the corrugated flat would always touch the top egg layer and the cover of the case, they might carry the goods safely alone; but practically this close fit can not be secured and if there is any space at all between the top flat and cover it should invariably be filled with enough excelsior to keep the contents from shifting.

Speaking of egg packing, I saw some goods being unloaded on Reade street last week that took the cake for shiftlessness. Almost every case was racked and weak looking and about half of them had sides half off; many of the cases had to be nailed up before they could be safely carried into the

store on a hand-truck and if there were not more checks and cracks than whole eggs in them it is a wonder. Then the excelsior on top seemed to have been loaded in with a pitchfork; about a peck of it was sticking out of both sides of the cases like Horace Greeley whiskers! Neatness always conveys the impression of goodness and the sale of eggs is often injured $\frac{1}{2}$ c a dozen by such slovenly looking packages.

Sam Shapiro, a Hebrew egg dealer, doing business at 348 Greenwich street, called for a meeting of his creditors early last week. At this meeting it was stated that Shapiro had paid his mother-in-law some \$4,200 for a debt and that he had not enough left to pay his debts for eggs purchased. It is understood that he got the money to pay the \$4,200 by obtaining advances on eggs recently bought in the wholesale market, where he had established good credit by previously paying his bills promptly. An offer of 25c on the dollar was made in behalf of Shapiro, but not accepted by the creditors present, who appointed a committee of three to examine the books. We understand that one of the committee sent his book-keeper to examine the books, from which no definite information could be obtained, although it appeared that the debts for eggs purchased amounted to some \$12,000 and that there were apparent assets of some \$800 or \$900. What became of the rest of the money has not appeared, but we hear of no legal steps being taken to effect a settlement and procure a proper accounting. —N. Y. Produce Review.

About Lost Bankbooks.

Lost bankbooks are frequently advertised for, said the President of a prominent savings bank, and they are generally found by some means or another. In most instances the victims are working women or girls who lose them through carelessness. Some of them have common sense enough to telephone the bank and have payment stopped, but most of them do not. They wait for the finder to bring the book to the name and address written inside it, and receive a dollar or two reward. If the finder is well off he sends the book to the bank and we notify the depositor. Lost books are often sent to us from department stores, from branch post-offices, and from telegraph offices, where they have been carelessly left. Lecture the losers? No. If we did we should have to introduce a professional scolder for careless depositors.

Adulterated Tallow.

At a meeting of the National Soap Association the matter of adulterated tallow came up for consideration, some of the members stating that they had purchased tallow of certain tallow renderers which they had found to be adulterated more than 16 per cent. with mineral soap stock, so-called tallow grease or tallow compound, and it was voted that the National Association appropriate a fund for the purpose of bringing criminal action against all manufacturers and brokers who are selling goods of this character.

Matter of Business.

Magistrate—Well, sir, what are you up here for?

Prisoner—For attending to business, your honor. I was arrested merely because I opened a clothing store.

Magistrate—I can see nothing wrong about that. Is the man's story true, officer?

Officer—It is as far as it goes, your honor. But he neglected to state that he opened the store at 2 a. m. with a jimmy.

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



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.

Telephone, 1356 Franklin.

Established 1865.

L. O. Snedecor & Son

Commission Merchants

Egg Receivers

36 Harrison St., New York

Corner Washington St.

We have special trade for small shipments of Fancy Fresh Eggs.

Reference: New York National Exchange Bank.

L. O. Snedecor

L. O. Snedecor, Jr

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.

GARDEN SEEDS

All orders filled promptly the day received. Prices as low as any reputable house in the trade.

ALFRED J. BROWN SEED CO.

GRAND RAPIDS, MICH.

Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers. Sawed white-wood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich.

REMOVE

We will May 1 move our office to our new brick warehouse on Second avenue, Hilton street, Third avenue and Grand Rapids & Indiana and Pere Marquette Railroads. To reach office quick from Monroe street, take Division street or Grandville avenue cars south to Second avenue.

MOSELEY BROS.

SEEDS, BEANS, POTATOES, FRUIT, GRAND RAPIDS MICHIGAN.

PAST AND FUTURE.

Statistical Review of the Dairy Interests of Michigan.*

The past and future of dairying is too broad a subject to cover in the short time I shall occupy. While I believe that we should gain all we can by our experiences in the past, it is the future we should look after sharply, and be sure in following the dairy industry—as any other business—not to put off until to-morrow what should be done to-day. This is the time to progress. Whoever is not found pushing to the front will soon be found in the rear. While Michigan has done fairly well in the past, there are much need and a great chance for this State's forging ahead.

We are naturally located as one of the best states, but are far outranked by several. This should not be. Our well-conducted farmers' institutes and just such dairy associations as this are doing much in educating the farmer in breeding, feeding and caring for the dairy cow, and the more we can do along that line, the better. The days when we could succeed by plodding on without enterprise and without taxing our brains have gone by. Mere industry is not enough. There must be intelligence and thought and push. I believe there never was a more favorable time for a man to start to enlarge his present dairy business than now, and I feel like congratulating every dairyman present not only on the past two years, but on the bright prospects for the future. Our dairy industry has a steady growth. While I realize that statistics are usually dull and uninteresting, I wish to present a few right here.

The growth of the dairy industry in this State in the past has been even and attended with no marked variations.

The number of milch cows in Michigan as shown by the census, both State and National, is as follows:

1880, 384,579.
1884, 407,154.
1890, 497,611.
1894, 506,390.
1900, 563,905.

The gain from 1880 to 1890 was 29 per cent.; from 1890 to 1900 23 per cent.

According to the State census, the gain from 1884 to 1894 was 14 per cent.

When compared with other states Michigan makes a very good showing. When the number of dairy cows is used as a basis Michigan is not found among the ten most important states, arranged in order of rank, since it is the twelfth in the series. When gallons of milk are considered this State is seventh in the list; it occupies the same position also when the farm value of dairy produce is used as a basis. It ranks eighth with respect to the number of farms which derived their principal income in 1899 from dairy produce.

From these figures it will be seen that the farmers of this State have been successful in improving the efficiency of the dairy cow. While Michigan ranks twelfth in number of cows it stands seventh and eighth when dairy products are compared in various ways. The showing is still better when the number of gallons of milk produced per cow is considered.

Average number of gallons of milk produced per cow:

1. Maine, 574.
2. Massachusetts, 572.
3. Michigan, 549.

This is also shown when the number of pure blooded cattle is taken into consideration.

*Paper read at Traverse City convention by Hon. Fred. M. Warner.

The Twelfth Census endeavored to secure statistics in regard to these cattle, but the attempt was unsuccessful so far as the information gathered by enumerators was concerned. By correspondence with the Secretary of each of the associations organized for registering such stock it was estimated that about 1 per cent. of all cattle in this country were pure blooded. In 1890 1½ per cent. of the cattle in this State were recorded pure bloods and in 1894 the number had increased to 2 per cent.

In 1890 the states showing the highest percentage of pure-bred cattle had the highest average milk production per milch cow. At that time Michigan was highest in the North Central division.

Number of pounds of butter made in 1899 on farms and in factories in the principal butter producing states:

1. Iowa, 139,000,000.
2. New York, 115,000,000.
3. Pennsylvania, 111,000,000.
4. Wisconsin, 106,000,000.
5. Ohio, 88,000,000.
6. Illinois, 86,000,000.
7. Minnesota, 82,000,000.
8. Michigan, 60,000,000.

The five States which produced the most butter on farms were as follows: Ohio, New York, Pennsylvania, Iowa and Michigan. The five States which produced most in factories were: Iowa, Wisconsin, Minnesota, New York and Pennsylvania.

Butter Made on Farms: Ohio, 91 per cent. New York, 65 per cent. Pennsylvania, 67 per cent. Iowa, 44 per cent. Michigan, 88 per cent.

The United States census shows that the average value of butter made on farms was 16.7 cents and that made in creameries and factories 20.0 cents. The estimated cost of transporting the milk and cream for one pound of butter was 1.5 cents per pound, leaving 1.8 cents a pound as the net difference between the values of creamery and dairy butter. On this basis the 60,000,000 pounds of butter made on the farms would have had an increased value amounting to \$1,080,000 if it had been made in creameries and factories. Not only that, but it would have relieved many thousands of housewives of work that calls for constant attention and really prevents many farmers from engaging largely in this business.

Pounds of cheese made in 1899 on farms and in factories:

1. New York, 130,000,000.
2. Wisconsin, 79,000,000.
3. Ohio, 19,000,000.
4. Pennsylvania, 11,000,000.
5. Michigan, 10,750,000.

Speaking of the great differences in the net returns of herds, I will state that only last Monday and Tuesday I held at my six cheese factories near home annual meetings. The past year has been the most prosperous I have ever seen in the business, prices remaining high the entire year. Notwithstanding this about one-fifth of the three hundred farmers who sent milk to the factories did not average more than thirty-five to forty dollars per cow, while another one-fifth returns ran between sixty and seventy dollars per cow, or double. A few went as high as seventy-five to eighty dollars. At the present prices these low returns should not be; no such difference should be nor can afford to be allowed to stay. The up-to-date dairyman of to-day is an intensive farmer. He manages to build up his land so that he can grow large crops of corn and grain. Under his wise management, each cow yields him a profit. Such a system of farming increases the productiveness of our farms and, consequently, the wealth

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 asd. 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, ½ doz. in Case...\$5 75

½ Gal. Cans, 1 doz. in Case...6 25

¾ Gal. Cans, 2 doz. in Case...6 50

¾ 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.

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. 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

Butter

I always want it.

E. F. Dudley

Owosso, Mich.

of our cities. On the other hand, we have many farmers in this State who are selling their hay and corn, and thus greatly robbing year by year the fertility of their farms. It seems strange that men will continue to follow such lines. As upon other occasions like this, I desire to urge upon the members of this Association that in no way can they render greater service to the dairy interests of Michigan than by inducing the young men to take a course in dairying at our Agricultural College. I am more fully convinced each year that a course in agriculture at the M. A. C. is the best possible equipment that can be given a young man who is to devote his life to farming.

And now, members of this Association, this one thought, above all others, I want to leave with you—that you are doing this great section of Michigan untold good through this organization which you are maintaining. The dairy industry of this State is greatly strengthened and made better by the good work you are doing here, and it will be a great privilege, as I meet my brother dairymen throughout the State, to be able to say that right here in this part of Michigan where your principal crop is cool breezes in July and August, there is to be found one of the most prosperous dairy sections and one of the best dairymen's associations in the entire country, and one which for practical results and benefits to its members I never saw excelled.

Nothing More Wholesome or Nutritious than Cheddar Cheese.

A recent census shows that the consumption of cheese in the United States is only three pounds per capita per annum. How do we account for such a small consumption of cheese? Three reasons at once suggest themselves, namely (1) ignorance on the part of the consumer as to its nutritive value, (2) irrational eating of cheese and (3) selling too much under-ripened cheese.

A laborer recently said to the writer, "I am very fond of cheese, but I can not afford to buy any at the present high prices." This same laborer is perfectly satisfied, however, to pay 14 cents for a pound of steak when he can get cheese at the same price. Now, let us compare the nutriment in a pound of steak with that found in a pound of cheese. Twenty-five per cent. of steak is protein, while practically all the rest is water. Cheese contains also about 25 per cent. protein, but in addition contains about 35 per cent. butter fat. While the protein is the most valuable constituent of cheese, the fat also has considerable value. In a pound of cheese the fat may be considered to be worth at least two-thirds as much as the protein, so far as its economy is concerned in human nutrition. And so far as the digestibility of cheese is concerned, this may be fully as great as that of steak, for it has been found that about 95 per cent. of a well cured cheese is digestible. If, therefore, we can afford to pay 14 cents for a pound of steak we can afford to pay 21 cents for a pound of good cheese.

Now, concerning the irrational eating of cheese: If people once understand the high nutritive value of cheese I think there would be less complaint about its digestibility and its conduciveness to headache and all the other ills said to follow from eating it. We can not expect anything but this if we deliberately eat half a pound of cheese without bread or crackers or anything else in conjunction with it. We know the bad effects that result from drinking

too much rich cream. But cheese is even richer in fat than most cream and if eaten in large quantity must produce bad effects. Cheese should not be eaten by itself because of its extreme richness, but should be considered as a part of the dietary and should only be used as such. We must use considerable judgment in eating any very nutritious food and this applies particularly to cheese.

It is to be lamented that so large a portion of the cheese consumed reaches the consumer in a half cured state. It must be remembered that the curd as it enters the press is simply a mass of water, fat and insoluble casein. The object of ripening or curing cheese is to transform the insoluble casein into soluble compounds, thus giving it flavor and digestibility. This curing process not only requires time, but must be carried out under certain conditions of temperature and moisture to secure a product of the best quality. Cheese well ripened will dissolve in the mouth somewhat like butter. Under-ripened cheese, on the other hand, is tough, leathery, flavorless and therefore unpalatable and indigestible.

It is time for the thousands and millions of people who wish to live upon economic rations to know that they can have nothing in their ration that is cheaper, more wholesome and nutritious than well made and well ripened cheddar cheese.

Three pounds of cheese per capita per annum! Think of it. Ten times this amount of cheese will be eaten when we will sell a cheese that pleases the public and when we shall have convinced the public of the economy of making cheese a part of the dietary. Think, therefore, of the tremendous possibilities for development in the cheese industry. We are already short on cheese.

This is and has been plainly indicated by the prevailing high prices for cheese during the past year. There is a bright and promising field open to the ambitious cheesemaker, with sufficient guarantee for ample remuneration for efforts put forth in the development of this industry.

John Michels,
Lansing, Mich.

Famine in Rice Threatened Before New Crop.

The rice movement in this country is rapidly assuming a situation which is concentrating the attention of the trade. The rapid consumption of what remains of the originally short crop of 1902-1903 daily, produces a most interesting bit of speculation as to what the last four months of the season, from April to July, will develop in the way of demand and advancing prices. The grocery trade, which has about reached the bottom of its rice bins, has made enquiries relative to replenishing stocks during the last week and local dealers have purchased extensively from Southern markets at firm prices.

Frederick W. Rickert, of New Orleans, La., an authority in this industry, has collected data and, giving consideration to the figures of the Rice Association of America and the Louisiana and Texas Rice Millers & Distributors' Association, has issued a report showing the actual stocks on hand and what proportion is owned by New Orleans mills and distributors, as well as that owned by Louisiana and Texas mills and distributors outside of New Orleans. In commenting on these statistics he says:

Out of about 2,750,000 sacks of rough rice (the equivalent of 2,750,000 pockets clean rice) which are produced by this crop, we have left in sight to carry us over to August 1, 1903, only 525,150 pockets, out of which we will require for export to Puerto Rico (granting the prices do not advance beyond reach of that point) no less than 250,000 pockets, a quantity barely sufficient to supply that demand from April 1, 1903, to October 1, 1903, when the new crop supplies its first out-turn of export grades; deducting these 250,000 pockets for export from the total of 525,150 pockets in sight, we have left only 275,150 pockets for domestic supply for the four months from April 1 to August 1, when the new crop starts to move, or about 70,000 pockets per month, which to any know-

ing eye will readily appear a ridiculously small supply when it is taken into consideration that the domestic consumption so far since the beginning of the crop, August 1, 1902, to April 1, 1903, has been on an average 225,000 pockets per month. Even granting that the spring and summer demand is not as large as that in the fall and winter, the visible supply of 70,000 pockets per month must needs still appear far below actual requirements, I dare say fully 35 per cent.

It is hardly necessary to elaborate on the position New Orleans holds in the field; the figures speak for themselves and show that she should command the situation. She holds already 301,893 pockets out of a total of 525,150 in sight, leaving only 223,257 pockets in the hands of mills and distributors outside of New Orleans, out of which New Orleans will still need about 123,000 pockets to complete requirements of Puerto Rico between now and the new crop, which leaves only about 100,000

pockets available to mills and distributors outside of New Orleans to meet the domestic demand.

A resume of the rice market in general is sent out by Dan Talmage's Sons Co., in their weekly letter, as follows:

Clearing skies and sunshine have led to enlarged transactions and more extended enquiry during last week. Stocks are only fairly assorted. No large amount of any particular style is in sight, and resupplies from primary points being difficult, prices are well sustained. Advices from the South note firm markets on the Atlantic coast, movement being limited on account of restricted offerings. New Orleans reports a more active demand—sales for the week double that of preceding period. Assortments are somewhat meager. This is indicated by the wiping out of the well-defined lines heretofore existing between export rice and that used for home consumption. Cables and correspondence from abroad note markets strong but quiet.

SHIP YOUR BUTTER AND EGGS

—TO—
R. HIRT, JR., DETROIT, MICH.

and be sure of getting the Highest Market Price.

We are also in the market for some Red Kidney Beans

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

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?



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

30 YEARS SELLING DIRECT



No. 647—Top Buggy. Price \$40.
As good as sells for \$25 more.

We are the largest manufacturers of vehicles and harness in the world selling to consumers exclusively.

WE HAVE NO AGENTS but ship anywhere for examination, guaranteeing safe delivery. You are out nothing if not satisfied. We make 105 styles of vehicles and 65 styles of harness.

Visitors are always welcome at our factory.



No. 327—Surrey. Price \$18.
As good as sells for \$50 more.

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

The New York Market

Special Features of the Grocery and Produce Trades.

Special Correspondence.

New York, April 25—The coffee market is dull and demoralized, maintaining the reputation it has so long held. The week's purchases have consisted simply of the usual small lots and at the close Rio No. 7 is weak at $5\frac{1}{4}$ @ $5\frac{1}{2}$ c. Bid daily receipts at Rio and Santos are regularly reported and the whole outlook is anything but encouraging. Speculators, both here and abroad, are liquidating as fast as possible and, in fact, there seems nothing else for them to do. In store and afloat there are 2,508,014 bags, against 2,305,480 bags at the same time last year. Mild coffees seem to sympathize with the Brazil sorts and are dull as can be, except for choice grades, which are always held at firm quotations. East Indies are unchanged in any particular.

This has been a better week in sugar and for several days the withdrawals were decidedly heavy, as compared with former weeks. New business has been a little better, too, although there is still room for improvement in this respect. Prices are firm and practically without change.

The tea market generally is quiet. When sales are made, full prices are asked and obtained. Congous, Indias and Ceylons attract most attention and, upon the whole, while the volume of business is not large the outlook is in favor of the seller.

There is an increasing volume of trade in rice as the season advances, and orders are coming in a satisfactory manner. Prices are very firm and incline to a still higher plane.

A stronger tone prevails for pepper and it is, perhaps, as favorable time to buy as will be found for a good while. Spices of all sorts, in fact, are firmly held and the general tone of the market favors the seller. Singapore pepper, in an invoice way, $12\frac{1}{2}$ @ $12\frac{3}{4}$ c; White Penang, 18 @ 19 c; Amboyon cloves, 13 @ 14 c; Zanzibar, $7\frac{1}{2}$ @ $7\frac{3}{4}$ c.

The limited offering of grocery grades of New Orleans molasses causes a firm market and at the close, with a fairly active demand, the sellers seem to have matters their own way. In foreign, the call has been fair, with prices well held at from 35 @ 36 c for fancy Ponce. Syrups are doing well, but quotations are without change.

A big lot of cheap canned goods has gone into consumption within the past few months and every day the legitimate goods are assuming their rightful place in the market. The call quite generally is for good goods and prices are pretty well sustained. Spot offerings of corn are light and stock that is fancy is really scarce, selling from 11 @ 11.10 ; Maine, 11.25 @ 11.30 . The canned corn market is in excellent shape. Goods from now on will show a good profit and a big pack can easily be taken care of without any demoralization. Tomatoes are worth 90 @ 91 for standard Jersey goods, the latter quotation being, perhaps, a very fair average. Salmon is selling pretty well, but most of the call is for cheap goods. There is likely to be a very small pack this year.

Little is doing in the dried fruit market, but such sales as are made are at firm rates, although quotations are practically unchanged.

In butter, the supply and demand, so far as extras are concerned, are about equal. There is just a trifle weaker feeling than prevailed last week, and if supplies are augmented to any extent it is felt that a decline will come. At the close 25c represents the average, although in some cases $25\frac{1}{2}$ c has been secured. This for butter that will grade up to 94 points. Bad roads are said to be one great cause for the non-arrival of larger supplies and, with more settled weather, this will be remedied. Seconds to firsts, $21\frac{1}{2}$ @ $24\frac{1}{2}$ c; Western imitation creamery, 17 @ 20 c, latter for very desirable goods; fresh factory, 15 @ 16 c; held stock, $14\frac{1}{2}$ @ $15\frac{1}{2}$ c; renovated, 18 @ 19 c.

The demand for cheese is satisfactory

and, with stocks still further reduced this week, the situation favors the seller. Fifteen cents remains the selling price of full cream old cheese, colored, and about $14\frac{1}{2}$ @ $14\frac{3}{4}$ c for white. The supply of new cheese shows enlargement, but the quality of much that is coming is not altogether desirable, although it shows steady improvement.

The demand for eggs is fairly active and, with lighter receipts, the market is rather firmer than last noted. Western storage packed fancy goods will bring $16\frac{1}{2}$ c; fresh gathered, 15 @ 16 c; dirties, $13\frac{1}{2}$ @ 14 c.

Gradually Increasing Demand For Squab Broilers.

During the past few years the demand for lightweight early broilers has very greatly increased. The market men call them squab broilers and the hotel keepers term them individual birds. High class hotels and restaurants find them the most acceptable for single orders, and at the same time more economical than the larger sizes. Chickens for this trade are hatched all through the winter and early spring. They are most salable from February to May, inclusive. As grown by a large establishment which ships to Chicago, New York and Boston, chickens are not fed the first day after hatching. Their first food consists of broken crackers soaked in water, cooked mush and bird seeds. They are fed four or five times each day. As soon as they get well started their main soft ration is a mixture of cornmeal and middlings, half and half, which is made early in the morning and allowed to stand until about 9 o'clock and fed warm. The first feed, fed very early in the morning, is hard grain. Cracked corn, cracked wheat or cracked oats are fed at noon and at night. They get one quart meat scraps in the mush for each 2,000 chicks, the amount of meat increasing as they grow older. For green food they have cabbage and clover hay steamed. Grit, charcoal and water are kept constantly by them.

They are kept warm by hot water pipes about six inches from the floor of the pen. Sand is filled in under the pipes to varying heights, according to the size of the chickens. The ends of the pipes nearest the boiler are warmest and the youngest chickens are kept there. A great point in raising healthy winter chicks is to keep them scratching. The grain and bird seed is always fed in sand or litter in order to make the chickens work for it.

When a lot of chickens are needed in a hurry, two or three weeks hence, they are put in a fattening pen and fed all they will stand, of as great a variety of food as possible. Just before they get all they want the dishes are taken away, leaving them a little hungry, so that the next feeding time they will be looking for more. They would not stand this feeding process very long at a time, but when they are to go to market they are quickly finished off in this manner. The squab broilers are marketed at five to ten weeks old, weighing $\frac{3}{4}$ to $1\frac{1}{4}$ pounds. The medium size breeds are preferred even for these lightweights. The size most in demand are those dressing one pound each. These are called "squab broilers" or "individual chickens" and as the supply of game decreases from year to year there is more demand for these small broilers, and it is quite profitable for raisers to use this size unless they have ample room to carry a small proportion over as roasting stock.

Competition, they say, is the life of trade, but a dishonest advertisement is the death of it.

Nature supplies enough for all, but she is just a trifle shy of the ability to divide it equally.

Fresh Eggs

SHIP TO

LAMSON & CO., BOSTON

Ask the Tradesman about us.

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

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

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.

You ought to sell

LILY WHITE

"The flour the best cooks use"

VALLEY CITY MILLING CO., GRAND RAPIDS, MICH.

QUICK MEAL

Wickless Oil Stoves

The name guarantees its merits.

Write for catalogue and discount.

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

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

USE THE CELEBRATED

Sweet Loma FINE CUT TOBACCO.

NEW SCOTTEN TOBACCO CO. (Against the Trust.)



Overhead Show Case and Counter Fixture

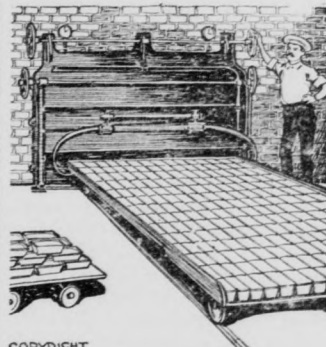
for displaying merchandise. Write for complete catalogue of window display fixtures and papier mache forms, also wax figures.

WESTERN MANUFACTURING CO., Milwaukee, Wis.

Patent applied for

306-308 Broadway.

Everybody Enjoys Eating Mother's Bread



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. Wilkink

\$5.75 PAID FOR 1853 QUARTER; \$10.00 paid for 1853 half dollar; \$2.00 paid for 1856 cent; \$1.00 for certain dollar, and other enormous prices given for hundreds of dates and varieties of OLD COINS, also STAMPS. Don't pay a dollar for a book when we send you TWO COMPLETE BOOKS, illustrated, strictly reliable, with names of HONEST coin and stamp dealers who will buy of you. The TWO books sent post paid for only 10c silver or stamps.

Zeno Mail Order Supply Co.

116 Angela St.

South Bend, Ind.

CREDIT CURRENCY.

Its Economic Value to the Banks and the People.

Credit is probably the most powerful agency or influence in modern industry and commerce. The advocates of what is generally recognized under the name of credit currency maintain that there is no difference in principle whatever between the note of the bank, payable on demand, and an obligation evidenced upon their books to pay on demand.

The advocates of this kind of currency insist upon its economic value in all those fields of productivity where the ordinary machinery of the bank, useful in the cities, can not be made available. They declare it to be primarily a question of the general good and not of bank privilege and bank profit. In support of this contention they point to Germany, France, Scotland and Canada, where bank credit is more largely evidenced by notes than by bankers' books of account. The advocates of credit currency admit that, as these forms of bank credit will or may circulate far from the issuing bank, they should be so guarded as to save, free from risk or loss, any holder into whose hands they might come. They claim to be able to demonstrate that effective guards can be thrown around the currency, first by limiting the right of issue to some safe proportion of the capital of the issuing bank, and by the establishment of a safety fund, to be provided from a moderate annual contribution by all banks exercising the function of note issues.

These advocates emphasize the necessity of the very best and most economical tools and machinery in every department of productivity. They call attention to the lower rates of interest for capital enjoyed by our competitors abroad and assert that, with a proper currency system, the disparity against us in that particular would be lessened. In support of this they ask attention to the striking difference in the cost of credit currency, such as they argue for, and a bank currency, such as we now have in use. The difference appears from a simple statement: Credit currency is issued by the bank in exchange for the satisfactory debt obligations of the borrower. The cost of issue is nothing. Its burden falls upon the banker only when the notes are redeemed by him in money. But it is to be noted that the bank notes may remain outstanding, serving as a medium of exchange, until the obligation made by the borrower to the bank has been discharged, when by payment the borrower himself will have placed with the lending bank the fund needful to redeem the notes. In contrast with this economic system is our present system under which, before the banker can lend his notes to the borrowing customer, he must invest in United States bonds an amount of actual capital to an amount about 15 per cent. in excess of the notes he proposes to issue, and lodge the same with the Treasurer of the United States as a pledge that he will redeem the notes if issued and when presented; while the actual burden and cost of redemption are no less than under the system proposed. In looking at the comparative economics it is to be kept in mind that the cash now required to be invested in bonds is of peculiar value to the banker. One dollar of cash or legal tender money is in his hand lawful and effective reserve against four dollars of his liability to depositors, or those who have credit on his books.

With cash in hand, therefore, he can

swell his loan by giving credit to borrowers, at the rate of four of credit to one of cash. This makes money, actual money, too valuable to the banker to comply with the present necessary conditions to note issuing. Hence the fall movement of currency, when currency is in special demand, is restricted, rigid, experiences no elasticity, begets trouble because in the absence of a true bank currency the actual cash reserves of the bank are called into requisition for temporary use in the cotton and harvest fields. The relation of bank reserve to bank liability is suddenly disturbed. Liquidation to make good falling reserves is inaugurated. Prices of securities and commodities are forced downward, and the alarming symptoms of panic appear.

Just why it is that the American people, quick to perceive and ready to adopt economical methods in many other directions, should blindly adhere to a currency system—it is stiff, awkward, inadequate, inflexible, economically expensive—it is difficult to fully understand. Lyman J. Gage.

Various Uses For Calfskins.

Calfskins are used almost exclusively in the manufacture of drumheads and banjo heads, and the utmost skill and care are required in their preparation for these uses to produce a smooth, even, unbroken skin. The drum and banjo heads are all made from skins. Calfskin is the best material, but sheepskin is good.

The hides come by rail to the factory in great bundles. They are exactly as when taken from the carcass, except that they have been pickled in salt. On receipt at the factory the sides are thrown into a small pond beside the building and left there to soak in running water until all the salt is washed out. This takes a long time. After being freshened the hides are thrown over frames and broken. The bits of flesh remaining on the hides are removed and the skin is then soft and pliable.

The hide is next put in a vat with lime and left there for about two weeks. This loosens the hair, which is scraped off. Then the skin is stretched tight on a frame and shaved on both sides. Another bath in a vat gives the skin a transparent effect and puts it in apple pie order. Once more the skin is stretched out on the frames, and if any finishing touches are needed they are given. After being cut in shape it is ready for the market.

The army drumheads are nineteen to twenty inches in diameter. Other sizes vary from the tiny ones used for toy drums to the great big bass drums, some of which are sixty inches in diameter. Banjo heads are of more uniform size.

Could Afford a Better One.

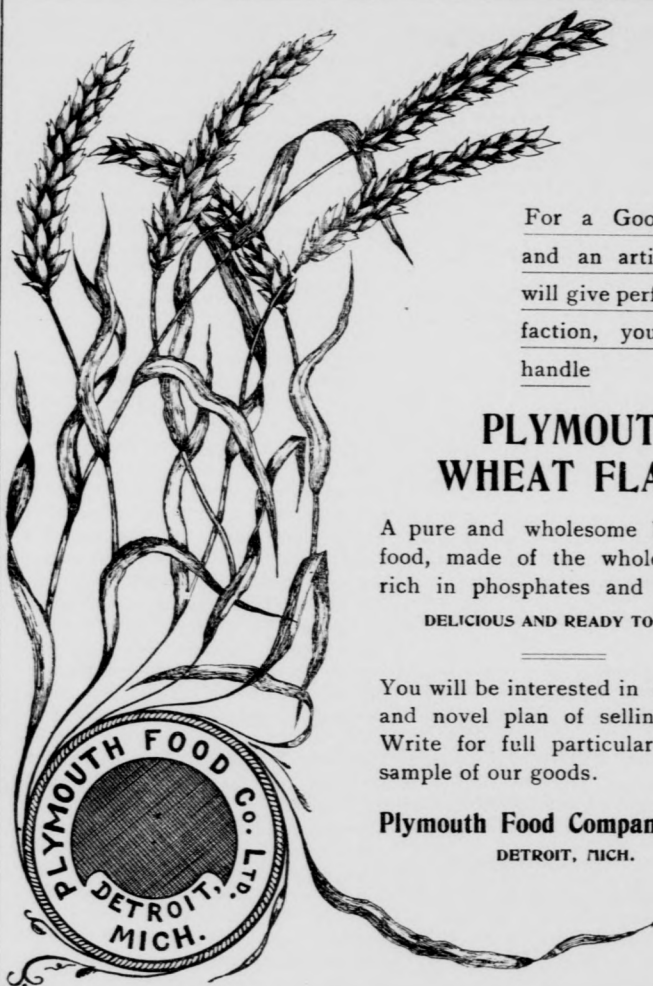
Of course you have a genealogical tree? suggested the caller.

Oh, yes, replied the hostess, carelessly. But we don't think much of it. You don't care much for such things, perhaps?

Oh, it isn't that, but this doesn't seem to be much good.

Not complete enough, possibly? It goes pretty near back to Adam, if that's what you mean, returned the hostess, but there ain't enough kings and queens in it to suit me. Why, only this morning I told John to take it back and tell the man that got it up that we can afford a whole lot better one than that."

The man who throws bouquets at himself imagines the public sees where they go but not where they come from.



For a Good Seller
and an article that
will give perfect satisfaction,
you should
handle

PLYMOUTH
WHEAT FLAKES.

A pure and wholesome breakfast food, made of the whole wheat, rich in phosphates and nitrates.

DELICIOUS AND READY TO EAT.

You will be interested in our new and novel plan of selling stock. Write for full particulars and a sample of our goods.

Plymouth Food Company, Ltd.,
DETROIT, MICH.

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

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.



If the people ask for it you will buy it. If you buy it the people will ask for it. We create the demand—leave that to us.

JUDSON GROCER COMPANY, Grand Rapids

Commercial Travelers

Michigan Knights of the Grip
President, B. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, F. C. SCUTT, Bay City; Grand Secretary, AMOS. KENDALL, Toledo;

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. HOLDEN; Secretary Treasurer, L. F. BAKER.

Learned a Lesson in Politeness.

Traveling men have many odd experiences while on the road, and they hear a great many queer yarns. A group of them were sitting in the rotunda of the Morton House the other day relating to each other some of the funny things that had happened in their own experience. One of them said: "I once had a lesson in politeness taught me which I shall never forget, and which has been the means of keeping me from committing a rudeness toward conductors and trainmen—an offense that is altogether too common. Brakemen are, by official orders, generally stationed at the steps of trains to ask passengers where they are going. It is a good scheme, and the company should be praised for such an arrangement, but there are travelers who seem determined to resist any imputation that they do not know all about where they are going and all about the train to take them there, and will answer such questions as a brakeman puts with overbearing insolence. I must confess I had just the disposition to do this same thing. I had been on the road for years, and it seemed to me as though all these people ought to know that I knew my business and not pester me with what I considered fool questions. I dare say I thought they should divine this from my looks. I can not imagine how else they could guess it.

"Well, as I said, I had a lesson that has led me to answer all these questions readily and willingly. I was traveling in Southern Michigan at the time, with headquarters at Detroit, and on a certain trip was working toward that city. I had been away for weeks and was longing to reach home and see the babies. I was at Marshall one Saturday evening and hustled about, working like a Trojan to see all my customers before they closed up, for I had determined to take the night express East and make the run home. I got through all right and was feeling good, as trade had been much better than I had expected for Saturday night, when the merchants are particularly busy. At 11 o'clock I went to the depot, where I knew I could get a meal, for I had missed my supper, intending to follow up my feed with a nap until the train arrived. It was due between 12 and 1 o'clock and passed the westbound night express at that point—one train coming in on one side of the depot and the other on the other side. I was napping serenely when I heard the rumble and roar of the engine as it rolled up alongside the depot, and stood snorting and puffing, as if anxious to speed on its way again. But half awake, I grabbed up my satchels and made for the platform. When about to climb the steps, a brakeman said: 'Where do you wish to go, sir?' 'Never you mind me; I know my business,' and aboard I went. I think the young chap must have suspected that I was going wrong, for he was watching me closely when the conductor came around.

"'Tickets,' cried that functionary, and I produced a bill, saying at the

same time, 'Detroit.' 'Can't go on this train,' said the man with the punch; 'we are going West.' I felt at that moment as though I should like to have him punch me, for I knew I had been an idiot, and it did not soothe my feelings any to see that brakeman looking at me with a half grin on his face. Angry as I was at myself, it flashed like lightning over me not to let him have the satisfaction of seeing me weaken. I braced up, rubbed my eyes as though just waking up, and said:

"'Excuse me, I was only wishing I could go to Detroit, and that was what made me say it. I have to go to Battle Creek and stay at a hotel over Sunday instead of being at home.' It was a big lie, but I would have told a thousand just then rather than let that brakeman have the laugh on me. Just think, my train was on the other side of the depot. They had both come in together, but the noise of one had drowned the noise of the other. Had I been civil and answered the brakeman's question, he would have told me to take the other train, and I should have been happy instead of disgusted and hot at being compelled to spend Sunday in Battle Creek when I might have been at home with my wife and babies. Politeness costs nothing, and I have never forgotten the lesson."

Gripsack Brigade.

A Tustin correspondent writes: M. A. Richardson, who has been with A. R. Bentley & Co. here for several months, has resigned to take a position as traveling salesman for a wholesale paint establishment. His territory covers portions of Ohio and West Virginia.

Richard Warner, Jr., has received a deserved promotion at the hands of the United Salt Co. by being made general representative for Michigan, assuming the position formerly occupied by E. O. Eastman, who died at Minneapolis about four weeks ago. "Little Dick" has made an excellent record as a salt salesman and his friends rejoice with him in his success.

"When I started on the road I imagined that the life of a drummer was one long-drawn sigh of transcendent bliss," remarked a veteran member of the fraternity. "I imagined that all the country merchants would be glad to see me, would laugh heartily at my jokes, and take my advice at what they should buy. But the poetic dream soon vanished. I reached my first town in a pouring rain and had to carry my sample cases a quarter of a mile to the hotel. The first merchant I visited kept me waiting for an hour while he sold a plug of tobacco and a pint of whisky to a negro, then sneaked out the back door and went to dinner. The next one expressed an earnest desire to see every fellow banged, and the third one pawed my samples over an hour, informed me that all my best stories were told by Shem and Japhet in the ark and that Ham grew black in the face trying to pitch them overboard. I got sour bread and fried catfish for dinner and slept that night on a corn husk mattress, from which the cobs had not been extracted. As I sat in my carpetless room on a chair with a game leg, and by the light of a tallow candle watched the bedbugs play bopeep, I wanted to chuck my sample cases into the river, return to the city and drive a sprinkling cart."

When a widow appears in half-mourning it's the wise bachelor's cue to take to the tall timber.

A letter written in 1846 by Frederick Douglass is of sufficient interest to fully justify its publication at this late date in a Rochester paper. The letter was addressed to William Lloyd Garrison and was written in Belfast, Ireland. In it the writer tells of experiences in Ireland during a four months' sojourn, and praises the people in the highest terms for their freedom from race prejudice. He tells of the joy it gave him on landing from America to be received everywhere as an equal, and not to be debarred from any public place on account of his African descent.

Massachusetts papers are boasting because there are few tramps to be found in the State. This happy condition they ascribe to the tramp laws of the State, passed a few years ago, making it a criminal offense to beg, punishable with a sentence of from six months to two years, and also to the fact that most of the cities and villages now employ the "work test" in dealing with the hobo. There is nothing the genuine tramp loathes more than work, and hence the wandering fraternity gives the Bay State a wide berth.

Morenci—Last year the three Beatty cheese factories, Morenci, Limecreek and Chesterfield, received 3,460,849 pounds of milk, from which 9,500 cheese were made. The average price paid was 97.13 cents per 100 pounds, and the total amount disbursed among the dairymen was \$33,630. It was a remarkably good season. The Limecreek factory began a new season's operations March 21, with Leon Partridge as maker. The Morenci and Chesterfield—Lyman and Frazy Johnson, respectively, makers—opened up March 28.

What's the matter with the American climate? It has some peculiarities, it is true, and has a reputation for sudden changes, but it compares very well with European weather on the whole. Snowstorms have been raging over there. In Western Germany the snow is two feet deep. France and England have also experienced unseasonable storms and have suffered in damage to crops.

One of the Chicago railroad companies has offered to crease the trousers of its employes free of charge twelve times a month in order to improve their appearance. Chicago points to this as evidence of its progress toward civilization.

The Warwick

Strictly first class.
Rates \$2 per day. Central location.
Trade of visiting merchants and traveling men solicited.

A. B. GARDNER, Manager.

THE

Livingston Hotel

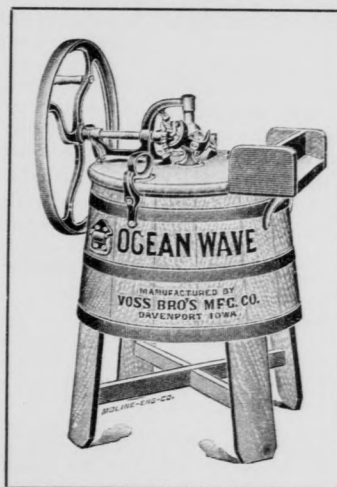


Is considered by the traveling public as the best hotel in Michigan.

Cor. Fulton & Division Sts., Grand Rapids, Mich.

The Popular Ocean Wave Washers

Once sold they never come back, because they wash clean.



Light Running, Handsome, Well Made, Adjustable for High or Low Speed. Sold to only one Dealer in each town. Two Thousand Established Exclusive Agencies.

Voss Bros. Mfg. Co.,

1326 to 1332 West 3d Street, Davenport, Iowa

Write for Prices and Exclusive Agency.

WHOLESALE DRUG PRICE CURRENT

Advanced—Cod Liver Oil, Wormseed.
Declined—

Acidum		Conium Mac.		Scilla Co.		Selditz Mixture		Linseed, pure raw	
Aceticum	60¢ 8	Copaiba	1 15¢ 1 25	Tolutan	50	Morphia, S. P. & W.	2 20¢ 7 50	Linseed, boiled	44 47
Benzoleum, German	70¢ 75	Cubebae	1 50¢ 1 35	Prunus virg.	50	Morphia, S. N. Y. Q.	2 25¢ 2 50	Neatfoot, winter str	45 48
Boracic	17	Erechtithos	1 50¢ 1 60			Moschus Canton	2 25¢ 2 50	Spirits Turpentine	58 60
Carbolicum	22¢ 27	Erigeron	1 00¢ 1 10	Tinctures		Myristica, No. 1	38¢ 40		
Citricum	42¢ 44	Gaultheria	2 30¢ 2 40	Aconitum Napellis R	80	Nux Vomica, po. 15	38¢ 40		
Hydrochlor.	30¢ 5	Geranium, ounce	75	Aconitum Napellis F	50	Opia	38¢ 40		
Nitrosum	80¢ 10	Gossypii, Sem. gal.	50¢ 60	Aloes	50	Pepsin Saac, H. & P.	30¢ 37		
Trallum	12¢ 14	Hedera	1 50¢ 1 85	Aloes and Myrrh	50	D Co.	1 00		
Phosphoricum, dil.	15¢ 15	Juniper	1 50¢ 2 00	Arnica	50	Pils Liq. N.N. 1/4 gal.	1 00		
Salicylicum	42¢ 45	Lavandula	90¢ 2 00	Assafoetida	50	Pils Liq., quarts	2 00		
Sulphuricum	15¢ 15	Limonis	1 15¢ 1 25	Atropine Belladonna	50	Soda, Borax, po.	90¢ 11		
Tannicum	1 10¢ 1 20	Mentha Piper	3 80¢ 4 60	Aurant Cortex	50	Soda et Potass Tart.	1 14¢ 2		
Tartaricum	38¢ 40	Mentha Verid.	5 00¢ 5 50	Benzoin	50	Soda, Carb.	1 14¢ 2		
Ammonia		Morruha, gal.	4 25¢ 4 50	Benzoin Co.	50	Soda, Bl-Carb.	3 14¢ 4		
Aqua, 16 deg.	40¢ 6	Myrica	4 00¢ 4 50	Borax	50	Soda, Ash	3 14¢ 4		
Aqua, 20 deg.	60¢ 8	Pils Liqulda, gal.	75¢ 3 00	Cantharides	50	Soda, Sulphur	3 14¢ 4		
Carbonas	13¢ 15	Pils Liqulda, gal.	10¢ 12	Cardamon	50	Spts. Cologne	50¢ 55		
Chloridum	12¢ 14	Ricina	90¢ 35	Cardamon Co.	50	Spts. Myrta Dom.	50¢ 55		
Aniline		Rosmarini	1 00	Castor	50	Spts. Vini Rect. bbl.	2 00		
Black	2 00¢ 2 25	Rosa, ounce	6 50¢ 7 00	Catechu	50	Spts. Vini Rect. 10 gal	2 00		
Brown	80¢ 1 00	Succini	40¢ 45	Cinchona	50	Spts. Vini Rect. 5 gal	2 00		
Red	45¢ 50	Sabina	90¢ 1 00	Cinchona Co.	50	Strychnia, Crystal	90¢ 1 15		
Yellow	2 50¢ 3 00	Sassafras	2 75¢ 7 00	Columba	50	Sulphur, Subl.	2 14¢ 4		
Baccae		Sinapis, ess., ounce	80¢ 85	Cubebae	50	Sulphur, Roll	2 14¢ 4		
Cubebae, po. 25	21¢ 24	Tigil	1 50¢ 1 60	Cassia Acutifol.	50	Terebenth Venice	28¢ 30		
Juniperus	6¢ 7	Thyme	40¢ 50	Cassia Acutifol Co.	50	Theobroma	28¢ 30		
Xanthoxylum	30¢ 35	Thyme, opt.	1 60	Digitalis	50	Vanilla	9 00¢ 16 00		
Balsamum		Theobromas	15¢ 20	Errot	50	Zinc Sulph.	7¢ 8		
Copaiba	50¢ 55	Potassium		Ferri Chloridum	50	Oils			
Peru	1 10	Bi-Carb	15¢ 18	Gentian	50	Whale, winter	70 70		
Terabin, Canada	60¢ 65	Bichromate	13¢ 15	Gentian Co.	50	Lard, extra	85 90		
Tolutan	45¢ 50	Bromide	33¢ 35	Gulaca	50	Lard, No. 1	80 85		
Cortex		Carb	12¢ 15	Hyocyanum	50				
Abies, Canadian	18	Chlorate, po. 17	19	Iodine	50				
Cassia	12	Cyanide	34¢ 38	Iodine, colorless	50				
Cinchona Flava	12	Iodide	2 30¢ 2 40	Kino	50				
Eucalyptus atropurp.	30	Potassa, Bitart, pure	28¢ 30	Lobelia	50				
Myrica Cerifera, po.	20	Potassa Nitras, opt.	7¢ 10	Myrrh	50				
Prunus Virgin.	12	Potassa Nitras	6¢ 8	Nux Vomica	50				
Quillaja, gr'd	12	Prussiate	23¢ 25	Opil	50				
Sassafras, po. 15	12	Sulphate po.	15¢ 18	Opil, camphorated	50				
Ulmus, po. 20, gr'd	38	Radix		Opil, deodorized	50				
Extractum		Aconitum	20¢ 25	Quassia	50				
Glycerhiza Glabra	24¢ 30	Althae	30¢ 35	Rhatany	50				
Glycerhiza, po.	28¢ 30	Anchusa	10¢ 12	Rhel	50				
Hematox, 15 lb. box	11¢ 12	Arum po.	25	Sanguinaria	50				
Hematox, 18	13¢ 14	Calamus	20¢ 40	Serpentaria	50				
Hematox, 1/4s	14¢ 15	Genkiana, po. 15	12¢ 15	Stromonium	50				
Hematox, 1/4s	16¢ 17	Glycerhiza, pv. 15	16¢ 18	Tolutan	50				
Ferru		Hydrastis Canaden.	75	Veratrum Veride	50				
Carbonate Precip.	15	Hydrastis Can.	80	Zingiber	20				
Citrate and Quinia	2 25	Hellebore, Alba, po.	12¢ 15	Miscellaneous					
Citrate Soluble	75	Inula, po.	18¢ 22	Ather, Spts. Nit. F	30¢ 35				
Ferrocyanidum Sol.	10	Ipecac, po.	2 75¢ 2 80	Ather, Spts. Nit. F	34¢ 38				
Solut. Chloride	15	Iris plox, po. 35	38¢ 40	Alumen	2 14¢ 4				
Sulphate, com'l.	80	Jalapa, pr	25¢ 30	Alumen, gr'd, po. 7	4				
Sulphate, com'l, by	80	Maranta, 1/4s	22¢ 25	Annatto	40¢ 50				
Sulphate, pure	7	Podophyllum, po.	22¢ 25	Antimony, po.	40¢ 50				
Flora		Rhel	75¢ 1 00	Antimony et Potass T	40¢ 50				
Arnica	15¢ 18	Rhel, cut	1 25	Antipyrin	25				
Anthemis	22¢ 25	Rhel, pv	75¢ 1 00	Antifebrin	20				
Matricaria	30¢ 35	Spigella	35¢ 38	Arsenic Nitras, oz.	42				
Folia		Sanguinaria, po. 15	18	Balm Gilead Buds.	50				
Barosma	35¢ 40	Serpentaria	65¢ 70	Bismuth S. N.	2 20¢ 2 30				
Cassia Acutifol, Tin	20¢ 25	Senega	1 10¢ 1 15	Calcium Chlor., 15	2				
Cassia, Acutifol, Aiz.	25¢ 30	Smlax, officinalis H.	2	Calcium Chlor., 1/4s.	12				
Salvia officinalis, 1/4s	12¢ 20	Smlax, M.	10¢ 12	Calcium Chlor., 1/4s.	10				
Uva Ursi	8¢ 10	Scilla	10¢ 12	Cantharides, Rus. po	80				
Gummi		Symplocarpus, Foet-	25	Capsel Fructus, af.	15				
Acacia, 1st picked	65	us, po.	25	Capsel Fructus, po.	15				
Acacia, 2d picked	45	Valeriana, Eng. po. 30	15¢ 20	Caryophyllus, po. 15	12¢ 14				
Acacia, 3d picked	28	Zingiber a.	14¢ 16	Carmine, No. 40	3 00				
Acacia, sifted sorts	25	Zingiber j.	25¢ 27	Cera Alba	50¢ 60				
Acacia, po.	45¢ 65	Semen		Cera Flava	40¢ 42				
Aloe, Barb. po. 18	20	Anisum, po. 18	15	Coccus	40				
Aloe, Cape, po. 25	20	Aplum (graveleons)	13¢ 15	Cassia Fructus	2 35				
Aloe, Socotri, po. 40	20	Bird, is	40¢ 6	Centraria	2 35				
Ammoniac	55¢ 60	Carul, po. 15	10¢ 11	Cetaceum	2 45				
Assafoetida, po. 40	25¢ 40	Cardamon	1 25¢ 1 75	Chloroform	50¢ 60				
Benzoinum	50¢ 55	Coriandrum	80¢ 10	Chloroform, squibbs	2 10				
Catechu, is	60	Cydonium	64¢ 7	Chloral Hyd Crst.	1 35¢ 1 60				
Catechu, 1/4s	60	Chenopodium	75¢ 1 00	Chondrus	20¢ 25				
Catechu, 1/4s	60	Dipterix Odorata	25¢ 30	Cinchonidine, P. & W	35¢ 48				
Camphora	64¢ 68	Foeniculum	60¢ 1 00	Cinchonidine, Germ.	35¢ 48				
Euphorbium, po. 35	40	Foenugreek, po.	70¢ 9	Cocaine	4 55¢ 4 75				
Gamboge	1 00	Lini	4	Corks, list, dis. pr. ct.	75				
Gualacum, po. 35	25	Lini, gr'd. bbl. 4	4	Creta	2 45				
Kino	25	Lobelia	1 50¢ 1 55	Creta, prep.	2 45				
Mastic	60	Pharlaris Canarian.	6	Creta, precip.	9¢ 11				
Myrrh	40	Rapa	5	Crocus	38¢ 40				
Opil, po. 4.40	3 25	Sinapis Alba	9¢ 10	Cudbear	24				
Shellac	35¢ 45	Sinapis Nigra	11¢ 12	Cupri Sulph.	84¢ 8				
Shellac, bleached	40¢ 45	Spiritus		Dextrine	70¢ 10				
Tragacanth	70¢ 1 00	Frumentum, W. D. Co.	2 00¢ 2 50	Emery, all numbers	8				
Herba		Frumentum, D. F. R.	2 00¢ 2 25	Emery, po.	12¢ 15				
Absinthium, oz. pkg	25	Juniperis Co. O. T.	1 25¢ 1 50	Ergota	85¢ 90				
Eupatorium, oz. pkg	20	Juniperis Co.	1 75¢ 3 50	Flake White	12¢ 15				
Lobelia, oz. pkg	20	Saacharum N. E.	1 90¢ 2 10	Galla	23				
Majorum, oz. pkg	25	Spt. Vini Gall.	1 75¢ 6 50	Gambler	80¢ 9				
Mentha Pip. oz. pkg	25	Vini Oporto	1 25¢ 2 00	Gelatin, Cooper	60				
Mentha Vir. oz. pkg	25	Vini Alba	1 25¢ 2 00	Gelatin, French	35¢ 60				
Rue, oz. pkg	39	Sponges		Glassware, flint, box	75 & 80				
Tanacetum Voz. pkg	22	Florida sheeps' wool	2 50¢ 2 75	Less than box	13				
Thymus, V. oz. pkg	25	Nassau sheeps' wool	2 50¢ 2 75	Glue, brown	11¢ 13				
Magnesia		Velvet extra sheeps'	2 50¢ 2 75	Glue, white	15¢ 25				
Calcined, Pat.	55¢ 60	wool, carriage	2 1 50	Glycerina	174¢ 25				
Carbonate, Pat.	18¢ 20	Extra yellow sheeps'	2 1 50	Grana Paradisi	25				
Carbonate, K. & M.	18¢ 20	wool, carriage	2 1 50	Humulus	25¢ 55				
Carbonate, Jennings	18¢ 20	Grass sheeps' wool	2 1 50	Hydrarg Chlor Mite	1 00				
Oleum		Hard, for slate use	2 1 50	Hydrarg Chlor Cor.	1 10				
Absinthium	5 50¢ 5 75	Yellow Reef, for	2 1 40	Hydrarg Ox Rub'm	1 20				
Amygdale, Dulc.	50¢ 60	slate use	2 1 40	Hydrarg Ammoniat	50¢ 60				
Amygdale, Amaræ	8 00¢ 8 25	Syrups		Hydrarg Unguentum	50¢ 60				
Anisi	1 60¢ 1 65	Acacia	2 50	Hydrargyrum	85				
Aurant Cortex	2 10¢ 2 20	Auranti Cortex	2 50	Ichthyobolia, Am.	65¢ 70				
Bergamul	2 85¢ 3 25	Zingiber	2 50	Indigo	75¢ 1 00				
Caliputi	80¢ 85	Ipecac	2 50	Iodine, Resubi.	3 40¢ 3 60				
Caryophylli	75¢ 80	Ferri Iod.	2 50	Iodoform	3 80¢ 3 85				
Cedar	2 20	Rhel Arom.	2 50	Lupulin	50				
Chenopadi	2 20	Smlax Officinalis	2 50	Lycopodium	50				
Cinnamoni	1 00¢ 1 10	Senega	2 50	Macle	65¢ 75				
Citronella	35¢ 40	Sellae	2 50	Liquor Arsen et Hy	25				
				drarg Iod.	25				
				Liquor Potass Arstini	10¢ 12				
				Magnesia, Sulph.	20¢ 3				
				Magnesia, Sulph, bbl	14				
				Manna, S. P.	75¢ 80				

Seasonable

PARIS GREEN
LONDON PURPLE
INSECT POWDER
NAPHTHALINE BALLS
NAPHTHALINE FLAKES
PO. WHITE HELLEBORE
CARBOLIC ACID ALL GRADES
SLUG SHOT

WE OFFER AT BEST MARKET PRICE

Hazeltine & Perkins
Drug Co.

Wholesale Druggists

Grand Rapids, Mich

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED	DECLINED
Sugars	Cheese
Bird Seed	Sisal Rope
Cove Oysters	Corn Syrup
Oranges	

Index to Markets

By Columns

	1	2
AXLE GREASE		
Aurora, doz. gross	6 00	
Castor Oil, doz.	7 00	
Diamond, doz.	4 25	
Frazier's, doz.	9 00	
IXL Golden, tin boxes 75	9 00	
BATH BRICK		
American, doz.	75	
English, doz.	85	
BROOMS		
No. 1 Carpet, doz.	2 50	
No. 2 Carpet, doz.	2 25	
No. 3 Carpet, doz.	2 15	
No. 4 Carpet, doz.	1 75	
Parlor Gem, doz.	2 40	
Common Whisk, doz.	85	
Fancy Whisk, doz.	1 20	
Warehouse, doz.	2 90	
BRUSHES		
Scrub, doz.	45	
Solid Back, 11 in.	1 10	
Pointed Ends, doz.	85	
STOVE		
No. 3, doz.	75	
No. 2, doz.	1 10	
No. 1, doz.	1 75	
Shoe		
No. 8, doz.	1 00	
No. 7, doz.	1 30	
No. 4, doz.	1 70	
No. 3, doz.	1 90	
Wiens' Dustless Sweeper		
No. 6, doz.	1 50	
No. 8, doz.	2 00	
No. 1, doz.	3 00	
No. 2, doz.	3 50	
BUTTER COLOR		
W. R. & Co.'s, 15c size, doz.	1 25	
W. R. & Co.'s, 25c size, doz.	2 00	
CANDLES		
Electric Light, 58, doz.	12	
Electric Light, 108, doz.	12 1/2	
Paraffine, 58, doz.	9 1/4	
Paraffine, 128, doz.	10	
Wicking, doz.	17	
CANNED GOODS		
Apples		
3 lb. Standards, doz.	85	
Gallons, standards, 2 00 @ 25		
Blackberries		
Standards, doz.	85	
Beans		
Baked, doz.	80 @ 1 50	
Red Kidney, doz.	80 @ 90	
String, doz.	70	
Wax, doz.	75 @ 80	
Blueberries		
Standard, doz.	1 20	
Brook Trout		
2 lb. cans, speeded, doz.	1 90	
Clams		
Little Neck, 1 lb., doz.	1 00	
Little Neck, 2 lb., doz.	1 50	
Clam Bouillon		
Burnham's, 1/2 pint, doz.	1 92	
Burnham's, pint, doz.	3 60	
Burnham's, quarts, doz.	7 20	
Cherries		
Red Standards, 1 30 @ 1 50		
White, doz.	1 50	
Corn		
Fair, doz.	1 00	
Good, doz.	1 10	
Fancy, doz.	1 40	
French Peas		
Sur Extra Fine, doz.	22	
Extra Fine, doz.	19	
Finest, doz.	15	
Moyen, doz.	11	
Gooseberries		
Standard, doz.	90	
Hominy		
Standard, doz.	85	
Lobster		
Star, 1/2 lb., doz.	2 00	
Star, 1 lb., doz.	3 00	
Picnic Tails, doz.	2 40	
Mackerel		
Mustard, 1 lb., doz.	1 80	
Mustard, 2 lb., doz.	2 80	
Soused, 1 lb., doz.	1 80	
Soused, 2 lb., doz.	2 80	
Tomato, 1 lb., doz.	1 80	
Tomato, 2 lb., doz.	2 80	
Mushrooms		
Hotels, doz.	18 @ 20	
Buttons, doz.	22 @ 25	
Oysters		
Cove, 1 lb., doz.	8 @ 90	
Cove, 2 lb., doz.	1 65	
Cove, 1 lb. Oval, doz.	1 00	
Peaches		
Pie, doz.	8 @ 80	
Yellow, doz.	1 25 @ 1 50	
Pears		
Standard, doz.	1 00	
Fancy, doz.	1 25	
Peas		
Marrowfat, doz.	90 @ 1 10	
Early June, doz.	90 @ 1 00	
Early June Sifted, doz.	1 65	
Plums		
Plums, doz.	85	
Pineapple		
Grated, doz.	1 25 @ 2 75	
Sliced, doz.	1 35 @ 2 55	
Pumpkin		
Fair, doz.	75	
Good, doz.	90	
Fancy, doz.	1 10	
Gallon, doz.	2 50	
Raspberries		
Standard, doz.	1 15	
Russian Caviar		
1/2 lb. cans, doz.	3 75	
1/2 lb. cans, doz.	7 00	
1 lb. can, doz.	12 00	
Salmon		
Columbia River, 1/2 lbs, doz.	@ 1 85	
Columbia River, 1/2 lbs, doz.	@ 1 80	
Red Alaska, doz.	@ 1 80	
Pink Alaska, doz.	@ 90	
Sardines		
Domestic, 1/2, doz.	3 1/2	
Domestic, 1/4, doz.	6	
California, Mustard, doz.	11 @ 14	
California, 1/2, doz.	17 @ 24	
French, 1/2, doz.	17 @ 24	
French, 1/4, doz.	18 @ 28	
Shrimps		
Standard, doz.	1 20 @ 1 40	
Succotash		
Fair, doz.	1 25	
Good, doz.	1 40	
Fancy, doz.	1 40	
Strawberries		
Standard, doz.	1 10	
Fancy, doz.	1 40	
Tomatoes		
Fair, doz.	1 00 @ 1 10	
Good, doz.	1 15	
Fancy, doz.	1 25	
Gallons, doz.	3 50	
CARBON OILS		
Barrels		
Eocene, doz.	@ 13	
Perfection, doz.	@ 12	
Diamond White, doz.	@ 11 1/4	
D. S. Gasoline, doz.	@ 15	
Deodorized Naphtha, doz.	@ 14 1/4	
Engine, doz.	@ 22	
Black, winter, doz.	@ 10 1/2	
CATSUP		
Columbia, pint, doz.	1 20	
Columbia, 1/2 pint, doz.	1 25	
CEREAL COFFEE		
Cere Kofa, 24 packages, doz.	2 50	
For sale by all jobbers		
CHEESE		
Acme, doz.	2 15	
Amboy, doz.	2 14	
Carson City, doz.	2 14	
Elmer, doz.	2 14	
Emblem, doz.	2 14	
Gem, doz.	2 15	
Gold Medal, doz.	2 14	
Ideal, doz.	2 14	
Jersey, doz.	2 14	
Riverside, doz.	2 14	
Brick, doz.	14 @ 15	
Edam, doz.	2 17	
Lelton, doz.	2 17	
Limburger, doz.	13 @ 14	
Pineapple, doz.	50 @ 75	
Sap Sago, doz.	2 20	
CHEWING GUM		
American Flag Spruce, doz.	55	
Beeman's Pepsin, doz.	60	
Black Jack, doz.	60	
Largest Gum Made, doz.	60	
Sen Sen, doz.	55	
Sen Sen Breath Perfume, doz.	1 00	
Sugar Leaf, doz.	55	
Yucatan, doz.	55	
CHICORY		
Bulk, doz.	5	
Red, doz.	4	
Eagle, doz.	7	
France, doz.	7	
Schener's, doz.	6	
CHOCOLATE		
Walter Baker & Co.'s, doz.	23	
German Sweet, doz.	31	
Premium, doz.	31	
Vanilla, doz.	41	
Caracas, doz.	35	
Eagle, doz.	28	
CLOTHES LINES		
60 ft, 3 thread, extra, doz.	1 00	
72 ft, 3 thread, extra, doz.	1 40	
90 ft, 3 thread, extra, doz.	1 70	
60 ft, 6 thread, extra, doz.	1 29	
72 ft, 6 thread, extra, doz.	1 50	
Jute		
60 ft, doz.	75	
90 ft, doz.	90	
120 ft, doz.	1 05	
120 ft, doz.	1 50	

3

Cotton Victor	
50 ft, doz.	80
60 ft, doz.	95
70 ft, doz.	1 10
Cotton Windsor	
50 ft, doz.	1 20
60 ft, doz.	1 40
70 ft, doz.	1 65
80 ft, doz.	1 85
Cotton Braided	
40 ft, doz.	75
50 ft, doz.	85
60 ft, doz.	95
Galvanized Wire	
No. 20, each 100 ft long, doz.	1 90
No. 19, each 100 ft long, doz.	2 10
COCOA	
Baker's, doz.	38
Cleveland, doz.	41
Colonial, 1/2, doz.	38
Colonial, 1/4, doz.	33
Epps, doz.	42
Huyler, doz.	45
Van Houten, 1/2, doz.	12
Van Houten, 1/4, doz.	40
Van Houten, 1s, doz.	72
Webb, doz.	31
Wilbur, 1/2, doz.	41
Wilbur, 1/4, doz.	42
COCOANUT	
Dunham's 1/2, doz.	26
Dunham's 1/4 and 1/2, doz.	26 1/2
Dunham's 1/2, doz.	27
Dunham's 1/4, doz.	28
Bulk, doz.	13
COCOA SHELLS	
20 lb. bags, doz.	2 1/2
Less quantity, doz.	3
Pound packages, doz.	4
COFFEE	
Rio	
Common, doz.	8
Fair, doz.	9
Choice, doz.	10
Fancy, doz.	15
Santos	
Common, doz.	8
Fair, doz.	9
Choice, doz.	10
Fancy, doz.	13
Peaberry, doz.	11
Maracabo	
Fair, doz.	13
Choice, doz.	16
Mexican	
Choice, doz.	13
Fancy, doz.	17
Guatemala	
Choice, doz.	13
Java	
African, doz.	12
Panama African, doz.	17
O. G., doz.	25
P. G., doz.	31
Mocha	
Arabian, doz.	21
Package	
New York Basis	
Arbutick, doz.	10 1/4
Dilworth, doz.	10 1/4
Jersey, doz.	11
Lion, doz.	10
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, 1/2 gross boxes, doz.	9 1/2
Felix 1/2 gross, doz.	1 15
Hummel's full 1/2 gross, doz.	85
Hummel's tin 1/2 gross, doz.	1 43
CRACKERS	
National Biscuit Co.'s brands	
Butter	
Seymour, doz.	6
New York, doz.	6
Family, doz.	6
Salted, doz.	6
Wolverine, doz.	7
Soda	
N. B. C., doz.	7
Soda, City, doz.	8
Long Island Wafers, doz.	18
Zephyrette, doz.	18
Oyster	
Round, doz.	6
Square, doz.	6
Faust, doz.	7 1/2
Extra Farina, doz.	7 1/2
Saltine Oyster, doz.	7
Sweet Goods-Boxes	
Animals, doz.	10
Assorted Cake, doz.	10
Belle Rose, doz.	16
Bent's Water, doz.	8
Cinnamon Bar, doz.	9
Coffee Cake, Iced, doz.	10
Coffee Cake, Java, doz.	16
Cocoanut Macaroons, doz.	18
Cocoa Bar, doz.	10
Cocoanut Taffy, doz.	12
Cracknels, doz.	18
Creams, Iced, doz.	18
Cream Crisp, doz.	8
Cubans, doz.	10 1/4
Current Fruit, doz.	11 1/4
Frosted Honey, doz.	12
Frosted Cream, doz.	8
Ginger Gems, 1/2 gross, doz.	8
Ginger Snaps, N. B. C., doz.	6 1/4
Gladiator, doz.	10 1/4
Grandma Cakes, doz.	9
Graham Crackers, doz.	8
Graham Wafers, doz.	12
Grand Rapids Tea, doz.	16
Honey Fingers, doz.	12
Iced Honey Crumpets, doz.	10
Imperial, doz.	8
Jumbies, Honey, doz.	12
Lady Fingers, doz.	12
Lemon Snaps, doz.	12
Lemon Wafers, doz.	16
Marshmallow, doz.	16

4

Marshmallow Creams , doz.	16
Marshmallow Walnuts , doz.	16
Mary Ann , doz.	8
Milk Pie , doz.	11 1/4
Milk Biscuit , doz.	7 1/2
Molasses Cake , doz.	8
Molasses Bar , doz.	8
Moss Jelly Bar , doz.	12 1/2
Newton , doz.	12
Oatmeal Crackers , doz.	8
Oatmeal Wafers , doz.	12
Orange Crisp , doz.	9
Orange Gem , doz.	8
Penny Cake , doz.	8
Pilot Bread, XXX , doz.	7 1/4
Pretzettes, hand made , doz.	8
Pretzels, hand made , doz.	8
Scotch Cookies , doz.	10
Sears' Lunch , doz.	7 1/4
Sugar Cake , doz.	8
Sugar Biscuit Square , doz.	8
Sugar Squares , doz.	8
Sultanas , doz.	13
Tutti Fruiti , doz.	16
Vanilla Wafers , doz.	16
Vienna Crimp , doz.	8
DRIED FRUITS	
Apples	
Sundried, doz.	5
Evaporated, 50 lb. boxes, doz.	6 1/2
California Prunes	
100-120 25 lb. boxes, doz.	2
90-100 25 lb. boxes, doz.	2 1/4
80-90 25 lb. boxes, doz.	2 1/2
70-80 25 lb. boxes, doz.	2 1/2
60-70 25 lb. boxes, doz.	2 1/2
50-60 25 lb. boxes, doz.	2 1/2
40-50 25 lb. boxes, doz.	2 1/2
30-40 25 lb. boxes, doz.	2 1/2
1/2 cent less in 50 lb. cases	
Citron	
Corsecan, doz.	13 @ 13 1/4
Currents	
Imported, 1 lb. package, doz.	7 @
Imported bulk, doz.	6 1/2 @
Peel	
Lemon American 10 lb. bx., doz.	13
Orange American 10 lb. bx., doz.	13
Raisins	
London Layers 2 Crown, doz.	1 25
London Layers 3 Crown, doz.	1 25
Cluster 4 Crown, doz.	2 80
Loose Muscatels 2 Crown, doz.	7
Loose Muscatels 3 Crown, doz.	7 1/4
Loose Muscatels 4 Crown, doz.	7 1/4
L. M., Seeded, 1 lb., doz.	9 @ 9 1/4
L. M., Seeded, 1/2 lb., doz.	7 @ 7 1/4
Sultanas, bulk, doz.	10 1/4
Sultanas, package, doz.	10 1/4
FARINACEOUS GOODS	
Beans	
Dried Lima, doz.	8
Medium Hand Picked, doz.	2 20
Brown Holland, doz.	2 25
Farina	
24 1 lb. packages, doz.	1 50
Bulk, per 100 lbs., doz.	2 50
Hominy	
Flake, 50 lb. sack, doz.	90
Pearl, 200 lb. bbl., doz.	5 00
Pearl, 100 lb. sack, doz.	2 00
Macaroni and Vermicelli	
Domestic, 10 lb. box, doz.	60
Imported, 25 lb. box, doz.	2 50
Pearl Barley	
Common, doz.	2 65
Chester, doz.	2 65
Empire, doz.	3 50
Peas	
Green, Wisconsin, bu., doz.	1 85
Green, Scotch, bu., doz.	1 90
Split, lb., doz.	4
Rolled Oats	
Rolled Arena, bbl., doz.	4 85
Steel Cut, 100 lb. sacks, doz.	2 50
Monarch, bbl., doz.	4 60
Monarch, 90 lb. sack, doz.	2 20
Quaker, cases, doz.	3 10
Sago	
East India, doz.	3 1/2
German, sacks, doz.	3 1/2
German, broken package, doz.	4

SPECIAL PRICE LIST

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....55 6 00

BAKING POWDER

JAXON

1/4 lb. cans, 4 doz. case.....45
1/2 lb. cans, 4 doz. case.....85
1 lb. cans, 2 doz. case.....1 60

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



Small size, per doz.....40
Large size, per doz.....75

BREAKFAST FOOD

Nutro-Crisp
The Ready Cooked
Granular Wheat Food
A Delightful Cereal Surprise
Cases, 24 1 lb. packages.....2 70

TRYABITA

Peptonized Celery Food, 3
doz. in case.....4 05
Hulled Corn, per doz.....95

Grits

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages.....2 00

CAN RUBBERS

Schaefer Handy Box Brand.



1 to 25 gross lots.....@75c
25 to 50 gross lots.....@70c
50 to 100 gross lots.....@65c

CIGARS

G. J. Johnson Cigar Co.'s brand.



Less than 500.....33 00
500 or more.....32 00
1000 or more.....31 00

CLEANER & POLISHER



8 oz. can, per doz.....1 35

Quart can, per doz.....2 25

Gallon can, per doz.....7 50

Samples and Circulars Free.

COFFEE

Roasted

Dwinell-Wright Co.'s Brands.



White House, 1 lb. cans.....
White House, 2 lb. cans.....
Excelsior, M. & J. 1 lb. cans.....
Excelsior, M. & J. 2 lb. cans.....
Tip Top, M. & J., 1 lb. cans.....
Royal Java.....
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination.....
Distributed by Judson Grocer
Co., Grand Rapids; National
Grocer Co., Detroit and Jack-
son; B. Desenberg & Co., Kal-
amazoo; Symons Bros. & Co.,
Saginaw; Meisel & Goeschel,
Bay City; Fielbach Co., Toledo.

CONDENSED MILK

4 doz in case.



Gall Borden Eagle.....6 40
Crown.....5 90
Daisy.....4 70
Champion.....4 25
Magnolia.....4 00
Challenge.....3 85
Dime.....3 85
Peerless Evaporated Cream.....4 00

CRACKERS

E. J. Kruce & Co.'s baked goods
Standard Crackers.
Blue Ribbon Squares.
Write for complete price list
with interesting discounts.

Perfection Biscuit Co.'s brands
Perfection Wafers, in bbl. 06
Florodora Cookies, cse. 2 00
Subject to liberal discount. Case
contains 50 packages. Complete
line of high grade crackers and
sweet goods. Perfection Bis-
cuit Co., Ft. Wayne, Ind.
Freight allowance made on
all shipments of 100 lbs or more
where rate does not exceed 40c
per hundred.

FLAVORING EXTRACTS

FOOTE & JENKS'
JAXON
Highest Grade Extracts.

Vanilla.....Lemon.....
1 oz full m. 1 20 1 oz full m. 80
2 oz full m. 2 10 2 oz full m. 1 25
No. 8 fan'y. 3 15 No. 8 fan'y. 1 75

COLEMAN'S
HIGH FOOTE & JENKS' CLASS
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 10
6 oz.....2 00 6 oz.....3 00

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

doz. gro.
Regular Lemon.....90. 10 80
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

RICE



Sutton's Table Rice, 40 to the
bale, 2 1/2 pound pockets.....7 1/2



Best grade Imported Japan,
3 pound pockets, 33 to the
bale.....6
Cost of packing in cotton pack-
ets only 1/4c more than bulk.

SOAP

Beaver Soap Co. brands



100 cakes, large size.....6 50
50 cakes, large size.....3 25
100 cakes, small size.....3 85
50 cakes, small size.....1 95

JAXON

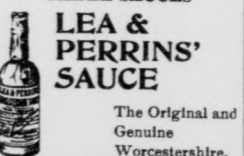
Single box.....3 10
5 box lots, delivered.....3 05
10 box lots, delivered.....3 00

STOVE POLISH



No. 4, 3 doz in case, gross.....4 50
No. 8, 3 doz in case, gross.....7 25

TABLE SAUCES



The Original and
Genuine
Worcestershire.
Lea & Perrin's, pints.....5 00
Lea & Perrin's, 1/2 pints.....2 75
Halford, large.....3 75
Halford, small.....2 25

Our Catalogue is
"Our Drummer"

It lists the largest line of gen-
eral merchandise in the world.

It is the only representative of
one of the six largest commercial
establishments in the United States.

It sells more goods than any
four hundred salesmen on the road
—and at 1-5 the cost.

It has but one price and that is
the lowest.

Its prices are guaranteed and do
not change until another catalogue
is issued. No discount sheets to
bother you.

It tells the truth, the whole
truth and nothing but the truth.

It never wastes your time or
urges you to overload your stock.

It enables you to select your
goods according to your own best
judgment and with freedom from
undue influence.

It will be sent to any merchant
upon request. Ask for catalogue J.

Butler Brothers

230 to 240 Adams St.,
Chicago

We Sell at Wholesale only.

"Ceresota"

is tested before it is branded.
We have for the exclusive
use of our own mills a per-
fectly equipped bakery, and
we carefully test the baking
qualities of every day's prod-
uct. This enables us to
guarantee the quality every
time.

Northwestern Consolidated

Milling Co.,
Minneapolis, Minn.

Judson Grocer Company,
Distributors for
Western Michigan

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.

Cheaper Than a Candle

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

F. M. C.
COFFEES
are always
Fresh Roasted

Don't
Wait
Any
Longer

Send in your order now for
some of our justly famous
summer package Crackers
and Sweet Goods. You
know how well our Standard
D Crackers sell, and can
appreciate the value of these
package goods.

E. J. Kruce & Co.,
Detroit, Mich.

Not in the Trust

TRADESMAN
ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages.....\$2 00
3 Quires, 240 pages.....2 50
4 Quires, 320 pages.....3 00
5 Quires, 400 pages.....3 50
6 Quires, 480 pages.....4 00

INVOICE RECORD OR BILL BOOK

80 double pages, registers 2,880
invoices.....\$2 00

Tradesman Company
Grand Rapids, Mich.

Type of Saleslady Which Is Altogether Too Scarce.

Written for the Tradesman.

No doubt proprietors and clerks are used to having these lounging customers come into their store to "look around"—look goods over and put them out of place—and after they are gone the poor clerk must straighten the goods up after they have put them out of place. Of course, it is the clerk's business to be a slave for the customers in order not to have them get offended. But many times that's the last you will see of them. "They don't intend to buy, but are just 'looking around,'" they will tell you. If you ask them if there is anything they want, they may happen to strike something that entirely slipped from their memory. But if they don't buy this time they will "surely come back when they are in need of anything"—that is, if you treated them right before.

The other day a lounge came into a Charlevoix dry goods store. The clerk asked him if there was anything he wanted. He said, "No, just looking around." He went through the store a dozen times, putting goods out of their places and making it very unpleasant for the clerk. Finally he spied a pair of working shoes that he needed very badly, for his were nearly off his feet.

"Say, Mister," said the lounging customer to the clerk, "what's the price of these shoes?"

The clerk's reply was, "A dollar and a half."

"Gee, no," says the customer, "too much for those shoes."

The clerk tried to explain to him that the shoes were good and made of solid leather throughout and that it was a regular \$1.75 pair, but that they were closing those last few pairs out at \$1.50. The customer could not see \$1.50 in the shoes.

This customer was one of these smart Alecks, that no doubt you have had some dealings with yourself. He nearly talked the poor clerk to death wanting to get the shoes for \$1.25. The clerk politely told him that they could not possibly be sold for that.

The poor clerk got so sick and tired of the man that you could not blame him, for he took all the arguing he could stand from the customer. He finally called another clerk over and asked him to wait on this customer. The other clerk understood why he was called over to take charge of him, for he had stood at the front end of the store and heard what was going on back there in the shoe department.

"Well," said the second clerk, "what's the matter with these shoes—can't you make a bargain someway?"

"No," said the customer in a sort of a smart way.

"What's the trouble?" said the clerk.

"Well," the lounging customer replied, "that fellow over there wants \$1.50 for those shoes and I can't see why they should be worth that much. They are only worth \$1.25 for me, and that's all I can see in them."

Clerk number two used his utmost politeness and care trying to sell that customer that pair of shoes for \$1.50, but, after he saw that he couldn't do anything with him after using his best methods to make the sale, he called over to the shoe department one of the best salesladies of the dry goods department, just for fun to see what she could do with him. After she came over, he said to her, calling her by name, "Mag-

gie, can you sell this man a pair of shoes?"

The second salesman then left the shoe department and went over and joined the first salesman that waited on the customer. They talked together and smiled at each other, both watching eagerly for the result this time.

The young saleslady is a very good talker and knows a thing or two; although she has not sold many shoes, she has measured hundreds of yards of dress goods.

"Well," she began to the customer, "what's the trouble—can't you fit your feet? Are your feet so large that we can't find a pair of shoes in the store to fit you?"

"Yes," said the customer, laughing while the pretty saleslady smiled at him. I kind of think that smile struck the customer's heart all right. The customer went on, "But they want too much for this pair that I picked out," pointing at the pair of shoes he wanted. "They want \$1.50 for these shoes."

"Well, isn't that cheap enough for those great big shoes, size 9? Nice leather, too, aren't they?" continued the saleslady.

"Yes, they are pretty good," he replied, smiling at her, she smiling at him.

"Well," said she, "how much do you want to pay for those shoes?"

"One dollar and a quarter," was the customer's reply.

"I will tell you what I will do for you: I will make you these shoes for \$1.48 and throw in a pair of socks with them."

The customer thought a moment and then said, "All right, I will do that."

The pretty saleslady went and picked out a pair of 5 cent cotton socks and wrapped them up with the shoes and the man paid her the \$1.48 and left the store.

After he had gone the two salesmen patted the saleslady on the back and congratulated her on the sale she had made, that both of these fellows could not make. And there was quite a talk of that sale among the clerks in the store for a long time. But I kind of think, as I have said before, that the smile she gave the customer struck his heart. So you see it pays to smile at a man sometimes, and remember, employees, smiles must be made in a place of business. Think of it, every time a customer enters, and give a broad smile and say, "How-do-you-do?"

Meyer M. Cohen.

Grist of Hints For Spring.

Merchants who are accustomed to go after business instead of waiting for it to come to them may find something to interest or profit in the following "hints" gleaned from the experience of other retailers who are not satisfied unless each month shows a substantial gain over the corresponding one of the year before.

April is the great house cleaning and house furnishing month. It multiplies sales of all the many little items needed to clean and beautify the house inside and out. And now if ever "something new" is bought for the kitchen, dining room, parlor and chamber. April bids final good-bye to winter. Everything about the store that smacks of cold weather should be gotten out of sight. Winter goods of every sort not merely take up available space when they are allowed to remain in the same places, but for the next six months they will be a positive drag on the business.

Retire them to the store-room upstairs or under the counter or wherever you keep surplus stock.

Let new goods have the vantage places. Spring stuffs have the call now. Rearrange the store to bring such merchandise to the front. Redecorate the show windows. Let the advertising dwell on new lines.

At no other time will the public be so responsive to suggestions in the way of something new for the house. Be sure that every one of your housewife customers will spend more or fewer dollars for furnishings in the next thirty days. The only question is whether they shall buy them at your store or elsewhere. A sale that covers the following could not help pulling: Window shades, rugs, lace curtains, chenille curtains, tablecloths, bed spreads, oil-cloth, furniture specialties, mirrors, wall pockets, window screens, screen doors, refrigerators, clocks, table silver, chamber sets, pictures.

A sale of house cleaning helps will pull. You will sell three times as many of these profitable little specialties if you put them to the fore as if you let them lie on your tables until called for. Here are a few of the many suitable things: Chamois skins, sponges, stove polish, silver polish, furniture polish, bluing, ammonia, soaps, mops, clothes wringers, hammers, carpet beaters, oil-cloth, scrubbing pails, clothes lines, clothes pins, window cleaners, wash boilers, scrub brushes, stove brushes, brooms, dusters, tack claws, carpet tacks, hatchets, shelfpaper, washing machines, stove polish mittens, dish towels, crashes, carpet sweepers.

When our hopes break let our patience hold.

For the Clerk to Read.

Too much advice may spoil the clerk, it is true, but here is a gist of good things you may find it instructive to read:

Let your every dealing with the public be such as will inspire confidence.

See that your work begins promptly in the morning; let the first few minutes find you in full working trim and busy.

Treat all customers courteously, regardless of how they may be dressed; the contrary is inexcusable under any circumstances.

Read the advertisements of the house in the new papers; become familiar with what is being done throughout the house in this line.

If another is at fault without knowing it, tell him so in the right way, thus enabling him to correct himself and to progress.

The person who can teach others how to do a difficult class of work is more valuable than the man who merely knows how to do it himself, even although industrious enough to stay evenings and do it.

The elimination of all gossip in and regarding the house is a matter of satisfaction and shows good sense.

There is hardly a limit to your growth if everything you do is the best that could be done under the circumstances.

Learn all you can about the general methods of the house in relation to carrying on the business.

Be familiar with the location of every section in the house, and able to intelligently and quickly direct enquirers; the extent of store makes this an important matter.

Peter Tumbledown keeps no accounts.

COUPON BOOKS

Are the simplest, safest, cheapest and best method of putting your business on a cash basis. ♣ ♣ ♣ Four kinds of coupon are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application. ♣ ♣ ♣ ♣ ♣ ♣

TRADESMAN
COMPANY
GRAND RAPIDS, MICH.

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—HARDWARE AND GROCERY stock, located in a live town in Southern Michigan; clean stock, up-to-date goods; good trade; do a twenty-five thousand dollar business a year; best of reasons given for selling. Address No. 333, care Michigan Tradesman. 333

FOR SALE—NOTION STOCK IN MANU- facturing town of four thousand inhabitants; invoices about six thousand; can be reduced; established fifteen years; only notion store in the town; other investments demand my attention; cash only. Lock Box 535, Dun-kirk, Ind. 332

FOR SALE—DRUG STOCK IN SOUTHERN Indiana; natural gas and coal town; population 2,000; county seat; stock invoices \$2,000; yearly business \$9,000; no cutting. H. S., Lock Box 9, Petersburg, Ind. 330

WANT TO RENT A GOOD PAYING hotel. Address P. O. Box 5, Hamilton, Indiana. 328

FOR SALE—\$1,000 GENERAL STOCK AND \$2,000 store and residence, all for \$2,000 if taken at once. Address No. 347, care Michigan Tradesman. 327

BUSINESS OPPORTUNITY—SPLENDID opening for a department store at Seneca, county seat of Nemaha county, Kansas. A suitable brick building, now vacant, at one of the two main business corners for sale or rent. Two cellars, each 20x60, connected by a large door, two store rooms, each 20x60, connected by large archway; brick addition 20x45, connected by very large archway, practically a continuation of store room; another addition, 20x30, and a shed 20x25. Has counters and shelving; \$70 a month rent by the year, 2 years' lease; \$65 a month, 3 years' lease; \$60 a month. Eight rooms up stairs rent for \$20 a month. No incumbency. Price, \$9,000. Three large stores recently destroyed there by fire. Investigate by communicating direct there with the owner, S. K. Woodworth. 331

FOR SALE—SMALL RANKRUPT STOCK of groceries and crockery in best located store in Ithaca, Mich. Must be sold before May 10, 1933. Store for rent. W. K. Ludwig, Trustee, Ithaca, Mich. 338

MEAT MARKET FOR SALE—IS NETTING \$225 per month; fine location and but one competitor; elegant fixtures and brick building in town of 2,500; building and fixtures, \$3,200; fixtures, \$1,600; reason for selling, sickness; send for particulars. John H. Smith & Son, Piano, Ill. 337

FOR SALE—MEAT MARKET LOCATED in best town in Michigan; population 2,000; cash receipts last year \$28,300; location best in town; have three years' lease; will sell fixtures and good will cheap for cash. Object, ill health. Particulars on application. Address No. 335, care Michigan Tradesman. 335

FOR SALE—CLEAN UP-TO-DATE DRY goods and shoe stock in the best town in Northern Michigan; population 2,000; stock will inventory about \$5,500 or \$6,000; the best store and location in town; established business for eight years; must sell on account of my health. Address Lock Box 87, Gaylord, Mich. 319

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—A GOOD PAYING DRUG store in Grand Rapids. Good location and good trade. Address No. 320, care Michigan Tradesman. 320

FOR SALE—A VERY FAVORABLE OP- portunity is offered to step into a well-established general merchandise business in one of the best inland cities in Western Missouri south of the Missouri River. Stock in excellent condition, well bought and of the best character; large trade in fine healthy country; stock will inventory about \$15,000; very best of reasons for selling; a chance seldom offered; full investigation invited. Address W. Kay, 1503 East 35th St., Kansas City, Mo. 312

FOR SALE—WELL-SELECTED DRUG stock, about \$2,000; good prescription and foreign trade; established at Bay City 1885; two-story frame building, stone foundation, cellar floor cemented; occupied as a drug store and dwelling; stock and building sold together or separate, latter cheap, easy terms; reason, retiring from business. Warner Von Walthanson, 1345 Johnson St., Bay City, Mich. 311

FOR SALE—GROCERY STORE, \$2,500 stock, all high grade and fresh; up-to-date fixtures; best location in city; has best trade; good reasons given for selling on application. A. H. Kremer, Grand Rapids, Minn. 309

WANTED—A GOOD EXPERIENCED hustler to buy one-half interest in grocery store; doing a good business with high-class trade. Address No. 319, care Michigan Tradesman. 319

I WILL SELL MY LOT, 34 IONIA 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

GROCERY BUSINESS FOR SALE—GOODS invoice about \$1,300; clean stock; county seat; about 3,000 population; fine location; established trade. Address No. 323, care Michigan Tradesman. 323

FOR SALE—SMALL DRUG STOCK IN fine town of 1,000; fine location; will sell at a sacrifice on account of health; new building; will rent or sell. Write quick. P. O. Box 14, McRae, Mich. 322

GO INTO BUSINESS FOR YOURSELF. Our plan shows you how to start a business paying from \$3 to \$5 per day on small capital. Address Dept. 1, Monitor Novelty & Supply Co., Bay City, Mich. 302

WE HAVE SODA FOUNTAINS AND billiard and pool tables, great bargains, first-class condition. E-Z payments. George Marsh Manufacturing Co., 240 Jefferson St., Detroit, Mich. 307

FOR SALE—SECONDHAND SODA FOUN- tain, fine condition; bargain at half price. 107 South Division Street, Grand Rapids. 300

FOR SALE—A SMALL STOCK OF DRUGS, also fixtures. Must be sold soon. Address J. G., care Michigan Tradesman. 277

FOR SALE—DRUG STOCK AT 80 CENTS ON the dollar; invoices \$1,700; town of 10,000, Upper Peninsula, Michigan. Address No. 295, care Michigan Tradesman. 295

I HAVE A VERY DESIRABLE INVEST- ment for sum of \$100 or more; not speculative but will pay 100 per cent. profit. H. K. Johnson, 84 LaSalle St., Chicago, Ill. 294

FOR SALE—BRICK BLACKSMITH SHOP 22x40; running two fires; doing an A No. 1 business in the liveliest village in Southern Michigan. New steel covered implement warehouse in connection, 22x30; also large frame barn on property; have a large implement trade, but must sell on account of sickness; will sell for less than cost; easy terms. Address H. L., care Michigan Tradesman. 338

\$7,000 WILL BUY WELL-ESTABLISHED best paying manufacturing business in Grand Rapids for amount invested. Address Business, care Michigan Tradesman. 290

FOR SALE—ONE OF THE NICEST MED- ical priced houses and best money making business in Petoskey, Mich. Owner has a bad case of California fever. Enquire of McCune & Smith, Petoskey. 279

FOR SALE—FULL SET FIXTURES FOR general store, cheap for quick disposal. C. I. Dolph, Temple, Mich. 297

WELL-MANAGED, CLEAN CORPORA- tion 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—\$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

\$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. 258

FOR SALE—AN ESTABLISHED MANU- facturing industry; small capital required; expenses very low; an exceptional opportunity; good reason for selling. Address M., care Michigan Tradesman. 179

FOR SALE—\$3,000 GENERAL STOCK AND \$2,500 store building, located in village near Grand Rapids. Fairbanks scales. Good paying business, mostly cash. Reason for selling, owner has other business. Address No. 838, care Michigan Tradesman. 838

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—GENERAL STOCK IN A LIVE little town. Splendid chance. Write for particulars. Address No. 158, care Michigan Tradesman. 158

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

WANTED—A LIVE MAN, ONE WITH A little cash, to take an interest in and manage one or more departments in a general store in a growing Michigan town. The best of prospects. Present owner does not care to sell out, but owing to health, wishes to put a part of his time in the produce business. Address No. 324, care Michigan Tradesman. 324

GOOD PEDDLING WAGON FOR SALE cheap. General merchandise wanted. Lock Box 280, Cedar Springs, Mich. 325

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

MISCELLANEOUS

SITUATION WANTED ON THE ROAD with a wholesale hardware or implement house; thirteen years' experience in wholesale, retail and on the road; best of references. Address A. B., care Michigan Tradesman. 329

WANTED—EXPERIENCED CLOTHING salesman; send references with application and state salary wanted. Address New York Store, Cadillac, Mich. 326

WANTED—SITUATION IN GENERAL store or hardware store. References. Address No. 334, care Michigan Tradesman. 334

WANTED—NO. 1 DRY GOODS MAN, RE- tail store. State wages and give references. Address No. 339, care Michigan Tradesman. 339

WANTED—REGISTERED OR ASSISTANT pharmacist. Address No. 336, care Michigan Tradesman. 336

WANTED—DRY GOODS SALESMAN AND stockkeeper. Must be a hustler. State experience and wages expected. Also give references. Ardis & Ardis, Lake City, Mich. 321

WANTED—A GOOD SALESMAN FOR A house furnishing store. Address No. 308, care Michigan Tradesman. 308

WANTED—ENERGETIC, RESPONSIBLE agents in Michigan to sell the F. P. Gasoline Lighting System; 25,000 plants now in use; oldest and only successful system on the market; agents now making \$30 to \$60 weekly; a fine proposition for good men. Address, with references, Lang & Dixon, Fort Wayne, Ind. 250

WANTED—EXPERIENCED SALESMEN to handle line of wheelbarrows and trucks on commission; also salesmen to work factory trade on trucks. Address Michigan Wheelbarrow & Truck Co., Saginaw, Mich. 299

WANTED—A POSITION BY AN ASSIST- ant registered pharmacist; seven years experience; speaks five languages; sober, competent, capable; twenty-three years of age, married; will accept nothing but a good position; would like to locate in Grand Rapids. Address No. 219, care Michigan Tradesman. 219

WANTED—A YOUNG MAN WHO THOR- oughly understands stenography and type-writing and who has a fair knowledge of office work. Must be well recommended, strictly temperate and not afraid of work. Address Stenographer, care Michigan Tradesman. 62

AUCTIONEERS AND TRADERS

FERRY & WILSON MAKE EXCLUSIVE business of closing out or reducing stocks of merchandise in any part of the country. With our new ideas and methods we are making successful sales and at a profit. Every sale personally conducted. For terms and dates, address 267 Dearborn St., Chicago. 317

BRICK CHEESE

Imperial brand full cream, selected stock; 55 and 110-lb cases; October stock; 12½c per lb delivered; Address S. E. Machmueller, Stettin, Wis.

"THE O'NEILL SALES"

absolutely sell to per cent. of your stock in a day. Retail Selling—New Idea System



C. C. O'Neill & Co.
SPECIAL SALESMEN & AUCTIONEERS
408 Star Bldg., 356 Dearborn St., Chicago
We also buy and sell Store Fixtures and take them on consignment.

The Tradesman Company
Engravers and Printers
ILLUSTRATIONS OF ALL KINDS
STATIONERY & CATALOGUE PRINTING
GRAND RAPIDS, MICHIGAN.

Mayer's
School Shoes

The merchant who can please his trade on school shoes usually does the shoe business of the town

Mayer's shoes for Boys and Girls are never disappointing. You can depend on them. They are made in every conceivable style and wear like iron. Write for prices.

F. Mayer Boot & Shoe Co., Milwaukee, Wis

Come Let Us Reason Together



First Floor Tank.

Suppose you should discover

A HOLE IN YOUR CASH DRAWER

through which you were losing pennies daily. Would you take weeks and months to debate in your mind whether you would repair it or not? Hardly. Everything about the place would come to a standstill if necessary, until that leak was stopped. Why? Because it means

A MONEY LOSS

This being the case, isn't it a trifle odd, knowing as you must

know, that in handling oil in the old-fashioned way, drawing from leaky barrels or pumping into "sloppy" measures, you are daily and hourly losing money as though there were a hole in your cash drawer, that you procrastinate and debate in your mind whether "it will pay" to stop the leak? It WILL pay, and you can do it by installing in your store a

BOWSER 3 MEASURE OIL TANK SELF MEASURING

Gallons, Half Gallons and Quarts at a Stroke

NO WASTE, NO LOSS, NO SLOP, NO DIRT,
NO MEASURES, NO FUNNELS. YOUR OIL
IS WASTING; ISN'T IT TIME TO STOP IT?

Let Us Quote You Prices Today.

Ask for Catalogue "M."

S. F. BOWSER & COMPANY

FORT WAYNE INDIANA.



Received
Highest Award

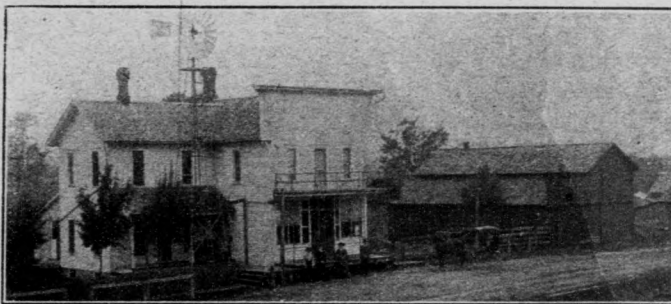
GOLD MEDAL

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.

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.

WILL START TO MANUFACTURING MAY 1st

Only a few more shares left at 10 cents on the dollar. Positively no more at this price after May 1st. Prospectus and particulars sent on application.

Grand Rapids' Pure Food Co., Ltd.

723 Michigan Trust Building,
Grand Rapids, Michigan.

Telephones: Bell, Main 1680.
Citizens, 280.

Oxford Flakes

BEAUTIFUL PACKAGES

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Detroit, Mich., U. S. A.

MILLS AT OXFORD, OAKLAND CO., MICH.

The Famous "Belding" and "National" Roll Top Refrigerators



No. 18

The above cut represents our three apartment roll top quarter sawed white oak swell front curved doors grocers' refrigerator. Handsome finish, neat design, superior construction and felt-lined doors are some of the features which make them desirable. We make the two and four door compartment in this style and all have marble slab. Other styles and sizes.

Belding-Hall Manufacturing Co.

Factories Belding, Michigan

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

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