

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Twentieth Year

GRAND RAPIDS, WEDNESDAY, MAY 6, 1903

Number 1024

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.

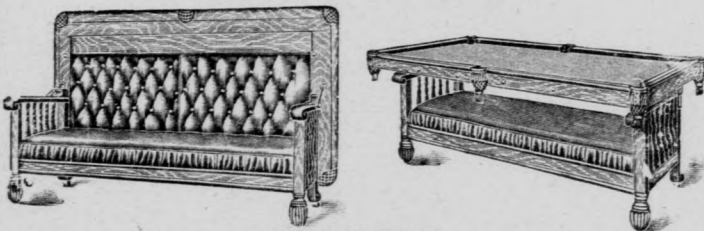
Boston---177-181 Congress Street.

Out of the Trust.

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.

Do You Know

That we have dealings with many of the most conservative investors in this State—with people who are exceedingly careful where they place their money? They have confidence in our judgment. *So should you.* Gilt edge bonds and stocks are the only kind of securities we buy or sell. Ask for list of securities.

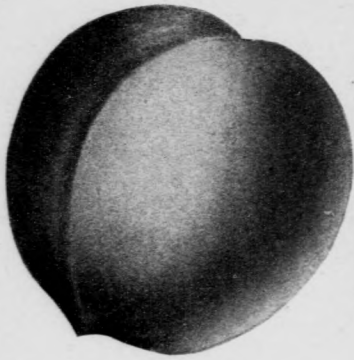
E. M. Deane Co., Ltd.

Stocks, Bonds and Investment Securities

211-213-215 Michigan Trust Bldg., Grand Rapids

References: Old National Bank, Commercial Savings Bank.

ONE REASON WHY



**Peach
Flakes**

meet with such quick approval is because it is superior to other foods on account of its delicate fruit flavor. It is different from all others. It pays you to handle Peach Flakes on account of its popularity and large profits to you. Give it a trial. Order through your jobber or direct. Free Samples and Prices on request.

Globe Food Company, Ltd.

318 Houseman Block

Grand Rapids, Michigan

Sunlight

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

Walsh-DeRoo Milling Co.
Holland, Michigan

EAGLE HIGH TEST LYE

Standard of 100% purity. Powdered and Perfumed.



Established 1870

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

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

OUR
New Deal
FOR THE
Retailer

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

Absolutely Free of all Charges
One Handsome Giant Nail Puller

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

HOW OBTAINED

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

Eagle Lye Works, Milwaukee, Wisconsin

This space belongs to

The Superior Manufacturing Co.

Ann Arbor, Mich.

MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, MAY 6, 1903.

Number 1024

Noble, Moss & Co.

Investment Securities

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

Government Municipal
Railroad Traction
Corporation

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

808 Union Trust Building, Detroit

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

Good but slow debtors pay upon receipt of our direct demand letters. Send all other accounts to our offices for collection.

William Connor Co.

Wholesale Ready-Made Clothing

Men's, Boys', Children's

Sole agents for the State of Michigan for the

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

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

28-30 South Ionia Street
Grand Rapids, Mich.

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

C. R. McCORNER, Manager.

Our Growth Is Unlimited

THE ERIE-ONTARIO goes off May 1st, and we are now offering until the 6th day of May, 1,000,000 shares of the Plumus Gold Mining Company, 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 60 stamps to the present equipment.

Full information furnished upon application to

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

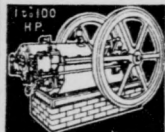
IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

IMPORTANT FEATURES.

- Page.
2. Used Trunks.
 4. Around the State.
 5. Grand Rapids Gossip.
 6. The Right Way.
 7. Renovated Butter.
 8. Editorial.
 10. Dry Goods.
 11. Successful Salesmen.
 12. Must Use Brains.
 13. The Cash Basis.
 14. Vale, Thorne.
 16. Clothing.
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 23. Romance of Invention.
 24. Woman's World.
 26. How to Treat Traveling Salesmen.
 28. Hardware.
 30. Has a Mission.
 31. Price Cutter Cannot Last Long.
 32. Made a Fortune.
 34. Bound to Buy.
 36. Butter and Eggs.
 37. White Bread.
 38. The New York Market.
 39. Men of Mark.
 40. The Commercial Traveler.
 41. Commercial Travelers.
 42. Drugs and Chemicals.
 44. Grocery Price Current.
 46. Special Price List.
 47. On the Rocks.



LAMBERT Gas or GASOLINE

Is the reliable engine. No long shut-down for repairs. Simple, economical; easy to regulate speed. Strong guarantee. Write today.

AGENTS WANTED.

RELIABLE ENGINE CO., 25 MONROE ST.
GEN'L REPRESENTATIVES GRAND RAPIDS, MICH.

Oro Hondo

Shaft is now down 330 feet in ore.

Buy Oro Hondo

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

Our Guarantee

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

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

Address all letters of inquiry to

Charles E. Temple & Co.

State Managers

623 Mich. Trust Bldg. Grand Rapids, Mich

References furnished on application.

Boys Behind the Counter.

Charlotte—Harry Lewis, of Jackson, who has been working for Dan Hickey as prescription druggist the past year, has resigned to go to Battle Creek.

Paw Paw—Harry Bryar has taken a position in the Congden drug store at South Haven.

Lansing—George Elwanger, of Mt. Pleasant, has taken a position as clerk in Christopher & Loftus' grocery store.

Leroy—Joseph Taggart, a registered pharmacist of Evart, has been engaged by Frank Smith to take charge of his drug store.

Harbor Springs—Clark Allen, of Detroit, has taken a position in the Model pharmacy.

Cadillac—E. E. Bisbee has resigned his position as book-keeper for the Drury & Kelly Hardware Co. to take a more lucrative position in his father-in-law's mercantile establishment at Leroy.

Vermontville—Clarence Martin, formerly of this village, now employed by Hibbard, Spencer, Bartlett & Co., Chicago, has since January 1 received his third promotion, now holding the position of note clerk in the credit department.

Petoskey—The clerks in the local mercantile establishments recently met in the store formerly occupied by Max Savlan and took the necessary preliminary steps toward effecting a permanent organization to be a branch of the National Retail Clerks' Protective Association. Henry Lane was chosen Chairman of the meeting and M. W. Shepard Secretary. A committee consisting of Messrs. Lane, Whiteman and Slater was selected to procure a charter and secure an organizer. Messrs. Dell, Bain and Seibert were chosen a committee to secure a list of the clerks in the city and present it at the next meeting, which will be held Thursday evening, when a regular Retail Clerks' Association organizer will be present.

Manistique—Blumrosen Bros. have engaged David Present, of Cadillac, to take charge of their clothing and furnishing goods department.

Eaton Rapids—Bart Fanning, of Albion, is the new clerk at Wilcox & Godding's.

Hides, Pelts, Tallow and Wool.

The hide market has fluctuated considerably, with a sharp advance to extreme high values and again receded to lower and uncertain prices. The quality is improving. Stocks are small and the country kill is light. Prices are likely to go lower.

Pelts are few, with prices well maintained and no stocks on hand.

Tallow and greases are lower, with limited demand. Stocks are accumulating and any pressure to sell means a decline.

Wools are active in the States and have sold well up, as compared with Eastern markets, which are much depressed. The State is full of buyers, who create much strife. Local dealers are strong holders, above any price offered, and await the completion of

purchase before offering for sale. In some sections the clip is not off the sheep's backs, while in others it is well cleaned up. Growers have been ready sellers, but now hesitate, as they are educated to higher values. It is reasoned that with empty lofts in Eastern markets, foreign wools too high for import and our own growing not of sufficient quantity to supply the manufacturers, wools must go higher. Wm. T. Hess.

Later Developments in the Imerman Failure.

Geo. H. Reeder, trustee for the Imerman estate, returned yesterday from Evart, where he met the appraisers and instituted an investigation which will result in the recovery of considerable property for the creditors. Imerman tried to evade him in every possible way and undertook to cover up and conceal evidence in the shape of books, papers and other documents. In searching the Imerman residence, Mr. Reeder found a trunkful of goods which he ordered returned to the store forthwith. They were secreted in a bedroom, evidently with the intention of alienating them from the stock.

The merchandise thus far discovered by the appraisers inventories about \$2,500. The indebtedness which has thus far come to light aggregates \$8,000, with probably more to hear from.

The Indiana Appellate Court has rendered a decision sustaining an injunction restraining a certain family from cooking onions in a certain building in which a dry goods store is located. It is said to be the first instance in which the courts have made judicial declaration of the fact that the fumes of onions are offensive. Perhaps in time the courts may work up to the point of granting injunctions against the appearance in public of persons who are addicted to the onion habit.

Postmaster General Payne is just now the man who is carrying the heaviest burdens of the National administration. He probably wishes President Roosevelt would abandon his Western trip and return to Washington to lead in person the attack on the crooks who have found lodgment in the postoffice departments. Payne will get no vacation until he has thoroughly cleaned house.

Detroit—The Globe Tobacco Co. has bought from the Brush estate a vacant lot on the southeast corner of Brush and Champlain streets, with a frontage of 82 feet on Champlain and a depth of 138 feet. The company will erect on this lot a seven-story building for its plug tobacco department.

Hillsdale—The Hillsdale Steel Boot Co. is now ready to begin operations and will push its invention in every possible manner. The officers of the company are F. M. Stewart, President; Edw. J. Gulick, Vice-President, and Thos. F. Fant, Secretary, Treasurer and General Manager.

An old bachelor says that when a man hasn't enough worry of his own it's his cue to get married.

USED TRUNKS

In Which to Ship Merchandise to Relatives.

The examination of Harry Imerman by Attorney Doran before Referee Wicks, last Tuesday, resulted in some interesting disclosures. The witness was formerly engaged in general trade at Ewart and was recently thrown into bankruptcy. He was considerably disturbed over the trunk episode and will probably be greatly disconcerted over certain questions which will be put to him on the occasion of his further examination on May 12. In the meantime his attorney has communicated with the creditors, offering 50 cents on the dollar, but as evidences of crookedness are developing in the case, it is doubtful whether the creditors will accept anything less than par. Senator Doran asserts that Jaffe, whom he kept in jail for six months, was no more reprehensible than Imerman and threatens to place the Ewart man behind the bars in the event of his attempting to cover up any crookedness which he may have resorted to. Among the testimony offered by the witness last Tuesday was the following:

Those goods were shipped to him at Pellston?

Some was to Harrietta and some to Pellston.

What did you ship them to Harrietta for, if he wasn't there?

First he was there and I shipped them wherever he told me to.

Sept. 15 was the first merchandise that you sent him there and you say that he moved in September up to Pellston?

If I don't make any mistake he moved there in September.

There are two shipments in September, one Sept. 15 and one Sept. 22. Where did you ship those to?

That must have been to Pellston all right. He was over to my place with me and he shipped it, too, took it with him; I don't remember any more.

Do you remember whether you shipped this or he took it with him?

I shipped some all right.

How did you address them?

A. Imerman.

A. Imerman, Pellston, Michigan?

A. Imerman, yes, sir.

That is the way you shipped the goods?

Yes, wherever they went to.

The first bill is Sept. 15, by merchandise \$87.40. And was that shipped to him from the freight office at Ewart, addressed to A. Imerman, Pellston, Michigan?

Well, I don't remember if I shipped it, or he took it with him.

How did he take it with him?

He used to take it in a trunk.

You don't know whether this was one of the trunk-loads or not?

I don't remember, I didn't keep any special account of it.

Where did he get the trunk?

He would come and take it in a trunk.

He would take it on the train as baggage?

Yes, sir.

How about the second one, Sept. 22, merchandise \$112.01?

Well, I will tell you, I will give you a straight account of wherever they went to. I don't remember where they went to.

You mean to say you shipped him Sept. 22 merchandise \$112.01, and you don't know where it went to?

No, sir, I don't remember where it went to, he came to my place.

Was he there Sept. 22?

Yes, sir.

How long had he been there before you shipped the goods?

Well, maybe a day or so.

Was he there Sept. 15?

He was there every time whenever I shipped him.

He would take a trunk?

Sometimes with a trunk and sometimes of course I shipped them.

Which ones did you ship?

That I couldn't tell, which ones I did ship.

Oct. 20 there was a shipment of \$28.20, did that come in a trunk or was it shipped by freight?

I guess he took that with him.

On the same day there was \$10.00, that seems to be a trunk-load, too?

Yes he shipped that.

Did he ship it by freight?

Yes, sir.

How was it addressed?

Well, he shipped that by freight.

What is the date of that?

Oct. 20.

It was shipped by freight from the depot?

It was \$310.00.

It was shipped at the depot addressed to A. Imerman?

Yes, sir.

Pellston, Michigan?

I don't know if it went to Pellston or not. He shipped it himself there.

Weren't you at the depot when he shipped it?

No, sir, he shipped it himself.

What time of day did he make that shipment?

I don't know what time of day.

Weren't you down there at the freight depot at night along about those times in December and January?

In the night time?

Yes.

What do you mean by night time?

Sometimes we call night time after dark.

He went away and shipped the goods whenever it was.

Didn't you go after night and ship the goods, after six o'clock?

No, sir.

In the winter time?

No, sir. They don't take any freight after six o'clock.

Didn't you arrange it with them?

No, sir, they don't take it after six o'clock.

Did you ship all the goods you shipped out by freight?

If I shipped all the goods?

All the goods shipped out by you, was it shipped by freight at the depot?

No, sir.

Wasn't any of it run off by a team?

No, sir.

Didn't you have a wagon and a horse there?

No, sir.

Did you have a horse and wagon there?

No, sir, not mine.

Whose was it?

I don't know. I never owned a horse and wagon.

Did you rent one?

No, sir, I never rented one.

You never rented a horse and wagon in the year 1902?

Oh, I used to rent a rig quite often.

Who from?

From the livery stable.

What livery stable?

I don't remember the name, back of the freight house, what is the name?

How lately?

Well, the last—I haven't been doing anything in the last two or three months.

What do you mean by that?

I had a horse to go out on the road.

When was the last time you rented of him?

Well, the last time was about two or three weeks ago.

What did you take with you?

Oh, I just took some different little small things.

What do you mean by small things?

Oh, little notions.

Where did you get the notions?

I got them from Pellston.

You got them from this brother of yours?

Yes, sir.

When did you get the last notions from him?

Well, I don't remember, I got them through freight whenever it was, don't remember.

Do you mean to say you don't remember when you got the last bill of merchandise from him?

I got a bill of some freight, I don't remember the time when I got it.

Your Catalogue Maker Tradesman Company

comes before you in the role of Catalogue Maker on an enlarged scale. Our printing facilities have been increased on the same generous plan as the other departments since our removal into the present five-story and basement building which is now our home, and will be for seventeen years to come

We are prepared to make your catalogue from its inception to its completion—we will write, compile, design, engrave, print, bind, and mail it, if you so desire.

We have complete equipment for the highest grades of catalogue and booklet work, in way of skilled catalogue makers, from start to finish, and WE WANT TO DO BUSINESS WITH YOU, WHEREVER YOU ARE LOCATED. In these days of telephone, telegraph, and rapid transit, location cuts but small figure, so long as you are located where expenses and costs of production are at a minimum, as is the case with Tradesman Company.

We offer you our service. Write or phone us, and we will visit you promptly, and guarantee satisfaction in every detail.

TRADESMAN COMPANY

25-27-29-31 North Ionia Street, Grand Rapids, Mich.

Everybody Enjoys Eating Mother's Bread



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Made at the

Hill Domestic Bakery

249-251 S. Division St.,

Cor. Wealthy Ave.,

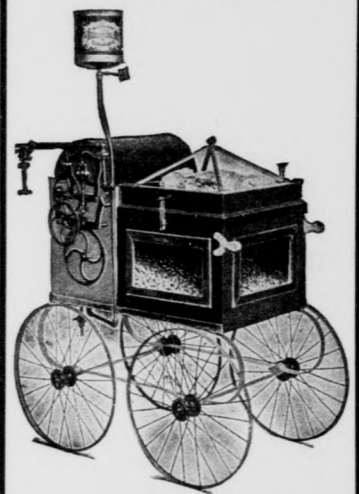
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The Model Bakery of Michigan

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

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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, ¼ lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers; Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishes, Ice Shavers, Milk Shakers, etc., etc.

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

Can you tell us the month you got it? Well, the month, it must be— This is the last of April, did you get it this month? No, sir. Did you get it last month? It must be last month. That was in March? It must be in March. How much did they amount to? The amount was 90 some dollars. Did you pay him for them? No, sir. He gave you credit? Yes, sir. Now was that all you received from him in March? That is all that I received from him, yes. Did you receive anything in February from him? No, sir. Or in January? No, sir. Then you mean to say you never rented a rig there to haul stuff from that store in Evert until after you failed in January, along about the 20th of January, of the present year? No, sir, I never rented one. Didn't your brother keep a horse at your barn? No, sir. Was there any horse kept in your barn or the barn that is connected with the house that you rented? Well, I never kept one. Wasn't there a horse kept there? Well, there was only just a brother-in-law when he came there to stop, just one day; he drove through there and he stopped one day with me, that is all that he stopped there; he drove through town. What date, when was it that this brother-in-law was along? That was November 15. Last year, 1902? Yes, sir. Where did he come from? He came from Bay City. Did he drive his team all the way from Bay City? Yes, sir. What is his name? Fishman. What is his business in Bay City? He is peddling. Is he any relative? Yes, sir. He is a brother-in-law? Yes, sir. Is he worth anything? No, I don't know, I don't think that he is worth very much. You don't remember that he is worth very much? No, sir. He is a kind of a pack peddler? He has a horse and wagon. He is a pack peddler? Yes, sir. Did you have any dealings with him? Yes, sir. When? Well, he owes me that money, that note. He owes you that—what is that? Money you let him have, and when did you let him have the money? I let him have one part in July. Sometime in July, 1902? Yes, sir. What did you let him have the money for? He was over to my place and his folks was in England and he got a letter from his folks that they took sick and he wanted to go home and so I gave him some money to go home with. You gave him \$750 to go home with? No, sir, I didn't give him that whole amount. I gave him about \$250 sometime in July. What time in July? Well, it must be before the Fourth, something like that. When did you give him more? I sent him by mail some, about \$40. When was that? Well, I sent him a postoffice order. I don't remember the date that I sent him that. Was it after July? It was after July some time. In the month of July or August or September? I wouldn't like to say because I don't

remember the date that I sent it to him. Did you make any memorandum of it? I kept the receipt from the postoffice. Where is that? I haven't got it here, I have got it to home all right. When was the next payment you made and how long and where was he? Sometime in September he came back and I gave him more money at that time. How much money did you give him? I gave him \$200. Where did you get the \$200? Got it from the sales. Did you get it from the bank? No, sir. You had the money in your pocket, then? Yes, sir. And the same with the \$250, you didn't get it from the bank? No, sir, I had it in cash. How is it you didn't get it from the bank? Because I hadn't deposited it. You kept out a good deal of money that you didn't put into the bank? Well, I didn't have that put in the bank. You gave him \$200, you handed it to him? Yes, sir. What time in September? Well, it was sometime the middle of September. What makes you think it was the middle? Well, because I know it was down about the 9th or 10th in Bay City, and I told him to come down to Evert. You saw him at Bay City and told him? To come down to Evert. That you had some money there? I told him to come there; he wanted to buy a horse and rig, and I told him if he came down I would try and get that money then. When did you give him any more money? Well, sometime in October I gave him the last that that note was made for. This was made out in November? I figured up with him in November and he gave me that note in November. Your creditors were asking you for pay right along at these times? No, sir. You borrowed your money from Schoenburg along about that time? What did you borrow it from him for? I borrowed that to pay to my creditors. Why did you go to work and give this man money that hadn't anything and borrow from the other fellow? Well, he was there to my place and just got over from England and I had to give him that to get him started. He used to stop to my place and I can't keep any longer and I give him money to get started. How long did he stop at your place? Well, the last time that he stopped there it was a couple of days. When was that? Well, that was sometime in November when he gave me that note. That is the time that he was there with the horse and wagon? Yes, sir. Where did he get that horse and wagon? He bought it out in the country. Out around Evert do you mean? No, he didn't buy it in Evert, he bought it around, I guess it must be around Bay City. He had already bought the horse and wagon before you gave him the money? No, sir, I gave him the money and he went down and got that horse and he came back. He came back with the horse and wagon? Yes, sir. What did he do with the horse and wagon? He went into the country. What did he have in the wagon? He got some goods, I suppose. What kinds of goods? Tinware. Where did he get them? In Bay City.

THE JEPSON SYSTEMS CO., LTD.

Grand Rapids, Mich.

Owners of

Valuable Patents for Office and Store Devices

Capital Stock, \$100,000; Shares, \$10.00 each. We offer 800 Shares at 25 cents on the dollar, or \$2.50 per Share.

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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.

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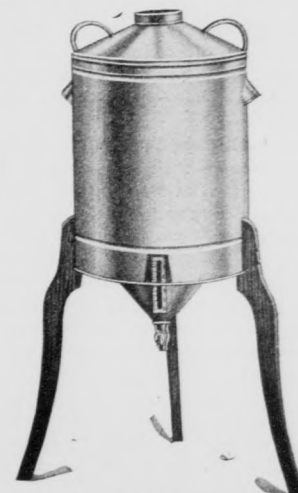
Jobbers of

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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.

Not in the Trust

E. J. KRUCZ & CO., Detroit, Mich.

Manufacturers of the best line of Crackers and Sweet Goods on the market.

Around the State

Movement of Merchants.

Coldwater—The Sbugars Cycle Co. is succeeded by Allen & Rogers.

Northville—Brazee & Brazee, bakers, have sold out to C. L. Frasier.

Albion—E. W. Griffin has purchased the grocery stock of Arthur R. Miller.

Grawn—Dr. W. M. Boylan has purchased the drug stock of Frank B. Gannett.

Fostoria—Clare W. Horning has purchased the hardware stock of Owens & Evans.

Sturgis—Arick & Maddux succeed J. B. Keller & Son in the confectionery business.

Owosso—Reed & Gray have sold their grocery stock to S. M. Campbell and Ray Morehouse.

Richmond—J. T. Adams has purchased the hardware, implement and carriage stock of Merton Fuller.

Woodland—W. H. Sease has purchased the interest of his partner in the hardware business of Sease Bros.

Conway—Wm. D. Day has returned from Holland and re-opened his drug store here for the summer season.

Lapeer—W. J. Rowden has purchased the interest of his partner in the meat business of Brackenbury & Rowden.

Sturgis—P. T. Williams, formerly engaged in the drug business at Grand Rapids, has opened a drug store at this place.

Niles—A. F. Fox & Son have dissolved partnership and the stock is being closed out by Stevens & Co., of Chicago.

Zeeland—G. J. Boone & Co. continue the general merchandise business formerly conducted under the style of E. Boone & Co.

Cass City—The Model Clothing & Shoe Co. succeeds Philander S. McGregory in the clothing, shoe, furnishing and notion business.

Petoskey—James Lyons, the Mitchell street grocer, has disposed of his stock to Jas. McFarlane, of Conway, who will remove it to that place.

Alma—Ernest L. Frasier, for some time an employe of Lewis & Yost, has recently purchased a grocery stock and bakery at Northville and removed to that place.

Mt. Pleasant—The Waterman & Hagan Co., dry goods dealers, has dissolved partnership. The business is continued under the style of Hagan & Proud.

Lansing—The 'Donsereaux' Clothing & Grocery Co. has increased its capital stock from \$20,000 to \$60,000 and changed its style to the Donsereaux Dry Goods Co.

Tustin—The hardware and grocery firm of Holmes & DeGoit has been dissolved, G. D. DeGoit retiring and W. M. Holmes continuing the business in his own name.

Howard City—Bert Crittenden has purchased the interest of H. M. Gibbs in the grocery business of Crittenden & Co. and will continue the business in his own name.

Quincy—A. R. Taylor has removed his general merchandise stock to Girard Center, where he will re-engage in business in his store building. Mr. Taylor removed to this place from Girard four years ago.

Trombly—W. A. Cross has purchased the general merchandise stock and store building of the Kellogg Mercantile & Cedar Co. The business will be con-

ducted under the style of the W. A. Cross Mercantile & Cedar Co.

Battle Creek—L. C. Burgess and E. C. Greene, who have conducted the Big Four store in this city, have dissolved partnership, and the stock sold to private buyers. The business will be re-organized and remain in the field under other management.

Brunswick—E. T. Carbine, of Carbine & McCallum, general merchandise dealers at Hesperia, has formed a copartnership with R. W. Skeels, of Holton, and will engage in the produce business at this place June 1, occupying the building vacated by E. L. Boyd.

Hart—Wm. F. Lyon, Jr., has purchased the interest of his partner, R. C. Fisher, in the furniture and undertaking business of Fisher & Lyon. Mr. Fisher has accepted the position of professor of chemistry in a large medical college in Chicago, and will study medicine while there.

Mason—The Mason Cold Storage Co. has filed an application with the Circuit Court for a dissolution of the company. It is alleged that the \$15,000 capital stock of the company has been exhausted in the business; also that there are liabilities amounting to about \$8,000 and assets of about the same amount.

Paris—Colonel C. B. Fuqua, whose peculiar business methods and eccentric manners have long been an object of merriment to all who came in contact with him, has uttered a trust mortgage on his drug stock and departed for new pastures—and fresh victims. The stock will be closed out by Joseph Barton, the Big Rapids attorney, to whom creditors may apply for satisfaction.

Ypsilanti—C. W. Rogers & Co. and Weinmann & Matthews have merged their drug stocks into a corporation under the style of the Rogers, Weinmann, Matthews Co. The capital stock is \$10,000, held as follows: Charles W. Rogers, 250 shares; Mary A. Rogers, 250 shares; E. Fred Weinmann, 235 shares; Louis A. Weinmann, 30 shares, and Ernest D. Matthews, 235 shares.

Mancelona—Harley Rodenbaugh has sold his interest in the drug firm of Rodenbaugh Bros. to W. S. Stevens, of Traverse City. The business will be continued under the style of Rodenbaugh & Stevens. This business was established twenty-two years ago and, although Oscar Rodenbaugh, the senior member, died in May, 1895, his son Harley took his place and the firm name remained the same. Mr. Stevens has traveled in this territory for twelve years for the Michigan Drug Co., of Detroit. Harley Rodenbaugh expects to locate in the Upper Peninsula.

Manufacturing Matters.

Torch Lake—The Cameron Lumber Co. has decrease its capital stock from \$170,000 to \$149,500.

Mt. Clemens—The Mt. Clemens Casket Co. has increased its capital stock from \$15,000 to \$30,000.

Detroit—The capital stock of the Michigan Wire Cloth Co. has been increased from \$150,000 to \$175,000.

Detroit—The capital stock of the Detroit White Lead Works has been increased from \$500,000 to \$600,000.

Petoskey—Louis Pagel, having interested sufficient capital, has organized the New Era Rug Manufacturing Co.

Hastings—The interests of local parties in the Bowling Dress Stay Co. have been sold to E. C. Bowling, of Detroit, who will operate the factory in this city.

Durand—The Durand Condensed Milk Co. has been organized with a capital stock of \$30,000. Among those prominent in the enterprise are H. H. Gore, Fred Hamlin and T. E. Borden.

Mason—S. E. Beeman has resigned as manager at the Mason Cold Storage Co. to take a position with the R. B. Coultrin Manufacturing Co., of Jackson, manufacturer of cement block machines.

Prattsville—A new cheese factory has been established at his place by B. L. Peebles, who controls several factories in this locality. The entire output of the Peebles factories has been contracted for by Eastern houses.

Michigamme—F. W. Read & Co.'s sawmill has started up with a full crew on the season's cut. There are more logs in the lake and river this spring than last year, consequently a longer run will be had this season.

Ann Arbor—O. Lutz, Henry Stiller and John Huss have formed a partnership under the name of Oscar Lutz & Co., as successors to the old firm of M. Lutz & Co. Their specialty is the manufacture of office and bar-room furniture.

Saginaw—Thomas Jackson & Co. are making rapid progress in the construction of their door factory that is to take the place of the one recently destroyed by fire. The frame is up and the building will soon be in shape to receive the machinery.

Aigonquin—The mills of the Peninsula Bark & Lumber Co have resumed operations for the summer season. One hundred men are employed. The company has 15,000,000 feet of logs, mostly hemlock, to saw; 4,000,000 feet are now at the mill.

Munising—The Cleveland-Cliffs Iron Co. has established another wood camp on its lands. The camp is located five miles east of Eben, on the "Soo" road, and employs fifty-five men getting out cordwood for use in making charcoal at the furnaces.

Hart—The Union Steam Cooker Co. has been organized with a capital stock of \$5,000, held as follows: Wm. R. Flack, Toledo, 166 shares; Elmer Gafford, Toledo, 166 shares; Clara Orcutt, Toledo, 166 shares, and John W. Gafford, Hart, 2 shares.

Kalamazoo—The Kalamazoo Underwear Co. has been reorganized with a capital stock of \$15,000. Chas. T. Gorham, of Jackson, has been elected President and Manager of the enterprise. Associated with him are James F. Counliffe and H. C. Gorham, of Jackson.

Detroit—The Sheet Steel Stamping Co., capital \$30,000, of which \$21,000 is paid in, has filed articles of association. The incorporators are Hugh D. Walker, James A. Straith and Oscar E. Fleming, all residents of Windsor. Operations of the company will be carried on in Detroit.

Easy Selling Pure Foods

The full line of foods—Vega-Frankfort, Vega-Wiena (Vegetable Sausage), Vege-Meat, 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.

Sugar—The raw sugar market continues firm, with no change in price but with business a little quiet the last few days, refiners claiming that they have their wants well supplied. There is, however, no pressure to sell on the part of holders and full previous prices are maintained in every instance. The refined market is very firm, with good demand, the trade generally showing confidence in the situation and increasing their stocks, as it is generally believed that the warmer weather will result in an improved demand, and it is even hinted that another advance in prices may soon be looked for. There is nothing new regarding Michigan beet sugar. There is but a very little left in the State and that little is very closely held; in fact, it is not being offered for sale at present, as the refiner is holding it back expecting to realize still higher prices on it soon.

Canned Goods—The improved condition of the Michigan canned goods market noted last week continues and this week several lines of goods have been cleaned up. Owing to the heavy frost of last week, reports of damage to the fruit crop are coming in from all points. Strawberries, early cherries and early plums are undoubtedly injured to considerable extent, but so far the indications are for a fair peach crop. However, peaches are not out of danger yet, as this week is a critical period in this section. Tomatoes are slightly firmer, without any special feature. The possibility of an advance in prices grows daily more promising. Consumption will be larger from now on to packing time than it has been and holders are becoming firmer in their ideas and are likely to refuse to make further concessions. Corn continues in moderate demand, with prices firmly held and stocks very light. Sales of peas to speculators are about ended, probably, and most holders are well unloaded on cheap grades. Good stock is moderately firm without much effort for either buyers or sellers to effect any movement. There has been a very good business in gallon apples and practically all the really first-class goods are sold up. A few that are slightly off grade are still being offered, but do not meet with very ready sale. Peaches also have been selling well and desirable lots are getting more scarce every day. There has also been a good trade on future pineapple. Salmon continues very firm for all grades, as the nearness of the heavy consuming season has a steadying influence. Sardines are quiet, but prices are firmly held and stocks are light.

Dried Fruits—The small improvement in the dried fruit market noted last week still continues and holders of California products remain quite firm in their views, but as it is now so late in the season it is not expected that this activity will make any lasting impression on the market. Prunes are meeting with quite a good demand just at present. Orders are comparatively small, but are sufficient to keep the market in fair shape and are causing considerable decrease in spot stocks. The call is chiefly for the large sizes, but as they are so scarce, in many cases buyers are compelled to be satisfied with goods of a smaller size. Raisins are meeting with fair demand, but with no change in price. Sales are not large, but there are a number of small orders coming in

all the time which soon cut down stocks materially. There is still considerable interest in apricots on account of damage reports, but actual sales are few. Trade in this line at this season of the year is always rather quiet, and the same can be said of peaches, which are in moderate supply, but moving out very slowly. Figs are finding a little freer movement under the present low prices and dates are doing quite well, moving out in fair quantities at unchanged prices. Currants show no change, but are in good demand. The evaporated apple market continues in good shape, with considerably more enquiry than for some weeks past. Prices show an advance of about 1/4c, with holders much firmer in their ideas. The frost of last week encourages holders to think that the summer demand will be good, owing to the damage to early fruits.

Rice—The rice market continues very strong with good demand. Stocks on hand are very small and consequently there is an exceedingly firm feeling among holders, with no indications at present of any lower prices being named in the near future.

Molasses—As usual at this season of the year the consuming trade shows no disposition to make any extensive purchases and consequently business is only fair. However, in view of the small stocks and the very strong statistical position in the South, prices are firmly maintained and what few sales are reported are at full prices.

Fish—Trade in fish shows very little change except a slightly increased business in herring at the lower prices now being quoted. There is no change in either mackerel or codfish and both of these articles are moving out in a moderate way. There is some disappointment in the fact that business in the fish line has not improved any and, on the whole, has been very unsatisfactory this season.

Nuts—Trade in nuts continues practically the same as at last reports and a good feeling in the general situation is exhibited. Brazils meet with a good demand and show slightly advanced prices. Walnuts are selling well at previous prices. In fact, these goods have been the chief article of interest in the market the past week and a number of sales are reported. Filberts are steady in price and meet with moderate sale. Almonds are unchanged in price, but are selling fairly well. Peanuts are meeting with good demand at previous prices.

Menominee—The I. Stephenson Company has decided to put to practical use two of the water powers it owns. Civil engineers in the employ of the company have investigated the matter and recommend such action. One at Swanzy, on the Escanaba River, is capable of developing 1,100 horsepower, which it is proposed to utilize in generating electricity, to be disposed of to mining companies operating at Ishpeming and Negaunee. At Wells, twenty-five miles from Swanzy, the company is the possessor of a large waterfall that is capable of developing 3,500 horse power. At this point the company has determined upon the construction of a pulp mill. The I. Stephenson Company owns about 500,000 acres of land in the Upper Peninsula, and now that the pine has been cut from the greater portion of the land it is proposed to utilize the water power, pulp wood and other resources that remain.

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

The Produce Market.

Apples—The price has advanced to \$2@2.50 per bbl.
Asparagus—\$2 per crate of 2 doz.
Bananas—Good shipping stock, \$1.25 @2.25 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—\$2.75 per crate.
Butter—Receipts are heavy and the demand is not equal to the supply. Local handlers quote 12@13c for packing stock, 14@15c for choice and 17@18c for fancy. Factory creamery has declined to 21c for choice and 22c for fancy.
Cabbage—75c per doz.
Carrots—30c per bu.
Cocoanuts—\$3.50 per sack.
Cucumbers—\$1.25 per doz.
Dates—Hallowi, 5 1/2c; Sairs, 5 1/4c;
Eggs—Receipts are liberal, but by no means equal to the ability and disposition of packers to absorb. Arrivals are taken on the basis of 13@14c, with no indications of a slump until warm weather affects the quality.
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—10 1/2c per lb.
Maple Syrup—\$1 per gal. for fancy.
Nuts—Butternuts, 50c; walnuts, 50c; hickory nuts, \$2.35 per bu.
Onions—In good demand at 50c per bu.
Oranges—California Seedlings, \$2.50 @2.75. Navels, \$3.50 for fancy. Mediterranean Sweets, \$3@3.50.
Parsnips—\$1.25 per bbl.
Pieplant—\$1 per 40 lb. box.
Pineapples—Cubans command \$3 per crate of 30s or 36s. The quality of Havanas has been so far reasonably good, with the possible exception of some of the large sizes. Next week cutting will begin in Florida. The crop is reported in unusually good condition and as large as last year. The first arrivals from this cutting may not reach the standard, but the early, and possibly somewhat green stock will speedily give way to larger and more thoroughly ripened fruit. Within a short time a few crates of Bahama pines will arrive, the beginning of a bountiful yield. Later will follow schooner loads. These are the pines wanted by canners. They do not lose their flavor in the cooking process, and they also hold their solidity better in the can.
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 so meager that local dealers are compelled to draw on Chicago cold storages for the most of

their supplies. Nester squabs, either live or dressed, \$2 per doz. Dressed stock commands the following: Chickens, 13@14c; small hens, 12@13c; ducks, 15@16c; turkeys, 16@18c; small squab broilers, 18@20c.
Radishes—Long, 30c per doz.; round, 25c per doz.
Spinach—60c per bu.
Strawberries—\$2.50@2.75 per case of 24 qts.
Tomatoes—\$4 per 6 basket crate.
Turnips—\$1 per bbl.
Wax Beans—\$3.35 for 3/8 bu. box.

J. P. McGaughey, Michigan representative for the Pillsbury-Washburn Flour Mills Co., addressed the Manistee Retail Grocers' Association last Friday evening, delivering one of those ringing addresses for which he has a national reputation. He was met at the depot by the President of the organization with a special carriage and escorted to his hotel with all the honors which could be accorded a President or Governor. The Tradesman is pleased to learn that the organization is in a flourishing condition and that the members are enthusiastic over the work they have already accomplished and the additional concessions they expect to secure in the future.

The retrial of the Jennings case was set for next Tuesday in the Muskegon Circuit Court, but the indications are that the trial will be postponed. The Food Department has retained a formidable array of expert witnesses—"boughten testimony," as the trial judge designates it—as follows: Prof. A. S. Mitchell, Milwaukee; Prof. A. L. Winton, of Connecticut; Prof. Henry Hems, Detroit; Martin Knoohuizen, Muskegon.

H. B. Moore and Claude P. Wykes have formed a copartnership and engaged in the merchandise brokerage business at 3 North Ionia street. They will carry spot stocks for Western Michigan jobbers of canned goods, green and dried fruits, cotton seed products, flour, cereals, provisions and California products.

The French are proud of their achievements as cooks. It is proposed to erect in Paris a monument to commemorate the culinary glory of the nation. It was a Frenchman who said: "The man who invents a new dish does more for humanity than he who discovers a new star."

PILES CURED

DR. WILLARD M. BURLESON

Rectal Specialist
 103 Monroe Street Grand Rapids, Mich.

SWEEP YOUR STORE WITH AN

A. R. Wiens Dustless Hygienic Sweeper

It kills the germs and won't raise any dust.

ALL SWEEPERS GUARANTEED

Write for particulars, or send \$2.00 for a sample Fibre Dustless Sweeper, express charges prepaid.

A. R. Wiens
 Dustless Brush Company

227-229 Cedar St.
 Milwaukee, Wis.



Oil flow regulated at will.

Nickel Plated Oil Reservoir.

THE RIGHT WAY.

Some Pertinent Suggestions On Retail Advertising.
Written for the Tradesman.

Notwithstanding the fact that hundreds of merchants throughout the country assert that there is no money to be made through advertising their business, we find many who, when asked their opinion in the matter, state that they believe it pays to advertise. But when we come to scrutinize their progress in the direction of publicity we find that they have made very little. One would think that when a man says that he has faith in advertising he would pay considerable attention to it, but in nine cases out of ten we find that really good advertisers are almost as scarce as hen's teeth, compared with the great number of men who are engaged in business.

Now a great many of the so called experts make bold to say that the reason so many business men do not advertise more liberally is because they do not know how. They assert that it takes a long training to make a good advertisement writer, and that if more men knew how to advertise there would be more of it done. Perhaps this is true, but it seems to me that this claim could be taken with a grain of salt with perfect safety. Did you ever see a man who was enthusiastic in the belief that it pays to advertise who did not have some idea as to how it should be done? I think such cases are rare. How long do you think any man will withhold from adopting any business policy that he believes will tend to fatten his pocket-book? It is not human nature to turn away from a promising proposition. The average man wants to get as much of this world's goods in his own name as he can, and he will work every scheme

he can think of to cause things to come his way. The man who is not built on this plan is a rare specimen of the human animal.

If this is true, and I think no one will deny it, does it not look strange to see a man professing faith in advertising, while refusing to give it any serious thought? But strange as it may appear, how far do we have to look to find dozens of such fellows? Not very far. Go into any town in the country and you will find men who profess the greatest faith in the virtue of printers' ink, and yet if you scan their advertisements in the local papers you will be surprised to see how little they have heeded their own argument. On an average they spend about \$6 or \$10 a month with the papers. Some spend more, but the majority do not appropriate so much. Isn't this pretty slim for the men who believe that advertising brings business? Does it not begin to look as if their faith is pretty heavily watered? It is positive proof that they do not practice what they preach.

Any man who has ever solicited advertising for a newspaper knows that it is hard to work up business. Some of the merchants will come out flat in the claim that money spent in advertising is money wasted, but in a great many instances it is just as easy to get business from these fellows as it is from some of those who "know it pays to advertise." This looks queer on paper, but if anybody doubts the truth of it let him start out on a soliciting trip and he will soon be convinced that it is so. Therefore, it begins to look as if what the merchants most need is not more knowledge as to the best methods of writing advertisements, but a little more solid faith in the virtue of publicity.

Not long ago I was talking with a representative of one of Michigan's biggest daily papers, one that is admitted to be a first-class medium for advertising. During the conversation he made the statements that to be a good advertising solicitor a man must have an abundance of cheek. Now do you suppose this would be necessary if all these fellows who claim that advertising is profitable would back up their claims with action? Hardly. It would be no trick at all to secure advertising. I think this is more evidence that a lot of the people who claim to believe in advertising are simply talking for effect.

Some of the most successful city department stores make appropriations for advertising that amount to about 3 per cent. of their annual business. How much more advertising do you suppose would be done in the smaller towns if the local merchants made as liberal appropriation? In almost every little town we find stores that do an annual business of \$20,000. This is no big amount. I know of a meat market in a town of 1,200 that did a business last year amounting to \$12,000, and there are two markets in the town. This same town has a department store that does an annual business of \$150,000. It has other stores that are prosperous, so it is evident that a business of \$20,000 a year is not uncommon in small towns. Supposing a merchant doing this much business spent 3 per cent. in advertising, which would amount to \$600. He could run a page advertisement every week in the year and have money left. He could set the whole country talking about his business. The people for miles around would discuss his wonderful enterprise. His name would be on every tongue.

And yet, he would not be doing any more than many of the big stores all over the country are doing. Such a proceeding in a small town would astonish the natives, but when we come to think of it, why should it be any more strange for Jim Jones, of Pushville, to rush matters this way than for John Wanamaker to take page advertisements in the Philadelphia papers six days out of the week and every week in the year?

And right here comes another subject for consideration. It is the competition of the city stores that the country merchant is beginning to dread so much. Especially in the towns that are located on trolley lines do we find him having his troubles. We go into these little towns and find that the city merchants are spending more money in the little country paper than are the local merchants. Think of it! Perhaps somebody will say that this is not true. To those who doubt the statement I would suggest an inspection of the ways of doing business around Detroit. Every publisher in the little towns is getting lots of good money out of the city merchants for his advertising space, and in many cases these 3 per cent. fellows are paying more for a given space than are the home merchants, and are doing it without a kick. They are working the rural districts for all they are worth, while the country merchants do not advertise any more than they did ten years ago. The city merchant never lets up. He is in the game every day in the year, hustling, pushing, scheming and planning means of getting more trade. His advertisements always say something. He is always saving the people money, if we can rely upon his wonderful claims. But a lot of his country cousins are resting on their oars. They



Cero-Fruto Free Deal

Beginning May 1 and ending May 31, you can get one-half case Cero-Fruto free with two and one-half cases and one case free with five cases. Figure this out and it will interest you.

Regular price \$4.40 per case of thirty-six large standard weight packages, quality guaranteed.

The Only Food With the Fruit in It

Order of your jobber to-day. Address Department F for samples.

The Cero-Fruto Food Company

Battle Creek, Mich.

P. S. Watch our new health confection, "JIMDANDY," the thing for the children. Out soon.

advertise to meet the prices of everybody. Their stores are "old and reliable." Every one of them "solicit your patronage," and we notice that every one claims "our stock is large and complete." But, while the country fellows pay lower rent, less taxes, less insurance, we never hear one of them claiming to beat the city store on bargains. We never hear them claim that their goods are not damaged by coal smoke. We never hear them tooting their own horn with the vigor of the city man. And that is the reason we have come to the conclusion that a lot of fellows here and there over the country do not have the faith in printer's ink that they claim to have.

Perhaps, however, lest I make some of the rural brethren wrathful, it will be well to say that there are a lot of hustlers scattered over the country who are not afraid they will set people talking about themselves by stirring up the animals. In company with the manager of a department store, I perused some grocery prices put out by a city store a few days ago. "How do those strike you?" I asked. "Well," he answered, "we can keep our end up with those fellows all right. They don't quote anything any lower than we are selling right along at those figures. Are we afraid of 'em? Well, hardly. We're in the game to win, and if those fellows get any of our trade they've to fight for it. We won't lay down for any of 'em."

This merchant is only thirty minutes distant from a big city, but he never uses less than four columns of space in the local paper. He is after business all the time—and he gets it. He practices what he preaches.

Raymond H. Merrill.

Harmonizing Colors.

Many people do not readily understand the proper combining of colors. The following hints may be of value to window dressers:

- Black and white.
- Blue and gold.
- Blue and orange.
- Blue and salmon.
- Blue and maize.
- Blue and brown.
- Blue and black.
- Blue, scarlet and lilac.
- Blue, orange and black.
- Blue, brown, crimson and gold.
- Blue, orange, black and white.
- Red and gold.
- Red, gold and black.
- Scarlet and purple.
- Scarlet, black and white.
- Crimson and orange.
- Yellow and purple.
- Green and gold.
- Green, crimson, turquoise and gold.
- Green, orange and red.
- Purple and gold.
- Purple, scarlet and gold.
- Lilac and gold.
- Lilac, scarlet and white or black.
- Lilac, gold, scarlet and white.
- Lilac and black.
- Pink and black.
- Black, with white or yellow and crimson.

No Legal Appeal By Telephone.

A curious legal point has just been settled by the cantonal tribunal of Soleure, Geneva. A local tradesman lost his case in a lawsuit, and on being informed of the result he telephoned that he wished to lodge an appeal.

This very modern manner of proceeding was not agreeable to the legal authorities, who told the tradesman to appeal in person, but this he refused to do. The question whether legal proceedings may be instituted by telephone or not was threshed out the other day.

"Although the law simply states," said the judge, "that the court must be informed of the appeal or any other action, these can not be received by telephone, and must be made by the person himself to the court in written form."

RENOVATED BUTTER.

Jobbers or Dealers Must Not Break Original Packages.

Washington, April 30—The attention of manufacturers of renovated butter is respectfully invited to the accompanying copy of a letter addressed by the Secretary of Agriculture to the American Dairy Co., of Indianapolis. Also to the circular addressed by the Secretary to all manufacturers of renovated butter and dated September 27, 1902.

Rulings have been made by the Treasury Department, office of Commissioner of Internal Revenue, to the same effect.

There still appears to be a disposition in some places, however, on the part of jobbers and other merchants to "wire" or otherwise break and repack original manufacturers' packages of renovated butter. Such practice is manifestly objectionable and illegal, as shown by the two circulars herein mentioned.

It must be of advantage to all concerned to supply the trade with renovated butter in such variety of form and size as to accommodate all dealers and also large consumers, without breaking packages. If this practice could become general, it might save much annoyance and in some cases avoid legal proceedings. Therefore it is hoped that manufacturers will cordially and actively cooperate with this Department and its officers in persuading jobbers and all dealers, whether wholesale or retail, to obtain renovated butter in the style and size of packages suited to their trade and to dispose of the same as received from the factories, without disturbance of contents or change of any kind.

D. E. Salmon,
Chief of Bureau of Animal Industry.

The ruling by James Wilson, Secretary of Agriculture, referred to in the above circular, is as follows:

Washington, April 11—Renovated butter is prepared for market by the manufacturers, under regulations duly prescribed in accordance with law, and promulgated jointly by the Treasury Department and this Department. The rules providing for all branding and marking of this commodity, with the exception of the U. S. tax stamp, are under the supervision of this Department. These rules contemplate such markings upon renovated butter as will insure its commercial identity, for the benefit of all purchasers and consumers. All the marking done by Government regulations is protected by law from being removed, altered or defaced. The indented branding upon the surface of the butter itself is in accordance with the law and is regarded as one of the most important of the identifying marks, and to be especially protected. This marking or branding can not be preserved without altering or defacing if the contents of the original manufacturers' package of renovated butter packed in solid form is emptied or disturbed in any way. Hence the necessity for Rule 22 of the regulations and for its strict enforcement.

The last rule named, to which your attention is invited, can not be changed or modified without establishing a precedent which would defeat the purpose of the regulations regarding identifying marks. The only safe course is to insist that jobbers and wholesalers shall handle renovated butter only in the original manufacturers' packages and dispose of it without breaking those packages for any purpose or in any way changing the form and markings. For this reason it is impossible to consent to your proposition for emptying factory packages for the purpose of wiring, while moving in trade between the factory and the retailer.

It is felt that there is nothing oppressive in this ruling and no obstacle to trade because the regulations expressly provide that manufacturers may pack renovated butter in almost any form and style of package from one-half pound weight upward. All that dealers need to do is to call upon the supply factories for the product to be packed in a form to suit their trade and their customers. You will have no difficulty whatever in obtaining renovated butter in a great variety of shape and size of package so as

to be able to fully satisfy the demands of your customers. The simplest, safest and most economical course for you to pursue, therefore is to order renovated butter from the factories supplying you, in such shape as will meet the wants of your trade and enable you to sell it and ship it in exactly the condition in which it is received. In this way Rule 22 and all other existing regulations may be fully complied with, as well as the interests and convenience of all concerned.

It isn't always getting up at 4 o'clock in the morning that brings a merchant success. It is what he does and thinks and is after he gets up that makes a man prosper

H. B. Moore

Claude P. Wykes

MOORE & WYKES,
Merchandise Brokers

Office and Warehouse, 3 North Ionia Street,
Grand Rapids, Mich.

Citizens phone 3771.



**Flint Glass Display Jars
And Stands.**

Just what you want for displaying your fine stock of preserves, Fruit, Pickles, Butter and Cheese. They increase trade wonderfully and give your store a neat appearance. We are the largest manufacturers of Flint Glass Display Jars in the world, and our jars are the only kind on the market and our prices are very low. Order from your jobber or write for Catalogue and Price List.

The Kneeland Crystal Creamery Co.

72 Concord St., Lansing, Mich.

For sale by Worden Grocer Co. and
Lemon & Wheeler Co., Grand Rapids, Mich.

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.



Devoted to the Best Interests of Business Men

Published weekly by the
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Grand Rapids

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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 - - - MAY 6, 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 29, 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 second day of May, 1903.

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

GENERAL TRADE REVIEW.

With all conditions favoring an increase in activity and better feeling in values it seems impossible that the stagnation in speculative markets following the anti-combine decision should be of long continuance. It is not to be expected that the resumption of normal tone is to be sudden or pronounced, indeed, it is much better that the change should be slow and gradual. While the volume of stock business, as compared with the same time two years ago, when all records were broken, or even last year, is small, yet the fact that the market shows a healthy recovery after such a setback is the best assurance of the unassailable strength of the general situation. Price changes, while not radical, are in the right direction and transactions show increasing public interest. The lessening of demand for money to finance so many great combinations has served to bring the market into a much more favorable condition than for many months past. The outgo of gold in payment of our rapidly diminishing indebtedness abroad is giving no uneasiness as it does not change the high record in the Treasury.

General trade reports are favorable as to retail distribution where weather conditions have not interfered. In many cases the stocks laid in have been found entirely inadequate and the most urgent supplementary orders are being sent in. In other localities the cold and frosts have held demand back to a considerable extent, but the season is not far enough advanced that better weather conditions may not be expected to restore seasonable activity.

The first of the month passed with less of labor disturbance than was generally expected, but in many sections and in many trades there is an increase in agitation which promises to continue as a disturbing factor. Organization, both of unions and employers, is progressing at a tremendous rate. It would seem as though the question of the rights of interference in business and individual

labor is coming more rapidly into prominence than ever before.

Aside from the labor uneasiness the only disturbing factor in the industrial world is the undue cost of raw materials. Prices are slowly advancing in textiles, but not at a rate to secure a parity by any means. Iron and steel production in all lines is at the utmost of activity and demand for materials is having a decided influence on imports.

ENCOURAGING FRAUD.

In the name of common fairness the Tradesman trusts that the creditors of Harry Imerman, of Ewart, will refuse to accept the offer of 50 cents on the dollar and insist on placing the scoundrel behind the bars, where he properly belongs. He has violated every trust reposed in him and deceived every man who placed any reliance on his good faith or integrity. He has clandestinely run off with goods to the amount of thousands of dollars and he has also undertaken to secret his creditors' goods and cover up his double dealing by testimony which smacks of perjury and bears evidence on the face of it of insincerity and deceit. Any creditor who compromises with such a man places a premium on dishonesty and encourages others of similar character to perpetrate fraud.

Governor Pennypacker, of Pennsylvania, has something of a reputation as a humorist. In vetoing a bill for the protection of bears, except in the month of November, he exercises his official wit as follows: "The bear is an animal not always of a gentle disposition, and specially if it be a female bear with cubs. If a wanderer in the woods is attacked by such a bear in some other month than November what is he or she to do? Bears are sometimes the aggressors and prove to be injurious to the crops and the sheep pens of the farmer. Is he not to be permitted to protect his property save in the month of November? The bill provides that no bear is to be killed excepting with firearms. Should the woodsman be attacked by a bear while cutting down trees in the woods, may he not use his ax?"

The trackless trolley is coming. It has been in successful use to some extent in France and Germany, but is to be introduced here under an entirely new system. The experiment is to be tried at Milford, Massachusetts. The American system differs from all others in having a pair of horizontal trolley wheels pressed apart against two trolley wires, one of which wires is for the return current. By having the trolley wheels horizontal instead of vertical, the trolley poles can reach any distances up to 15 feet, to either side of the road without "jumping the trolley," and so give a total of 30 feet as the width of a road, any part of which can be freely traversed by coaches.

The hotel accommodations in St. Louis were inadequate for the crowd that attended the dedication of the exposition. The impression prevails that the accommodations will be insufficient a year hence when the exposition opens. The experience of those who have erected hotels in connection with other expositions has not been such as to encourage investments in this direction. The exposition officials will probably be obliged to offer some sort of inducements.

If a man wants to get at his actual dimensions, let him visit a graveyard.

IMPORTS AND PROSPERITY.

A significant feature of the statistics of the foreign trade of the present fiscal year is the great increase in the volume of imports. This increase is not merely confined to raw materials, although there is an increase in that direction, but it extends also to articles imported for immediate consumption. For years the increase in the foreign trade has tended in the one direction of the exports, and much pride was taken in the great excess of the latter over the imports, owing to the so-called balance of trade which seemed to exist in our favor.

Now that the imports are increasing rapidly, a somewhat different view of the situation is being taken. There is no setback in exports by any means, but they are not increasing this year in the same proportion as formerly. This is attributed not to lack of demand abroad for our goods, but to greater demand for our products at home, leaving a smaller surplus for export. Moreover, the home competition has been so keen that prices have advanced to figures which foreign buyers are not as willing to pay as they were the prices which prevailed last year and years immediately preceding.

The same causes which have worked not a decrease in exports so much as a stoppage of the rate of increase, have been responsible for the very substantial increase in imports. People have been so prosperous that they have indulged more freely in luxuries and in foreign goods for immediate consumption. Manufacturing activity has also increased the demand for raw materials. The gain in imports, therefore, instead of being a bad sign, has actually resulted from the prosperity prevailing.

While there is no special reason to believe that last season's coal famine will be duplicated this year, it served to call attention to economies in fuel. Necessity is said to be the mother of invention and it has certainly resulted in many valuable discoveries. In this country every year tens of thousands of tons of coal dust goes to waste because compared with the trade commodity it has been reckoned of little value. In other countries this dust is utilized by being made into brickettes, as they are called and they have been found to be very serviceable. There are machines made in Belgium and France especially designed to make brickettes cheaply. It has been demonstrated that they make an intense heat, easily handled and although sold cheap still leave a profit for the manufacturer. The great piles of coal dust in the mining regions ought to be utilized.

There is more than one kind of drunkenness; in fact, there are more kinds than are really needed. Despite all this a new sort has been discovered, and of all places for anything new, it has been found in Philadelphia. It is said that there are 2,000 boys and lads addicted to the habit of inhaling the fumes of gasoline and that it has become a confirmed habit with them. They steal the stuff when they can not get it otherwise. Newspaper investigation shows that lads in that city are in the habit of contributing their pennies and sending one of their number to buy a pint or a quart of gasoline, which they take to some rendezvous and there inhale its fumes. It produces intoxication much as liquor does. Exhilaration is followed by insensibility and reactionary dulness of all the organs. It has attracted the

attention of the medical fraternity, although it does not appear to have been adopted as a general practice elsewhere than in Philadelphia.

The leaven of road improvement seems to be working in all parts of the United States. An Eastern man who has recently taken a trip through Texas says the enthusiasm with which the people have taken up the "good roads idea" is wonderful. In some countries they are in danger of "going wild" on the subject. Funds are being raised mainly by issue of county bonds. In Pennsylvania the State aid has taken firm hold. The plan just adopted is for the State, the county and the township to co-operate in the work of building and improving the roads. The State is to pay two-thirds of the expense and the county and township in which the work is done each one-sixth of the expense. The State has made available for this purpose \$6,500,000 to be expended during the next few years.

If "woman's sphere" ever had a limit it does not exist to-day. Women are to be found in nearly every business and profession. It appears by the census that there are 3,438 women serving as officers or managers of manufacturing companies and 150 as contractors and builders. Among the architects, there are 100 women reported; of civil engineers, 40; of mechanical and electrical engineers, 30; of officers of banks and insurance and transportation companies, 2,271; of managers and overseers in different establishments, and on railways, 1,418. This country has 261 women who are wholesale merchants, and 34,162 who are retail merchants. Women who are bankers or brokers number 298; women who are restaurant proprietors, 4,861. There are 8,545 hotel managers of the gentler sex.

A governor is sometimes a very touchy individual. He has his dignity with him and it must be respected. Where there is a great crowd of distinguished persons in any place someone is liable to be neglected. In St. Louis the other day it happened to be the Governor of Colorado. He went there expecting to be wined and dined like all the other great men, but somehow he was lost in the shuffle. Now he is out in a statement publicly airing his grievance, declaring that he had to go everywhere unattended, and that he has been ignored. It is even hinted that for the social slight put upon him his State may quit the fair. Now that he has put up his little wail, the exposition managers will be expected to overwhelm him with apologies and smooth his ruffled feathers.

The industrial advancement of Italy will be greatly promoted by the projects which are now under consideration for the utilization of the water power of numerous streams which have been for centuries running to waste. Italy has no coal and on that account the cost of manufacturing there has been excessive compared with other countries. Some objection has been made against the harnessing of streams on the ground that it would destroy their beauty and render Italy less attractive to the tourists from whom a large amount of revenue is now derived. But this is a practical age and the modern Italians wish like other people to get on.

To collect a pound of clover honey 62,000 clover blossoms must be deprived of their nectar.

HOARFROST ON THE MOON.

During the total lunar eclipse of last year Professor W. H. Pickering, of Harvard Observatory, detected changes on the moon's surface which he suspected were due to the formation of hoarfrost. He has since applied himself to the study of the lunar crater Linne, where these changes occurred, while the moon was passing through the earth's shadow, with the result that he has become convinced of the correctness of his original suspicions. He is reported as saying that he has discovered unmistakable evidence of hoarfrost on the lunar surface.

If Professor Pickering can prove his case he will set at rest for all time the long debatable question: Has the moon an atmosphere? Astronomers have searched in vain for any positive evidence of moisture or atmosphere on the earth's satellite. Still, scientific opinion is divided on the subject. Some astronomers have suspected the presence of verdure in spots; others have assumed that certain bright spots observed on the lunar surface are the reflection of solar light on sheets of water; others claim to have witnessed patches of haze suggestive of cloud formations, while still others assume that certain white streaks in the lunar valleys or what appear to be seams or cracks in the lunar crust are the remnants of a glacial period in the satellite's history. The general aspect of the moon's surface is one of absolute desolation, which has given rise to the theory that it is a dead world, destitute of any form of life or of any of those conditions which sustain life as it is known to us mortals.

In the study of the moon the astronomer is handicapped by the fact that the same lunar hemisphere is always turned toward the earth. It is the only heavenly body within the range of astronomical observation which possesses this peculiarity, a peculiarity, however, easily accounted for through the laws of motion. It is supposed that if the other lunar hemisphere could be turned toward the earth a more definite knowledge of the satellite's condition might be obtained.

Those astronomers who assume that the moon is a dead world, possessing no atmosphere and undergoing no perceptible change, base their opinion on the non-existence of cloud phenomena and the instantaneous disappearance behind the lunar limb of the light of a fixed star when entering eclipse and its instantaneous reappearance on emerging from it. If the moon possessed an atmosphere it is argued, the light of the star would be gradually dimmed when passing through it and its disappearance and reappearance would be gradual and not instantaneous. This is what happens when fixed stars are eclipsed by other planets having visible atmospheres. Reasoning by analogy, what happens in this case ought to happen, also, in the case of stellar eclipses by the moon, if the latter had an atmosphere, be it ever so tenuous.

The value of Professor Pickering's discovery of hoarfrost is that it

furnishes conclusive evidence of two things, namely, the presence of moisture on the moon and an atmosphere enveloping it. Hoarfrost implies moisture, from which it is formed. Its appearance and disappearance implies, also, an atmosphere to retain it when vaporized and release it to be congealed on the lunar surface. If the Harvard astronomer's discovery is genuine it ought to be susceptible of proof; and, if proved, it must upset all theories of the non-habitability of the moon under the laws governing life on the earth's surface. Besides, the satellite must henceforth be removed from the class of dead worlds. Our ideas of life and death in other worlds may be all wrong, because they are based on the conditions which exist on the earth. And, although we have evidences of both existing here under the most complex and diverse conditions, our finite minds do not seem to comprehend the possibility of the creative power of the universe multiplying indefinitely the variations of the phenomena of life and death in other worlds, not only in the solar system, but in all other systems throughout illimitable space.

EXTRAVAGANCE IN DRESS.

Let us be quite fair to our gentle lady readers and confess right here as we begin that this lament is concerned with woman's dress, and that it is a man who ventures to make it. Unless the ladies deem this frankness worthy to offset our ignorance, thus far only will they honor us with their attention. What can a man be supposed to know about woman's dress, and what do women care what he may think? Still, if there were only women in the world, it is quite probable there would be much less thought taken as to wherewithal they should be clothed; and it is quite certain there would be less wherewithal. As it is the man, husband or father, who in the majority of cases gladly provides the means, and as the means are used in the majority of cases with at least some thought of pleasing the man—husband or father or someone else—perhaps a man's opinion, ventured hesitatingly and with fear and trembling of a woman's scorn, may be accorded a moment of generous attention, especially if the man be one of many known to hold the opinion.

The average American woman certainly does not need showy clothes to set forth her attractions, and yet she dresses more extravagantly than either the French, the English or the German woman. Wealthy women in America often dress like the pictures of princesses in the fairy-tale books, but not at all like the real princesses, who always dress very plainly, except of course, on dress occasions. The poorer women, who try to be as much like their wealthy sisters as possible, imitate the imitation and save and scrape together until they can travel in the street cars in handsome calling costumes of fluff and lace, with tulle hats. Now the man who sits opposite in the street car knows that the clothes cost a lot of money and that the effect is not so much "considered as an investment." He knows that the money really invested is not the value of the hat, but in the

gratified vanity and love of display of the wearer. And he wonders if they are really worth it. To be sure, the more the ostentation the more the people who make and sell these costly things are benefited; but, on the other hand, and as a complete offset, great harm is done by raising the standards of living beyond the means of average people. Every now and then we hear of a man shooting himself or it may be drowning himself or defaulting, and the real reason, which is not stated in the newspapers, is often that he could no longer stand the strain of trying to provide for his wife the extravagant furniture and dress which other men were providing for their wives. The fault is quite as much his as hers. Those of us who have traveled much abroad have frequently seen even in simple country hotels an American woman exquisitely dressed, trailing costly creations all lace and tucks and frills through the shabby halls of the hotel and into the dining-room exactly as her sisters on this side of the Atlantic are doing at this moment.

By no means all American women indulge in these follies which sometimes become crimes, and it is only his admiration for her style and the brilliancy of the surpassing American woman, and his conviction that she does not really need so much decoration, to make her more interesting and beautiful—it is this admiration which makes him bold to speak.

Really one of the special perils which threatens American life today is the disappearance among us of the spirit of simplicity, not alone in dress, but in other matters as well. The old fashioned manner of life was unostentatious, thrifty, democratic, plain. And today we have come upon a degree of luxury, of vulgar ostentation and tasteless extravagance, and foolishness, which have tainted our social life with sensualism. The restless discontent among the poorer classes of our people is chiefly caused by the ostentation of luxury. The poor and the unfortunate are moved to social restlessness and threatening discontent, not by wealth and its proper use, but by its misuse. They are glad to see the poor man become a rich man; it is encouraging that here in this free country any poor man has a fair chance to become a rich man. But "in a time when any serious person must perceive the gravest possibilities of social change and when the masses of the people are realizing to the full their political power, the chief instigator of social revolution, and the element much more dangerous to national peace than any petty group of anarchists, is the idle, insolently worldly class." The hope of our people lies not in a complete return to the old-fashioned, homely standards of life, but at least in a partial restoration of less material standards and above all a return to simplicity as a guiding principle of all life.

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—Warmer weather is practically the only thing that will improve the market and until this occurs the jobbers will not get any special increase of business and it will naturally keep them out of the market. The mail order business is of a small character and shows that the out-of-town trade are only filling in where necessary as noted above. With all this the fundamental condition of the market remains unchanged. Sellers remain firm and see no prospect of a necessity to make concessions.

Linings—There are rumors in the market of weaknesses in certain directions, but it is not possible to locate these, and it is generally discredited in the trade. The principal talk of weakness is in regard to kid finished cambrics at second hands, but local jobbers strenuously deny any such thing. It is possible that the little tendency towards irregularity in the print cloth market may account for this rumor. Conditions, as seen, show little change from the situation of the past few weeks; neither buyers nor sellers are anxious to force matters at all. For the fall, small contracts are made, but even these sellers do not feel very sure of. The clothiers have purchased their supplies for the sample lines for heavyweight garments, but little more will be done until the trade have been visited and their wants known. Goods of this character are well situated and stocks small and there is difficulty in guaranteeing immediate delivery.

Wool Dress Goods—While there is a certain volume of business under way on wool and worsted dress goods the market, nevertheless, is enveloped in quiet conditions that are likely to continue in force for some time to come. The duplicate fall period is necessarily some time distant and until it develops there must be more or less uncertainty as to the status of various fabrics, etc. There seems to be little doubt among initial factors that a substantial aggregate of fall business is to be done. The jobber and garment manufacturer are not likely to proceed much farther in the purchase of piece goods until orders from the retail trade have been secured in sufficient volume to make clear further needs. In the business secured by sellers such fabrics as broadcloths, tibets, cheap tricots, granites, Venetians, sackings, chevots have all shown up well. Armure effects have fared fairly well. Meltons have met with moderate distribution. Sheer fabrics, on the order of the twine cloth, voiles, etamines, bastiste, albatross, colliennes, etc., have met with marked success considering the season. Luster goods have played a strong part in the business. Mohairs in plain and novelty weaves and camel hairs have attracted considerable attention from buyers. Neat Scotch suiting effects have likewise found fair favor. Fair business has been done on some lines of all-wool serge. Cotton warps have ruled rather slow. Prices on fall goods are generally well sustained, especially on leading lines of plain goods. There is some demand right along in the initial market for spring goods for quick delivery which includes staples, sheer goods, mohairs and Scotch suitings. Reports coming to jobbers regarding the progress of the retailer's spring business are quite encouraging.

Underwear—There are some mills that have lightweights to sell and are holding them at what might be considered high prices. They may obtain these prices if they hold them long enough. The season is advancing pretty well, however, and they are running a risk. A little good, warm weather would undoubtedly make a decided change in the situation and these lines would likely be disposed of in good shape. The initial fall season has practically come to a close and there will be little more interest in this end until it is time for duplicate business. The duplicate trading is not due, however, for some weeks, and will to a considerable extent depend upon the conditions of the lightweight end of the market. The buyers will have to present their sample lines to the trade and the results of the retail business will influence the orders for these very materially, as is the case every season. Salesmen who have gone on the road with fall lines have made some reports as to success.

Hosiery—There is very little activity in the hosiery end of the market at the present time and most of the attention is given to the prospects for next season. There has been considerable business transacted in cotton hosiery for fall, but there is still much to be done in this direction. Wool goods are practically through with the initial business and for this spring the hosiery end of the market is at a standstill. The price question for next spring is an interesting subject in the underwear market and is becoming a matter of considerable importance. If the present prices for raw material are maintained it will be a hard matter to make prices for hosiery come up to the proper basis, for buyers are hard to educate in this direction.

Carpets—The carpet manufacturing situation is practically a waiting one at the present time. All orders for the spring demand are in and pretty well turned out and all that remains to be done is to prepare as usual for the new season. The new lines of samples have been pretty well completed, but changes here and there will be made up to the time the word is given that the new season is formally opened. Manufacturers are open to all ideas and suggestions regarding the new designs and they are going considerably out of their way to ascertain the wants of their trade. Salesmen have been looking about a good deal of late picking up data regarding the wants of the retailers for the coming season, and from what they give out, there is all that could be wished for as regards favorable prospects for a heavy business for the coming fall season. Stocks on hand in the retailing establishments, while heavy at this time, are nearly all made up of fresh goods, but from the way the public are taking hold in the buying end just now, there should be but a small stock on hand when June is ushered in. The increase in the prices of the different articles that go into carpets, raw materials, etc., is sufficient alone to warrant advanced prices, but of late other things have transpired which may tend to still further increase the cost of manufacture. We refer to labor troubles. From what is given out, there is reason to believe that the demands of the workers for increased pay will be laid before the carpet manufacturers pretty much throughout the country. Friends of labor predict a victory, although they anticipate strong opposition on the part of the mill men. With such prospects ahead as strikes, there is no

A Chicago Man



likes a Soft Hat; so do Michigan men. We carry a very good assortment and offer one at \$4.50 per dozen that is really nobby. Five colors to choose from—Pearl, Seal, Back Nutria, Side Nutria and Black. We have the Fedora style at \$4.50 and \$9.00 per dozen in Pearl, Brown, Side Nutria and Black; better grades at \$12.00 and \$18.00 in Black. We also show the Cowboy hats at \$4.50 and \$9.00 per dozen. They are good sellers.

Grand Rapids Dry Goods Co.,

Grand Rapids, Mich.

Exclusively Wholesale.

FLOOR COVERINGS

We carry a complete line of Matting, Oilcloth and Linoleums.



MATTING at 10½c per yard and better.
FLOOR OILCLOTH at 18c per yard and better.
LINOLEUMS at 40c per yard and better.

Our goods are new and the patterns are neat and desirable.

P. Steketee & Sons,

Wholesale Dry Goods,
Grand Rapids, Mich.

OUR LINE OF WRAPPERS

in the latest styles and dainty patterns is very complete. First-class workmanship, reliable goods, and perfect fit.

PRINTS, PERCALES, LAWNS, DIMITIES

\$7.50 to \$15.00 per Dozen.

Freight or express prepaid on all mail orders, **So Order by Mail.** Samples cheerfully furnished free. A trial order will convince you that we have the right goods at right prices.

LOWELL MANUFACTURING CO.

61-3 Campau St., GRAND RAPIDS, MICH.

knowing what may occur in the carpet market. A good many of the weavers are showing anticipations of trouble by the fact that they are not interested in making their yarn contracts, and furthermore, the spinners are doing a little anticipating on their own account by not taking up wools to any large extent for their summer wools.

Rug Weavers—Report an excellent business in nearly all lines and grades. The Wilton and Brussels rugs are commanding most of the attention in the better lines, while the small Smyrna rugs find a ready call in the cheaper grade. Art squares are only in small demand.

Securing a Compromise by Coercion.

A. T. Vandervoort, manager of the Western Tool Co., Lansing, is securing a compromise with his creditors by using impending bankrupt proceedings as a threat to coerce them into accepting whatever he sees fit to offer. He has had what purports to be a petition in bankruptcy drafted by an attorney to which he has attached a schedule of his liabilities, and he holds these documents up to a creditor and menacingly remarks: "Take what I offer or you will be included in this schedule and get nothing."

Hon. Peter Doran, who has had considerable experience in bankruptcy matters, was recently asked by a representative of the Tradesman if there should not be an amendment to the bankruptcy law, prohibiting any man from using the bankruptcy court as a vehicle of coercion. He replied that, in his opinion, such an amendment should be made to the law.

Knit Garments For Next Spring.

In knit garments the chief interest centers now around the prices for next spring. It is a question that causes everyone to hesitate. Combed Egyptian yarn is something like 15 cents higher than last year and seems to be almost out of the question at that rate. The indications are that a good deal of "Egyptian" goods next spring will be stained American cotton. Manufacturers now have the process of staining down to a point where it is almost impossible to tell on inspection that the article is not genuine Egyptian and only the consumer, by the poorer wearing qualities, will know the difference.

SUCCESSFUL SALESMEN.

R. R. Pew, Indiana Representative Rodgers Shoe Co.

R. R. Pew was born 33 years ago on his father's farm near Montpelier, Ohio, where he lived until 21, working on the farm in summer and attending district school in winter. He also attended the high school at Montpelier and in 1890 and 1891 taught school in the district where he had formerly been a pupil. His marriage occurred in December, 1892, his bride having been his playmate from childhood and his first love. They began housekeeping in Montpelier, where Mr. Pew was employed by the Wabash Railroad for three years as private clerk of the Chief Engineer, during the construction of their line from Montpelier to Chicago. Later he became a member of the firm of Walters



& Pew, dealers in general merchandise. Mr. Walters was succeeded by R. R.'s father, J. W. Pew, and the business was conducted as before, but under the name of J. W. Pew & Son. For four years he had the management of a large retail trade, thus giving him an experience which has been invaluable to him in his career as traveling salesman. The labors in this field becoming too arduous, the business was sold and, after a short rest, he took up the grip for Draper & Maynard, manufacturers of gloves and mittens at Plymouth, N. H. He sold their line for two seasons and on May

17, 1899, entered the employ of the Rodgers Shoe Co., of Toledo, and was assigned territory covering Southern Illinois and a few towns in Kentucky along the Ohio River. He worked this territory for two years, residing at Mt. Carmel, Ill. In April, 1891, he was transferred to Northern Indiana, where, with Ft. Wayne as his home, and with his office and sample room in the Arcade building, he is still hustling for that house. His family consists of a wife and a son and daughter, aged respectively 7 and 5 years. He is a member of the Methodist Episcopal church and Sunday school, in which he labors with the same energy which characterizes his work on the road. He is also a member of the Ft. Wayne Camp of Gideons, Ft. Wayne Lodge No. 116, K. of P., and T. P. A., Post J., of Evansville, Ind.

Mohair Is Up.

There has been such a demand for all mohair goods during the past winter and up into the spring that the prices on this raw material have been rising steadily since the first of the year.

The market is completely bare of spot "raws" and the domestic clip, which is now being marketed, is nearly all sold before arrival. The advances since the first of the year range from 10 to 15 cents per pound, the domestic product being worth about 40 cents and the foreign from 43 to 46 cents.

Owing to the high cost of the domestic manufacturers are beginning to import larger quantities of the Turkish and Cape mohair.

The original demand was largely from the plush and braid business, but now the manufacturers of dress goods have taken up the use of the material extensively and the call from hat makers is an important item.

In some quarters the price is regarded as artificial, but as the domestic supply is not enough for the needs it looks as though the advance has at least a fair excuse for its existence.

Save Oil, Time, Labor, Money

By using a

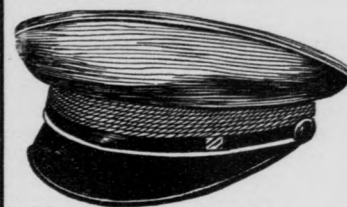
Bowser Oil Outfit

Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M"

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

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'Shanters 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.

THE BEST LIGHT.



'GIVES

- 5 TIMES More Light than Acetylene.
- 6 TIMES More Light than Electricity.
- 10 TIMES More Light than Kerosene.
- 100 TIMES More Light than a Candle.

COSTS LESS THAN KEROSENE.
Each Lamp Makes and Burns its own Gas. Hang or set it anywhere. A pure white, steady light.

No Odor! No Wick!
No Grease! No Smoke!
Little Heat! Safe.

Over 100 Styles for Indoor and Outdoor Use.

AGENTS WANTED
Exclusive Territory

The Best Light Co.,
82 E. 5th St., Canton, O.

BEST BY TEST.

THERE IS NOTHING ON EARTH

That shows so much profit for work done and money spent as an oil well. A gold mine needs continual digging, but an oil well, if it does not flow of its own accord, needs only to be pumped, and it supplies the fuel to run the pump.

Hundreds of Thousands of Dollars, Yes, Millions, have been made in the Pennsylvania and Ohio oil fields, but these fields are on the decline and the eyes of the world are looking for a new field. Just at present they are turning toward Kentucky, where a mighty development has just begun. Two years ago Kentucky was scarcely known as an oil-producing state. Today she has over 300 producing wells, and is pumping thousands of barrels of oil.

The Standard Oil Company is spending Millions in laying the foundation of the most complete and gigantic pipe line ever laid in any state. This shows that they have faith in Kentucky as an oil producing state.



GREAT NORTHERN OIL COMPANY

E. C. GLENN, Fiscal Agent,

811 Majestic Building, Detroit, Mich.

We have over 60,000 acres of proven oil land located in Whitley, Rowan, Powell, Estill and Morgan counties in the State of Kentucky. Much of this land is close to the Standard Company's pipe line. Active operations have begun.

Our First Well Just Came in in Whitley County. Others Will Follow Soon. Our leases are paid for, but we need money for development purposes, and for a short time you can buy this stock at 30 Cents a Share. Par value \$1.00. Capitalization \$600,000.

If you wish to share in the **Hundreds of Thousands of Dollars** that will be made in the Kentucky oil fields during the coming summer, now is the time to invest. Never was there a better investment offered you than the Great Northern Oil Company now offers.

Write us and we will tell you more about it. We have a map showing the location of the pipe line, producing wells, and property of our company, which we will send you free of charge. A postal will bring it, or better still, \$30 will bring you 100 shares of stock

Grand Rapids Office Rooms 5-6, 74 Monroe St.

F. G. FRIEND, Agent

City Phone, 1515.

MUST USE BRAINS

To Achieve Any Marked Success as an Advertiser.

The advertising department of a modern, up-to-date business is an important one. If it is to be a profitable one it must be properly managed. No merchant would expect a department of his store to prosper if it were only given the attention that could be paid to it by men busy with other affairs connected with the business. You would not expect your furnishing goods department to be the shining success of your store if some one did not make it all or a part of his special duty, and that some one a man trained in the conduct of such a department. How, then, can the merchant, wholesale or retail, who only attends to his advertising when he has nothing else to do, or sandwiches it in between other occupations which he considers of infinitely more importance, expect to make a success of the advertising end of the business?

To successfully conduct an up-to-date advertising campaign needs as wide a knowledge of affairs and as accurate acquaintance with actual conditions prevailing in the business and in the community as to manage any other department of the store. It is a question if the successful advertiser does not require a keener mind, more alert intelligence, than any department manager. This being the case, why should merchants not look at advertising in a reasonable way, study the subject, familiarize themselves with improved methods, and give the work of the department the time and attention it requires, instead of delegating it to some of the clerks in the store or doing it themselves when everything else has been done?

We know of one merchant who is making a fair success of his business simply because he has the entire confidence of his community as an honest man, who will spend hours superintending the sweeping out of his store, watching every stroke of the broom and brush, or in instructing clerks how to pile boxes, but his advertisements are either written for him by some volunteer of the establishment or else scratched off on the back of an envelope or some handy scrap of paper at the very last moment, without care, thought or interest on his part. He simply thinks he has to advertise and buys space in the paper and fills it up with anything that comes handy.

In contrast with this man we know of another concern which in a few years has run its business up from \$30,000 a year to over five times that amount. The manager of this business only concerns himself with the details of two things—the buying of goods and the advertising. The details of the rest of the business are left to a junior partner and his assistants, the head of the firm considering that he is able to tell in a few minutes' time each day from an inspection of the store itself and the record whether the business is progressing satisfactorily.

What is the sense in a modern merchant standing over his janitor while he sweeps out the store? It is comparatively a lengthy job and all that he can possibly accomplish by doing this can be done by going through the store after it is swept and pointing out careless work and having it immediately corrected. If the merchant who does this would take the hours wasted on such occupations and spend them in consid-

ering ways to push his business, in studying up what he wanted to advertise, and the best way to advertise it—in short, if he would delegate to an employe things that an employe is abundantly capable of doing and concentrate his mind on things that he can not leave to some one else—his business would be far more successful than it is.

It does not matter whether the merchant spends \$10 a year or \$10,000 a year in advertising his business, the money will be worse than wasted if the advertising is not done right. We say "worse than wasted," for it is a fact that poorly written, poorly illustrated and poorly printed advertising injures a store. It conveys a wrong impression of the business. It may be in all details except the advertising a first-class place in which to buy goods, but certainly those who are not acquainted with the character of such a store would not estimate it correctly if they based their ideas, as they are very likely to do, on the character of its announcements. Advertising is a very important part of every merchant's business, and no matter what method of advertising he may adopt he will have to use brains as well as spend money to make it successful.

Nutrition in Banana Flour.

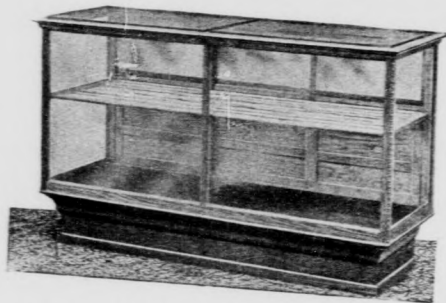
A writer in a German technical paper draws attention to the highly nutritive properties of banana flour. In the Jamaican bananas he found 15 per cent. of water, 65.6 per cent. of carbohydrates, and nearly 7 per cent. of albumen. The flour, which is of a yellowish hue, he reports to be exceptionally adapted for biscuit making. Up to the present, remarks Herr Leuscher, the business of preparing the flour on a large scale, and its shipment to Europe,

had not attained happy financial results, but it might be that the fault rested with the way in which these business operations had been carried on. Now the London Globe suggests that with the cheapening of bananas by the large increase of importations, some enterprising baker may find it good business to convert the fruit into bread. It could not, of course, says this journal, be sold at the same price as wheaten bread, but from a different standpoint it is credited with very superior qualities. African travelers who have experimented with this flour claim for it great nutritive value, easier and quicker digestion, finer flavor and greater lightness of texture. Sir Henry Stanley during his memorable journey up the Aru Whimi chiefly lived upon this fruit bread, and although his baking arrangements must have been primitive, he pronounced judgment in its favor compared with the wheaten article on most points. Whether it is, however, as alleged by some analysts, very gouty in its constituents, must be left for the present an open question, there being little evidence on the point, but if half the claim advanced for it are true, it would seem to be just the sort of diet for convalescents and invalids who have need to recuperate physically before their digestive machinery can get into thorough working order.

Experiments are being made in New York City to determine whether baled waste paper collected in street refuse can be profitably utilized to generate power for municipal purposes. The results thus far are encouraging. In the model city of the future nothing will be thrown away as valueless. Everything will be consumed and will be made to yield some benefit.

Grand Rapids Fixtures Co.

A new elegant design in a combination Cigar Case



Shipped knocked down. Takes first class freight rate.

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

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

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

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 offer a limited amount of treasury stock for this purpose. No uncertainty, no new undeveloped proposition; but a prosperous institution, running night and day. Come and look us over or write to us for terms.

NATIONAL PURE FOOD CO., LTD.
187 Canal Street
Grand Rapids, Michigan

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

THE CASH BASIS.

Why It Is Advantageous to the Retail Dealer.

The time appears to be ripe for the elimination of credit sales from the retail business. Such has not always been the case, for not very long ago it was thought utterly impossible to successfully run a retail store without giving credit. Even at that time the objections to the establishment of a cash system were, apparently, not well founded. There were obstacles in the way, but the difficulties were not insuperable. This is amply demonstrated by the fact that, at the very time when conservative retailers declared that the cash system was impracticable, a few adventurous spirits tried the experiment and found, or made, it successful. Other retailers, in ever-increasing numbers, have followed the example set by these hardy pioneers of the cash system, and the difficulties have diminished as the number of cash dealers has increased. The time has at length come when a determined movement all along the line will secure victory for the friends of cash trading, and bring about a highly beneficial reform.

The advantages of emancipation from the credit system are numerous, and many of them must be obvious to the casual observer. In the first place the retailer is saved the whole expense of bookkeeping. This includes the cost of the books, the book-keeper's salary, and the cost of stationery and postage used in rendering accounts. Then it saves the possibility of bad debts, which are inevitable under the most carefully conducted credit system. Men whose credit is absolutely gilt-edged often prove to be bankrupt, and men whose honesty is undoubted sometimes become absconders. The dealer who sells for cash has cash to pay for his goods, and can thus secure the trade discounts. This in itself is no small matter, for it enables the cash dealer to sell at lower prices than his credit-giving competitor or it gives him larger profits if he sells at the same prices. In short, the cash system gives the retailer the use of his money when he needs it, while the giving of credit ties up a considerable part of his capital in the hands of his customers.

Another great advantage of doing a strictly cash business is that it prevents the possibility of disputed accounts. Under the most careful system of bookkeeping mistakes are liable to occur, but the most prolific cause of disputes and misunderstandings is the forgetfulness of customers. When accounts are rendered infrequently, some customers are sure to think that they are charged with articles that they never purchased. Others will be extremely liable to think that they have paid for some of the things with which they are charged, and this is nearly certain to be the case when the credit customer is in the habit of paying cash part of the time.

There is truth in the proverb that "short settlements make long friendships," for many an enemy has been made by an account that either was, or was believed to be, incorrect when the matter might have been settled amicably if the settlement had occurred when the transaction was fresh in the memory. Cash dealings prevent the possibility of any errors which can not be readily adjusted, and thus do away with one very fruitful cause of the loss of customers.

To the buyer as well as to the seller the abolition of retail credit would be a very decided advantage. If the buyer

be able to pay cash, he would be benefited by being compelled to do so. If he be unable to pay cash it is more than probable that his credit is to blame. If he had never been able to get credit, the probabilities are that he would now be abundantly able to pay cash. His ability to obtain credit has led him to purchase goods he might have done without, and has induced him to incur unnecessary debts. When a man knows that a certain sum of money must last him a specified time, whether it be a week, a month, or a year, he is careful to regulate his expenditures in accordance with the funds he has on hand. When he buys on credit the case is usually different. He is not likely to keep an accurate account of all his expenditures, and the consequence is that they frequently exceed his income. This leaves him less to spend during the next period, and increases the difficulty of living within his means. Over-expenditure is not usually intentional, but to most persons it is extremely difficult to resist the temptation to purchase attractive goods when they may be had for the asking, and it is very easy to get into the way of regarding such things as essential. Credit is, therefore, injurious to the buyer for it facilitates getting into debt, and increases the difficulty of getting out. It tempts the buyer to live beyond his means and it places obstacles in the road to retrenchment.

Foreign and Domestic Shoe Laces.

Germany and France produce a peculiar yarn which makes a more finished looking shoe lace than can be made in America and these are sold here to some extent, although the American-made lace is stronger than these. The imported goods can still be sold in this country at a slight advance over the home product, as the tariff just about represents the difference in the cost of manufacture.

Instructions have been given by Secretary Moody of the Navy that no reports of target practice shall be made public. The idea probably is to keep foreign governments from knowing just how efficient are the men behind our guns. Their work in the Spanish war surprised the world. The time may come when we would like to give another surprise party.



A Handsome Book Free

It tells all about the most delightful places in the country to spend the summer—the famous region of Northern Michigan, including these well-known resorts:

Petoskey Bay View
Wequetonsing Harbor Point
Oden

Mackinac Island Traverse City
Neahawanta Omema
Northport

Grand Rapids & Indiana Railway
(The Fishing Line)



Through sleeping cars daily for the North from Cincinnati, Louisville, St. Louis, Indianapolis, via Penna. Lines and Richmond, and from Chicago via Michigan Central R. R. and Kalamazoo; low rates from all points.

Fishermen will be interested in our booklet, "Where to Go Fishing," mailed free.
C. L. LOCKWOOD, Gen'l Passenger Agent,
Grand Rapids, Mich.



Why Put a Guard over your Cash Drawer? And Not Over Your Bulk Goods?

Can you tell us why some merchants employ a cashier, buy a \$300 cash register and an expensive safe to protect their cash, and then refuse to guard their bins and barrels that hold this money in another form? Just realize this point: The bulk goods in your store were cash yesterday and will be to-morrow. Your success depends on the difference between these two amounts—what you had and what you can get. Now don't you need protection right at this point more than after it is all over and the profit is either lost or made?

A Dayton Moneyweight Scale is the link that fits in right here; it gets all the profit so that your register, your cashier, your safe may have something to hold.

It will *Save three Pennies*
A postal card brings our 1903 catalogue. Ask Department K for catalogue.

The Computing Scale Co.,
Dayton, Ohio
Makers

The Moneyweight Scale Co.,
Chicago, Illinois
Distributors



VALE, THORNE.

Change From Type Setting to Type Casting Machine.

This is probably the last issue of the Tradesman which will be printed from type set on a Thorne machine which has done yeoman service in this office for the past eight years, and with which the Tradesman parts with regret in order to keep pace with the onward march of improvement. The Thorne will be superseded by a Universal Mergenthaler Linotype, costing \$3,600, exclusive of motive power and construction expense. The new machine sets matrices and cast type lines, from which the paper will be printed hereafter. This will give the paper a brightness and freshness it has never possessed under the old method, except at intervals when new dresses were purchased, because every issue will be printed from new type.

Nothing in the entire range of typographic invention created a wider change in the accepted methods of doing work or finally culminated in a more thorough revolution of the printing business than the invention of the Linotype. This "child of his brain" will live forever as a monument to Mr. Mergenthaler's ability and genius, more lasting than any which could be erected by those he leaves behind.

The early efforts of Mr. Mergenthaler in his endeavors to perfect his machine are matters of history, and it will not be necessary to present them at this time, but the predictions made by him in February, 1885, when the second machine, with automatic justifier, was exhibited in Washington, are worthy of note. An exhibition of the machine was given at the Chamberlain Hotel in that city at the time named, such men as Mr. Chester A. Arthur, then President of the United States, Secretary James G. Blaine, Hon. L. Q. C. Lamar and numbers of Senators, Representatives and newspaper men witnessing its performance. At the close of the inspection a banquet was given, during which Mr. Stilson Hutchins, a gentleman interested in the promotion of the new machine, introduced the inventor to the guests. Mr. Mergenthaler said:

Allow me, gentlemen, to express my hearty thanks to you for the honor you have bestowed upon me in coming here to witness the performance of my invention. You have come here to witness the operation of a new composing-machine, and in as far as we are working in a field which is strewn with the wrecks and failures of former efforts in the same direction, you will probably ask, "Are you going to have more success than those who have gone over that field before you; and if so, why?" My answer is: "Yes, we are going to have full success, for the reason that we have attacked the problem in an entirely different way than did those who have failed."

When I started on this problem I surveyed the field and selected the best road, regardless of the roads which others had taken. I knew the direction in which others had attempted to solve the problem, and was careful not to fall into the same rut which had led every previous effort into failure and ruin. We make and justify the type as we go along, and are thereby relieved from handling the millions of little tiny types which have proved so troublesome to my predecessors who have failed. We have no distribution, yet we have a new type for every issue of a paper, an advantage which can hardly be overrated.

I am convinced, gentlemen, that unless some method of printing can be designed which requires no type at all, the method embodied in our invention will be the one used in the future; not

alone because it is cheaper, but mainly because it is destined to secure superior quality.

The history of our enterprise, gentlemen, is one of evolution. We started by printing one letter at a time and justifying these sentences afterward; then we impressed into papier-mache one letter at a time, justified it and made a type from it by after process. Next we impressed a whole line and justified it, still leaving the production of the type as a second operation; but now we compose a line, justify and cast it all in one machine and by one operator.

You have honored your country, for everyone will know that this invention has been originated in the land which gave birth to the telegraph, the telephone, the Hoe press, and the reaper; everybody will know that it came from the United States, although comparatively few will know the name of the inventor.

Mr. Mergenthaler "builded better than he knew." His expressions at the banquet have been more than realized, and the world to-day is using a machine which, while wonderful in its operation

The Cost of Living in the United States.

It is doubtful whether any other subject is of such universal interest as the rise and fall of the cost of living. Production is a minor matter for the average man; because of great specialization this is constantly becoming more pronounced in every branch of industry, but all are consumers of a great number of the articles produced. Consequently, all records of the course of prices are studied, not only by the economic student but by the layman as well, who sees in the rise of prices his purchasing power decrease unless his income advances proportionately, and in cheapening of cost he finds greater returns and the possibility of saving something for the proverbial rainy day. Yet these fluctuations in prices can not be considered instructively without due allowance for other highly important factors.

A low range of quotations accompanied by idleness is obviously undesirable. On the other hand, excessively

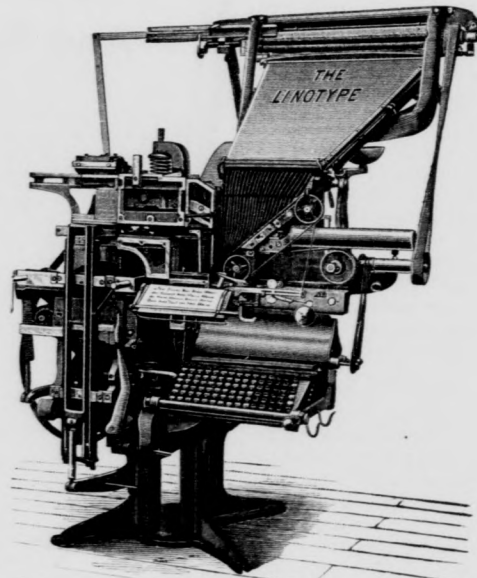
otherwise there could be no definite comparison of prices. While the consumer pays retail prices in most cases, it is not possible to prepare records on this basis. Two stores within a stone's throw of each other have widely differing lists, and it is not possible to secure prices of similar articles for remote dates. Of wholesale quotations, however, the early records are available, and they are used in this compilation. The comparison has been carried back to January 1, 1860, a time when general conditions were satisfactory and no unusual factor distorted quotations. At that time Dun's Index Number was \$121.63, meaning that if each inhabitant had purchased a year's supply of all the necessities of life, the cost would have been \$121.63 and one-tenth of a cent. The highest point attained by the Index Number was on Sept. 1, 1864, when the same quantities of the same articles would have cost \$312,737. This was due to the Civil War, and emphasizes the extent to which production was curtailed by the withdrawal of millions of men from industrial pursuits, the devastation of vast areas, and the depreciation of the currency.

In recent years no such wide fluctuations have occurred, but the rapid improvement in methods of production reduced the level of prices until a normal position appeared at about \$95 in the early nineties. Beginning with 1893 there was a gradual decline in quotations, due to industrial depression, and the fall culminated on July 1, 1897, at \$72,455. At first glance it might appear that the consumer was most fortunate at that date, since the same quantities of the same articles were available at \$20 less than a few years earlier. Unfortunately, such was not the case, although it might have been if earnings had remained unchanged. As a matter of fact, the low prices resulted from just that loss in purchasing power. According to the estimate of a labor leader, there were three million idle workers at that time, or there had been during the months immediately preceding. This meant that a vast army was subsisting on charity or their small savings and able to purchase few of the commodities ordinarily used in abundance.

When business revived the situation changed rapidly, and quotations resumed a normal level. Increasing industrial activity and steadily advancing wages have carried the Index Number above \$100, the highest record of recent years being attained on May 1, 1902, at \$102,239. Some inflation through crop injury by drouth was recorded in food stuffs at that time, but the present level is but little lower. Yet it would be a mistake to infer that the consumer has suffered by the higher cost of living. On the contrary, with labor well employed at the highest wages ever known in this or any other country, it is no hardship to pay the higher cost of commodities, while reports of savings banks and life insurance companies indicate that an enormous sum is being put away notwithstanding higher prices.—Dun's Review.

They Expect the Earth.

Since the brothers of Joseph threw him into the well because there was only one swell coat in the family, the world's records have been full of the unreasonable things asked by man. One of these is the farmer who after wearing a cheap glove six weeks brings it back to the dealer and wants his money back because it will not stand barbed wire fences and an all day at the lumber pile. The retailer should dodge the glove buyer who expects the earth for 50 or 75 cents,



and in its results, has become so well known and so familiar to printers everywhere that its daily work is simply looked upon as a matter of course. The Linotype is used on nearly every newspaper of any prominence in all the cities of the United States, and book and job offices are rapidly adopting the machines. It has also been introduced into printing offices in many foreign countries, England, Germany, France, Australia, New Zealand and other sections being large users. It is to be regretted that Mr. Mergenthaler could not have lived to see the universal adoption of his invention in offices of every kind in all civilized countries.

Have you an old dead tree standing around? Very well, trim off the branches and plant Virginia creeper alongside to cover the trunk. You will have an object of beauty.

Those who stand by the clamor for fair play usually seek an opportunity to butt in.

inflated markets are equally or even more distressing, and it is in the proper ratio between wages and prices that the consumer finds prosperity.

Recognizing the great value of an accurate record of prices, many statisticians have endeavored to prepare and publish tables on the subject. Numerous difficulties were encountered, however. These have been overcome in the preparation of Dun's Index Number, which covers many hundred articles, and each one is separately multiplied by the annual per capita consumption. These ratios were obtained by careful examination of census and other official reports, supplemented by statistics of imports and numerous trade records of production changes in supply and other helpful publications. No absolute exactness is claimed for these percentages, but a sufficiently close approximation was attained to make the record of greater value than any heretofore compiled.

The same ratios are used for all dates;

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 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 10-10 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 the 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 \$600.00 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.

Agents wanted in every city and town.



Invest at Home

Investigate in person or write for prospectus, etc.

Michigan Peat & Marl Co.

LIMITED

Grand Rapids, Mich.

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 day, it being understood that I may use my judgment about taking the same.

Signature.....

Address.....

Clothing

Status of the Shirt, Collar and Cuff Market.

This end of the furnishing goods market is undoubtedly the busiest. Store trade shows some activity; there is hardly a day passing that there are not some buyers in New York either from nearby or far-away points. The delivery departments are still very busy with spring shipments; the factories are running to their fullest capacity in an effort to catch up with orders.

While struggling with this state of affairs duplicate orders for dark grounds are coming in at a rate beyond the capacity of the factories to take care of as promptly as they would like to, to please customers. This active condition is not applicable only to cheap and popular-priced lines, but also affects the manufacturers of shirts retailing at from \$1.50 to \$2 each. There are several things which have contributed to this bustle in shirtdom. The new styles have undoubtedly caught the fancy of consumers and brought a fair increase in business to the manufacturers through duplicate orders. The sudden demand for dark grounds caught the factories without large quantities of fabrics, which the mills were slow delivering, and as fast as the new goods can be cut up they are put into work and rushed to the retailers as quickly as deliveries can be made. Most of the factories are not yet caught up on initial orders.

Duplicate orders for shirts for spring are heaviest on dark grounds, these orders for dark grounds coming largely from Pennsylvania. In light-ground percales the preference in the matter of style, as indicated by duplicates, is for units in black on white grounds. Stripes in percales do not seem to have received any attention from retailers. Buyers say that small effects in polka dots, geometrical designs and nondescript units of very small size are much the best sellers in printed goods. In madras corded stripes on light and medium dark grounds are selling better than the extremely dark grounds in blue, green and gray. Cheviots have not had a big demand thus far and it is doubted if they will meet with much of a reception through the retailers now, as cheviots are better adapted for rough wear than the lighter madras; and for outing wear and sporting purposes it is believed that the flannel shirt will lead.

Flannel shirts have been brought out this season in greater variety and possess more beauty than ever. In the fine grades the grounds are broken by pretty stripes in silk of contrasting color—cannille and satin stripes which enrich the dull wool grounds and produce a handsome fabric. The ground shades also include, for this season, a series of tints and solid colors relieved by silk stripes. In the popular grades there are woven color stripes in wool with colors, which makes dressy-looking shirts, but which are not half as rich as those with silk stripes. Stripes are better than checks or plaids, although there is a generous assortment of the latter.

Among the high-grade shirts this season are to be found some attractive ones in silk and silk and cotton mixtures with cord and woven effects. The all-silk shirts are made of foreign or Spitalfields silks, and are to be found mostly at the exclusive retail shops. But our own manufacturers, not to be outdone by the foreigners, have put domestic silks into shirts, which are equally attractive, with decided price advantages.

Looking quite as well and possessing the quality for long service are shirts of fabrics of half silk and half cotton on the order of chambray. These are gotten up in pleated and plain fronts, and are selling rapidly to retailers catering to fine trade.

The retail trade, according to the reports of the New York manufacturers, are all agog over the introduction of three new styles of collars, viz.: "Flexifold," "Tyfold" and the "Tiespace" styles which have recently made their appearance. It is yet too early to predict their success or non-success, as they have not been before the public long enough for a thorough trial.

Among the new features recently brought out are the turnover cuff, which has been applied to flannel and cheviot shirts, the turnover being a double fold, the buttons going through the two thicknesses of the cuff.

Another novelty is pleated cuffs, the exterior of the cuff, which is attached, having a series of quarter-inch knife pleats running across the cuffs. It remains to be seen how well these departures will take.

Giving Away Findings Detrimental to Trade.

Now and then we find a dealer who still continues to give away laces, buttons, shoe horns and buttonhooks; also various other novelties. This old plan of giving away findings is poor business policy, and is detrimental to any business. The articles usually given away are considered by you as cheap affairs and reflect no credit on your store or department. Now, why not add to the profit of your business by buying better goods and making a small charge for same? You can do this and a majority of your customers will be better satisfied, preferring to have a better lace and pay for it than to receive a much inferior lace gratis. This department really does not receive the attention that it deserves, for to conduct it successfully it requires the same thoughtful attention you give to your most important stock.

If these little articles are selected with the proper care they can be turned frequently, and an article that can be turned frequently, no matter how small the margin of profit, will be wise to carry in your department, for the reason that it is the very thing demanded by the masses, and you should get them coming your way for these little things.

You will very often thus gain their confidence and sell them something of more importance later on. Direct your salespeople to calling customers' attention to this department, which can be done with comparative ease when selling a pair of shoes. If you have never touched this findings end of the business to any extent, go carefully at first, only ordering a small portion of the different articles which you think will be most likely to sell best. By this method you will minimize, if not entirely prevent, losses.

When we say make findings pay it does not mean that you must put in a variety of the various sundries that are on the market to-day. No; not by any means, for by so doing you would swamp yourself with a lot of unsalable stock. Every merchant should study his own neighborhood and buy accordingly, for what will sell in one place may prove a failure elsewhere.

The tree a man plants is one measure of his love for the man who comes after him.

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

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.

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'fg. & Carpet Co. Ltd.
Petoskey, Mich.



PAN-AMERICAN GUARANTEED CLOTHING

will fill the requirements of every retailer who's looking for a "steady" trade in popular priced clothing. It's iron-clad clothing—and the buyer gets an iron-clad guarantee—a new suit for every unsatisfactory one.

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



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

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

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

WILE BROS. & WEILL BUFFALO N.Y.

Fads and Fashions at the Eastern Markets.

Have you ever seen a man who knew he was dressed wrong, that his clothes did not match and that, as I heard it expressed, he did not hang together? There are lots of men whose taste is deflected to just this extent. They know they are wrong, but they cannot tell where the trouble is. They are really defective in training in this direction. They may pay big prices for their clothes, getting the best that is possible; each suit or each garment may be made by a high-priced tailor, yet their whole appearance will not be as good as some clerk at \$10 a week who happens to have good taste. It is not a question of good style of each garment, but it is the good style of the whole outfit, the fitness of each article to the other and to the wearer. The coat, for instance, must be of the right shape. It must comply with the season's fashions, but it must also comply with the shape and style of the wearer, otherwise the whole effect is lost. Fashion may say that a tight waist line is the thing, yet a man of rotund proportions cannot wear a military waist and an effort to do so merely results in the ridiculous. One man can wear a brown derby and look well in it, yet his friend would look like a character from a comic paper. One man can wear tight trousers when fashion says so, the other can wear only comparatively tight trousers.

If men would first consider their own necessities and limitations in style, then the demands of fashion, we would have more well-dressed men in this country. Fashions may be taken in two ways. First, they apply only to the men of absolutely normal build to whom every word may be literature, every decree may be followed to the letter, but to those who are tall or short, thin or stout, then the word fashions must be taken in a comparative sense. Then trousers may be worn comparatively tight or comparatively loose as fashion may say; coats comparatively long or comparatively short; hats comparatively high or low crowns. If these simple rules would be observed, it would simplify the matter of dress greatly.

The man who does not know just where his apparel is wrong follows the ideas set down for some one else in part. For instance, he may see some one with a certain style of hat and it looks well; he straightway buys a hat of that same style and same proportions for himself; he sees a suit of a certain style and shape on another person, likes it and gets one similar; next he takes a fancy to a necktie in a window and buys that. Perhaps not one of these articles is adapted to his own personality or build and the result is naturally inharmonious. He has paid high prices and got the best. The same style certainly looks well on So-and-so, and on So-and-so and he can not get it through his head why he does not look just as well as the other man. He makes up his mind, perhaps, that it is simply because he

can not see himself as others see him, and that to others he looks a comparatively well-dressed man, because he has taken the best styles from different people. Whereas to others he looks very poorly dressed and they say, "He spends enough for his clothes, but he is one of those on whom nothing will look well."

There are many freak fashions shown by some and they will doubtless attain a certain amount of success in some sections, but the best dressed man to-day will be the one of quiet taste and conservative styles. Among the freaks we mention the Norfolk jacket with plaits in front and back and instead of coming to the top of the shoulder or ending at the yoke, take a curve outward at top way up to the shooulder seam. Then, of course, there are many who will show the extremely tight fitting waist.

The three-button single breasted sack suit will continue its popularity this season and is one of the best styles for men who wish a more than usual snap in their business or general wear clothes. The lapels are rather small and the collar moderately narrow. The front of the coat is cut away rather sharply and the length is moderate. The shaping of the coat generally follows the natural outlines of the figure, although it is not by any means a tight coat, but what might be called form-shaped. One of the features this season will be the small vent at the bottom of the back seam.

This style is a favorite with many men who want to dress a little out of the ordinary. These coats have the diagonal breast pocket. The lapels are of moderate length and slightly curved. The fabrics from which these suits are made are mostly plain or dark quiet patterns of chevots, cassimeres and worsteds, also black and blue serges, thibets and chevots. The sholders are made full and broad and the chest deep, giving an athletic appearance that is much desired by all men.

This style of suit will be the standard for this season with the great majority of men. It is similar in general lines, cut away somewhat in front, with moderate lapels and collar, diagonal outside breast pocket, and only very slightly conforming to the figure. There is a neat range of fabrics used in this style, including black and blue serges, undressed worsteds, chevots, thibets and the entire range of fancy fabrics.

Linens and White Goods Up.

In linens and white goods jobbers look for a large duplicating demand. These goods will be bought largely at an advance of from 2½ to 10 per cent. Unions and cottons are hard hit by the advances and so are many all-linen goods in heavyweights. Turkey red and similar colored cotton damasks are due to rise in the future, according to indications, but as yet they are available at the old prices.

Jobbers are asking for advance deliveries in fall goods in some instances, owing to the shortage in some lines and to the fact that they are afraid that goods owed at low prices may be delayed in delivery.

BROWNIE Overall.

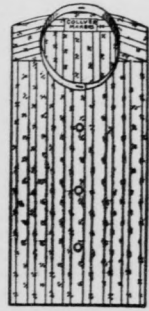
LOT 117.

Sizes 4 to 15
\$3.00 per Doz.

Sizes 8 to 15
\$3.25 per Doz.

Sizes 11 to 15
\$3.50 per Doz.

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



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.

FAKE ADVERTISING.

When Merchants Should Attack Their Competitors.

A subscriber recently sent us some advertisements that he had inserted in local papers, and with them was a letter in which he said in substance: "I think it about time for the legitimate merchants in this town to begin a campaign against 'fake' advertisers. I am going to point my advertisements with this object in view. Please give me your opinion on the subject."

It is necessary first of all to define what we mean by "fake" advertising. We suppose that our friend means advertising that states deliberate, wilful untruths about merchandise—untruths so gross that there is little or no real relation between the facts and the statements made about them.

It is necessary to distinguish this kind of advertising from that which is marked by exaggeration alone. A man who believes in himself and his merchandise is almost always enthusiastic about it. His enthusiasm leads him to talk about his goods in a way that to another person who is in a critical mood may not seem justified. And it is one of the commonest occurrences for merchants who are rivals to take this critical attitude to each other.

We have repeatedly known of cases where merchants have done things that their rivals in trade have not hesitated to stigmatize as impossible. We have heard merchants called liars by their rivals because they said they bought goods, turned stock, or did other things of a like nature in their business operations that to an outsider seemed impossible. Nothing is easier than to doubt a rival's statements. Nothing is easier than to do this in perfect good faith.

The advertising of a store reflects the ideas and operations of the merchant. It is very easy for a rival to find fault with the statements made in the advertising. It is very easy for him, if he be a man of blunt statements, to call the statements lies. There is very good reason for not stigmatizing statements as lies unless one is sure of the facts.

First of all, then, we advise a man to be very careful before he begins a campaign against fake advertising. It is a serious matter to call the commercial honor of anyone in question. The results of unjustifiable statements are always, in the long run, bad for the man making them. To go out of one's way hunting for trouble, to get tangled up in a dispute when the facts are not clear, to attempt to inflict damage in a doubtful case—these are actions that advertise a man as a petty, pestilential fool. So many of us find it easy to make fools of ourselves that in common prudence we must be very careful of our actions.

But there are swindlers in every community who make a practice of publishing untruths with the object of swindling the public. It is almost impossible to take up a daily newspaper in which one cannot find some advertisement making statements that are gross and wilful perversions of the truth. Many advertisers at-

tempt to justify themselves in these practices.

The writer was one day looking over the New York City newspapers, when he came across the clothing advertisement of a famous department store in that city. A lot of men's clothing was advertised, in the height of the clothing season, at prices representing a cut of one third in value. It was stated that the goods were regular fifteen dollar values according to the standard of any department store in the city, and that they could be bought for nine dollars and something odd, during the sale. The circumstances impressed the reader as so peculiar that he put on his hat and went down to the store. Going in he found a crowd of people eagerly purchasing from the tables piled high with clothing. The buyer of clothing was standing by watching the business. Beside him was a pile of the clothing advertised that morning.

The caller picked up the sleeve of a suit, glanced at the fabric, noted the lining and finish, and then turned to the buyer with a questioning look. The regular value of the much advertised goods was just about the price asked for them. They were poorly made, cheap garments that neither in quality or seasonableness justified the claims made for them in the advertisement. "Why do you advertise these goods as being worth fifteen dollars?" The buyer laughed "Oh, well, you know, it's the custom of the trade. Our competitors do it. People get their money's worth and have no right to complain. If we didn't do it, we would have to go out of business. We could not compete with others on the street. Anyway, sensible people don't expect to get fifteen dollar goods for nine dollars. Fools may, but it's their own lookout if they get caught." Nothing was said further, because his statement covered the case.

If a man is satisfied with this form of reasoning, well and good. But it betrays a degree of mental and moral perception that might be expected in a Hottentot, but hardly in a white man.

However, it is a fact that it is profitable for a time to do business by such methods. If a man is a rascal and sets out to bunco the public, he can often realize a heavy return on his investment by operating boldly and quickly. The advertising of such a man will have "liar" written all over it. "Get-rich-quick" schemes are worked in clothing as well as mining stocks.

We believe that it is the general experience of advertisers that it does not pay to attempt to enlighten the community on the shortcomings of competitors. People prefer to learn for themselves. They will learn for themselves. The school of experience is the only school in which lessons are listened to attentively. If a competitor makes statements about a merchant and his methods, he must be very well established in the community to escape the suspicion of ulterior motives. His statements are credited to anything but the true cause. A man must be possessed of the public confidence in an unusual degree

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.

William Connor, President.

Wm. Alden Smith, Vice-President.

M. C. Huggett, Secretary and Treasurer.

Wholesale Clothing

The William Connor Co.

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

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

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

Cheap as Dirt, Almost

50,000

DUPLICATE ORDER SLIPS

Only 25 Cents per Thousand

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

THE SIMPLE ACCOUNT FILE CO.

500 Whittlesey St., Fremont, Ohio

USE OUR BRILLIANT GAS LAMPS



Halo 500 Candle Power.

and cut down your expenses. One lamp will make a 25-foot room **BRIGHT AS DAY**. The average expense of a 100 Candle Power Light is

Less than one-half a cent a day.

One quart gasoline will go farther than 9 quarts of kerosene; give more light than 8 or 10 ordinary lamps. Better than gas or electric light at $\frac{1}{2}$ the cost. Anyone can use them. It is the one gasoline lamp that never fails to give satisfaction or to do as represented. **Every lamp guaranteed.** Over 100,000 sold during the last five years. Don't be persuaded to try imitations—they are risky and expensive in the end. Everybody pleased with the **BRILLIANT**. Write for catalogue.

BRILLIANT GAS LAMP CO.

42 State St., CHICAGO.



100 Candle Power.

if he hopes to attack the methods of a rival without suffering. Nothing is easier than for a scamp to assume the air of a martyr and attract popular sympathy.

We think that it is only in cases of the most palpable and glaring fraud that merchants should devote their advertisements to attacks on competitors. It is far better to get local legislation that will bar traveling swindlers from a town than to attack their stocks. Prevention is better than attempts at a cure when an evil has found lodgment. Co-operation among all the merchants of a town is the only remedy for raids by outsiders. Bitter experience is the only sure cure for that portion of the public that allows itself to be sheared by swindlers. People do learn after a time, and when a reputation for honesty is established, it is the most precious and profitable of assets—Apparel Gazette.

The Methodist Book Concern.

To the making and the sale of religious books there seems to be no end. Every denomination has its authors and its standard works, the reading of which it advises and often urges upon its adherents. Of all the publishing houses engaged in this branch of the business, the Methodist Book Concern is easily the largest. There is talk now of unifying all the publishing and printing interests of that church and the tangible assets of the corporation amount to over \$3,500,000. In many ways the designation word of that denomination is significant, since it has method in all its operations and has a very excellent working system. Of all the Protestant churches, the Methodist has the fewest vacant pulpits. As a rule a Methodist church is a very lively, energetic institution. It is well organized, with the work parceled out and divided among many, and those to whom it is assigned are expected to do it. There is a good system from top to bottom and to the fact that it aims to do business on business principles is doubtless due at least part of its success. Methodists are not only zealous and pious, but they are systematically so and there is always sufficient supervision to see that nothing is neglected.

In this connection it is interesting to note that the Methodists very early realized the value and importance of putting their denominational books into circulation and securing for them the largest possible perusal. Among the resolutions passed by the first American conference in July, 1773, was one which made the publication of John Wesley's books a monopoly. It was in charge of one Robert Williams. It was quickly appreciated that the more of John Wesley's books there could be put into the hands of readers the more Methodists there would probably be. In 1789 the Philadelphia conference made Rev. John Dickens book steward. He was not an especially good business man and when he died of yellow fever in 1798 the Book Concern was put into the hands of Rev. Ezekiel Cooper, a man of such shrewd sense

that if he had lived nowadays he would have been one of the captains of industry. He put the enterprise on a firm financial footing. The ministers were urged to exert themselves and were practically made book agents, with the result naturally to be expected that the sale and circulation of Methodist literature saw a large increase. For more than a hundred years the undertaking has progressed with wonderful success, not only as a business proposition, but in regard to its effect upon the denomination. The Methodist ministers are not in the same relation to the Book Concern that they used to be, still all good Methodists have an interest in its success. It was a very wise move made early and followed up energetically.

Vigorous Condemnation of the Boycott by the President.

In his recent speech at Omaha, President Roosevelt commended the closing portions of the Anthracite Coal-Strike Commission's report, which were as follows:

What is popularly known as the boycott (a word of evil omen and unhappy origin) is a form of coercion by which a combination of many persons seek to work their will upon a single person, or upon a few persons, by compelling others to abstain from social or beneficial intercourse with such person or persons.

Carried to the extent sometimes practiced, in aid of a strike—and as was in some instances practiced in connection with the late anthracite strike—it is a cruel weapon of aggression, and its use immoral and anti-social, and the concerted attempt to accomplish it is a conspiracy against common law, and merits and should receive the punishment due to such a crime.

It was attempted to defend the boycott by calling the contest between employers and employes a war between capital and labor, and pursuing the analogies of the word to justify thereby the cruelty and illegality of conduct on the part of those conducting a strike. The analogy is not apt, and the argument founded upon it is fallacious. There is only one war-making power reorganized by our institution, and that is the Government of the United States and of the states in subordination thereto when repelling invasion or suppressing domestic violence. War between citizens is not to be tolerated and can not in the proper sense exist. If attempted it is unlawful and is to be put down by the sovereign power of the state and nation.

The practices, which are condemning, would be outside the pale of civilized war. In civilized warfare women and children and the defenseless are safe from attack, and a code of honor controls the parties to such warfare which cries out against the boycott we have in view. Cruel and cowardly are terms not too severe by which to characterize it.

If you do not know how to conduct your business affairs just mention the fact to your neighbors. They know all about it.

PLASTICON

The unrivaled Hard Mortar Plaster. Easy to spread and adamant in its nature.

BUG FINISH

The old reliable Potato Bug Exterminator. Beware of fake products under similar names. Write for circular and prices.

MICHIGAN GYPSUM COMPANY
Grand Rapids, Mich.



Housecleaning

The spring house, store and office building cleaning season is now with us, and all retailers will find a good demand for Brunswick's Easybright. This is a combination cleaner that will clean all varnished and painted wood-work and metals, as well as cloth fabrics, carpets, rugs, lace curtains, etc. It is a cleaner and polisher superior to any and all others now on the market. It is cheaper and will do more work than any and all other cleaners. A quart can that retails for 25 cents will clean forty yards of carpet. All retail merchants will find it to their interest to put a case of each size of these goods in stock. The free samples and circulars packed in each case, if passed out to acquaintances, will make customers and friends. For sale by all jobbers.

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



SOLD ONLY BY

JUDSON GROCER COMPANY

GRAND RAPIDS, MICH.

Shoes and Rubbers

People Like to Trade at a Live Store.

Of course, there are some folks who would drop into a coal hole if it were left open, but the majority like to trade at a store where the business is done. They prefer trading at a place where they can get what they want and be treated courteously.

The writer was in a country town at one time and wanting to buy an ax handle was obliged to go to a drug store for it, but if a man wants a pair of box-calf bals with broad toes and double soles and the nearest you can show him is a narrow toe with a single sole you are not going to hold his trade very long.

You must keep the staples that the people want, so that they can come to your store with confidence, feeling that they can procure the article they desire. We do not think it wise to carry many dozen of pink satin slippers, but it is the staples, the every-day wants of your customer that should be provided for. Do not ever run short of shoe laces. A great many stores have this fault. They sell a pair or two of shoes to a party and being asked for an extra pair of laces, find they are all out of them. Of course, it might be explained to the customer that you just happened to be out of laces and that the next time he is passing he should drop in and get a pair. Customers do not like this idea. They are not going to come into your store and ask for a pair of laces. They get the idea at once that you do not want to give them an extra pair. A good many articles have been written about the impropriety of giving laces away and how to avoid it, but it has been the custom so long and especially in the smaller cities that it is hard to get around it.

The best way we know of in case you are not disposed to give them away is to tell your customers that you put in laces with each pair of shoes, but for five cents you can supply a good, linen lace that will wear and keep its color.

In this way you can sell a good many pairs of extra laces and at a good profit. I was talking to a man down the State a short while ago who had recently put in a stock of men's hosiery. He said so many men asked him for a pair of socks to try on the shoes with that he kept a lot of five cent socks and at the end of the year the cost was quite an item. He bought a nice lot of good socks that he could afford to sell at fifteen cents and make a small profit. After that when asked for a pair for nothing he showed them what he usually gave away, also the better ones at fifteen cents. In this way he made a small profit instead of a loss, and the people seemed perfectly satisfied.

Keep up your stock of regular goods, such as a box-calf bal for men, a good school shoe for girls and boys, and several style of lace shoes for women, and the people will keep coming. Where they see others going they will also go.

Keep your windows neat and

clean. Change the trim often, the oftener the better. See that your store is tidy and the moment a customer enters the door have some one to greet him.

Make visitors feel at home. Do not wait for your trade to grow larger before putting in a new window or show case.

Keep in front of your business and push it along. Go to town once in a while and see what the other merchants are doing. One day in a large city will teach you pointers you never heard of before. See how they do business, and make a few notes. Then go home and figure out how you can do the same or better.

We all know that a merchant with a capital of \$4,000 can not buy goods as cheaply or pick up stuff to the same advantage as a firm with a million dollars capital can do, but your neighbors are not all millionaires.

If you find several dozen pairs of shoes on your shelves that are dead ones, advertise them. Put a few in your windows. Mark them way down and get rid of them at any old price.

There are always people who will buy a thing if it is cheap. The values may be in these goods but perhaps the style may be a little bit off. Sell them out and in so doing you will get many people into your store who will select other articles on which there is a profit. The idea is to get people coming to your store. Make it headquarters for them when they need shoes whether for the children or the old folks. Get them in the habit of coming. "Nothing succeeds like success," and when people see their neighbors flocking to your store they are going to follow. It looks to them as if something is doing, and every time you see a new face in your store be sure and see to it that they are served properly and impress upon them the fact that you carry the best stock in town.

It is not necessary to bore customers. Talk to them in a nice business way.

Old trade is all right, but unless you are one man out of a million some of it is going to drop off from time to time. People die or move away.

Treat the old customers just as pleasantly as you do the new, but keep reaching out for more. The more customers you have the better chance you will certainly have to sell shoes, and the more shoes you sell the more money you ought to make, as most of us are not in business for our health.—Shoe Retailer.

Needs of Femininity.

"Yes, ladies," announced the physical culturist, "you will be surprised at the miracles my system can work. It can increase your shoulder measurement several inches, add to your stature and grace, give you—"

"But," interrupts a fair pupil, "our dressmakers can do all that for us in no time. What we want to know is how to get a twenty-three-inch waist into a sixteen-inch bodice and a No. 5 foot into a No. 2 shoe without taking chloroform."

A good many men are like cheap theatrical bills: A very little money causes them to be stuck up.



It Will Pay You

to see our fall line. Our salesmen will call soon. Besides the strong features of our own make they will show you samples of shoes in all grades we are having made for us. Their style, price and wear value will help your trade.

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

Mayer's
COMFORT SHOES

Embrace every feature that goes to make style, comfort and durability. Our gored shoes run just a little ahead of anything made by our competitors. The going used in the production of these shoes is the very best made and will retain its strength until the shoe is worn out. All styles and grades. Dealers who handle Mayer's Shoes have the advantage of handling a product that is backed by a liberal advertising appropriation. For prices and particulars address

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

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

Lycoming Rubbers

but we also carry an assortment of the old reliable

Woonsocket Boots

Write for prices and catalogues.

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

Waldron, Alderton & Melze,
Saginaw, Mich.

Too Much Attention Can Not Be Given to Findings.

There is no doubt but that the average shoeman neglects the findings end of his business, yet a complete stock of findings is just as necessary to a shoe stock as a line of furnishings is to a clothing store, and there is no more reason or excuse why they should be given away than there is for giving away collar buttons, neckties, handkerchiefs or collars. What would you think if you went into a clothing store where men's furnishings were kept with the intention of buying a few collar buttons, handkerchiefs or neckties and the same were handed to you gratis? Can you think of any reason why you should not be charged for them? No, of course you can not, Mr. Shoeman. Do customers ever ask you to give them shoes gratis? Now, you are obliged to pay for your findings just the same as you do for your shoes, consequently why should one be given away any more than the other? The manufacturer does not send you extra laces with the shoes, does he? Why don't you ask him to send you extra laces? Because you know there is no reason in the world why he should. The same applies to you who give laces or anything else away. They cost cash, just the same as your shoe stock; consequently they should bring cash in return.

Of course it is considered good business policy to act with a degree of liberality with your patrons, but to give gratis to all who ask for them is not good business judgment. If you intend to make the findings end a feature of your business arrange these accessories in an attractive way in the most conspicuous place in your store or department, and a little diplomacy on the part of the clerk will overcome any difficulty that may be encountered in their sale, and at the same time make a living out of them.

The best plan to increase trade is to get people coming after little things, then they will buy more important ones at the same place.

A good many dealers imagine that by giving away shoe accessories they can get trade started, but it is not so, simply because they do not feel the need of them. Make people want some articles in the findings line and they will come after it and gladly pay for same. Take laces to demonstrate this theory; for the past season dealers have added largely to the income of their findings department by encouraging the sale of shoe laces for fancy work. Where some dealers originally sold a gross they now sell eight and ten gross in the same length of time, and in order to encourage this in every possible way, laces are made in a variety of colors and of extra length. These laces have been made up into neckties, shopping bags, hatbands and various other things.

Still another scheme to increase your findings sales is to advise the use of shoe trees. Few people realize the utility of shoe trees. That their use retains the original shape of the

shoe and precludes creases and consequent cracking of the leather is a positive certainty. There is no doubt that were the clerk to make it a point to offer a pair of shoe trees with every pair of shoes he sells there would be hundreds of pairs sold in place of the few that are sold at the present time. If you fail to interest the first person do not get discouraged, but try it on the next person. People will remember to get shoes and other important things, but articles in the findings line are more apt to be forgotten, hence the way to sell them is to call customers' attention by displaying and talking them up. Explain the good points of whatever article you may be talking about, and you will find that it will be but a matter of a short time before your findings department will be on a paying basis.—Shoe Retailer.

Footwear of the Common People in Holland.

Frank Carpenter, who has been "globe-trotting" to more purpose than many of the ramblers who cut great circles on the map, and who sees things as he goes along, recently wrote from Holland and Belgium, telling of the footwear of the common people in the Netherlands.

He says: "There is no doubt that a good cheap American shoe will sell here. The better classes will buy it, and if cheap enough it might command some trade among the miners. Still, no leather shoe can compare in price with the wooden clog which the most of the poorer people wear. During my walk in the country I bought a pair of shoes for 10 cents. They were clogs large enough to fit a 10-year-old boy, and I have seen hundreds of boys wearing similar shoes. I priced a pair of man's clogs which had padded leather insteps.

"They were offered for 32 cents and I tried them on. They were not uncomfortable, and I bought them. Indeed, clogs are not bad to wear, after all. They are much lighter than hobnail boots or even than heavy leather shoes. They are impervious to water and more durable than leather. Both men and women wear them, and save for the clatter they make they do very well. The children have no trouble in getting about in them. I see them running and jumping and climbing trees with clogs on, and as far as I can see they succeed quite as well as our American children shod with leather.

"It must make a difference with the family expenses of the miner who makes perhaps from 40 to 50 cents a day, and who, therefore, cannot afford to pay from 50 cents to a dollar to have his or his children's shoes half soled every few weeks."

Holland should be a good place for the dealers who are always demanding cheaper shoes. They are surely cheap enough in the land of dykes—but how about total sales? And how much profit would there be in 10 cent shoes, or even 32 cent shoes?

Let us consider that it is easier for a merchant to get a profit out of goods sold to workingmen who earn from \$1.50 to \$3 a day, than out of goods sold to men who must support families on from 30 to 60 cents a day. Consider the Dutch clogs, and be thankful they are not among new fall styles for America.

\$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.



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."

The Lacy Shoe Co.

Caro, Mich.

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

Advertised Shoes

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

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

Cadillac

Fine Cut and Plug
THE BEST.

Ask for it.

MADE BY THE NEW SCOTTEM TOBACCO CO. (Independent Factory)
AGAINST THE TRUST. See Quotations in Price Current.

Keep the Stock in a Presentable Condition.

There is no problem in the retail shoe business which should receive more attention than the proper caring for stock. A manager who will permit his stock to be neglected until the shelves are filled with dirty, broken cartons, irregularly placed laces hanging out from beneath the covers and an accumulation of dust and dirt everywhere, makes a very poor impression on people who enter his department or store. Another important feature is the inside of the carton, for it is not the outside of the carton alone that needs attention. Surely a stock of shoes can not be too clean, and the ambitious salesperson can always find work to do on same. It is the manager's duty to impress on his assistants the importance of these things, to keep the store interior clean, the stock boxes straightened on the shelves, and to also have the covers on properly, the labels pasted neatly, and see that there are no broken boxes or covers, and always to keep them well dusted. When new goods are received they should be carefully inspected to discover if they are damaged or mismatched before being placed in stock, and that the entire line is finished the same in every particular. While the writer was looking over a prominent line of oxfords the other day, which had been received by a big department store in the Greater City, he noticed that the B and C widths were finished with a feather edge, while the broader widths were made in mock welts, while still another house sent in a line of women's button boots, part of which were made with scallop button fly and the remainder finished with circular or straight fly. There is no excuse for any manufacturer sending out goods in this manner and the buyer that allows goods to be placed on the shelves in such a condition will sooner or later regret it.

Another feature that will be of great assistance, particularly in a rush, is to have every lace boot and oxford laced nearly to the top and the lace tucked inside of the shoe or oxford. Of course this can be done after the goods have been placed in stock during the leisure moments of the clerks. Where shoes are being constantly tried on and handled they are bound to become marred in some way, particularly the bottoms. This should be watched and, whenever the occasion requires it, should be thoroughly cleansed, and where necessary paste or dressing used to improve them. Shoes taken care of in this manner will compare favorably with your display goods in the window, and customers looking at them are impressed, and do not feel that they are being asked to purchase something that has been in the department for some time. The store or department that presents a good clean, convenient and businesslike interior is sure to stand high in the public estimation. First impressions are nearly always the most lasting, and very often are the means of making valuable customers for the store. Many times people on enter-

ing will find something out of the ordinary which will impress them to such an extent that they will incidentally mention it to their friends, thereby gaining other customers for you. To create such a favorable impression on the people is of the greatest importance, and can only be accomplished by making the store (or department) as attractive as possible.

Keep before your salespeople the importance of being polite to all, and do not allow your customers to enter and go about your department (or store) looking for someone to wait upon them. Have clerks approach prospective customers on entering and make them feel at home by being obliging, polite and willing to show goods. The person who is properly received on entering the store will buy with much more freedom, giving considerable less trouble to your selling force. Make it a point when customers leave your store to always invite them to call again; no matter whether they buy or not, give them to understand that you are there for their accommodation, and that you are striving to the best of your ability to please them. Shoppers are fastidious as to their trading places and the importance of making a first favorable impression can not be overestimated. We therefore strongly advise that you watch your stock, and see that it is at all times in a presentable condition and that the interior of your store is always "spick and span."

Written Guarantee With Every Pair.


A placard bearing the above inscription was noticed in a window full of patent leather shoes in a prominent Eastern city the other day.

So it's getting to be a written guarantee! We thought that verbal and printed statements on the wearing qualities of patent leathers had done sufficient mischief, but here is a man who is evidently anxious to display his ability as a penman and distribute samples of his business stationery, which in his own hand will state how easy it is to get a new pair of patent leather shoes in place of those that wrinkle up a bit after they are worn a day or two. Maybe he even goes so far as to volunteer to refund the purchase price if gently urged to do so.

Either the statement made on the display card is a pure fake, with no intention on the part of the dealer to carry out the promise it makes, or else he honestly believes he must guarantee patent leathers to sell them.

It is not policy to play at "fooling the public" much longer on this guarantee question. Men and women of good common sense have come to the conclusion that a guarantee on a patent leather is worthless, and when a shoe dealer openly comes out with an offer like that quoted above they immediately say to themselves, "That shoe dealer is a fakir; he offers to do something which we know is impossible." In all this discussion of the wisdom of "guaranteeing" patent leathers it should be remembered that the public has had considerable education on this point.—Shoe Retailer.

**REEDER'S
WHALEBONE
•BRAND**



**WE GUARANTEE THAT THESE BOOTS
ARE THE BEST MADE AND
WILL OUTWEAR ANY OTHER BRAND**

A NEW LINE

Made of
The Purest of Gum

If you tie to this you surely
will not miss it.

Exclusive Sale Given.

Our Men have it on the
road.

**GEO. H. REEDER
& CO.**

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

BUY GOLD SEAL

TROUTING BOOTS

Lightest and Best Made.

Goodyear Rubber Co., Milwaukee, Wis.

W. W. Wallis, Manager



NUTRO-CRISP

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

Nutro-Crisp

**The Ready Cooked
Granular Wheat Food
A Delightful Cereal Surprise**

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

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

The Romance of Invention and Its Tragedies.

When fulminate was invented in 1895, the entire world believed that modern warfare would be revolutionized. This explosive was the invention or discovery of an English scientist. The German government offered the discoverer £20,000 for his invention, which, however, he patriotically refused until the home office had a chance to decide on purchase or refusal. Negotiations were nearly completed for the purchase of the discovery by the English government when the inventor was blown up by his own compound, and although he left some slight clues upon which scientists have worked, his process and product have never been rediscovered.

Back in the forties, an Italian priest discovered a method of making stained glass in which the colors were as exquisite as the work of the ancient Egyptians, whose secret has been lost. Abandoning his holy orders, the priest set to work, but shortly after took blood poisoning from the chemicals he handled and died, leaving no trace of the manner in which his wonderful work was accomplished.

Composition billiard balls equal to ivory were put on the market some time ago by a Scotch manufacturer. He had a bonanza on hand and was making many thousand pounds per year, when he was mortally wounded in his laboratory by the breaking of some machinery used in his work, and died before he could make any statement as to the way in which the balls were made. The secret has never come to light.

To turn from Europe to America, consideration must be given to the Chicago scientist who produced some almost perfect samples of color photographs. He received so much encouragement that he supplied himself with a laboratory which cost \$12,000, only to asphyxiate himself with a charcoal fire used in the process, and died leaving no clue to the manner in which his wonderful discovery was to be worked.

The inventor of the metal tallium is another instance of the fatality accompanying some lines of inventions. He was certain that a metal hard as steel and yet half its weight and price could be produced by wholly artificial means, and after five years' experimenting with an electric process he succeeded. Thousands of tons of the metal were ordered by leading railroads and contractors, but the orders came too late—the inventor went crazy over the strain of his long years of work and was confined in an asylum for two years, when he died a helpless lunatic. He left absolutely no material on which to work, so that his secret could be rediscovered, and the metal tallium, together with tempered copper and malleable glass, forms a mysterious trinity of lost arts, the rediscovery of which would greatly enrich not only the inventors but the entire world.

Special Delivery Letter Box.

If experiments now being made in Washington prove successful the man

who desires to send a special delivery will be enabled to do so by a new contrivance. A dime-in-the slot machine is now being tested and it is said the trial so far has been satisfactory.

The special delivery letter boxes will be placed at convenient points on the street and messengers will collect the letters hourly from 7 a. m. until noon and from 6 p. m. until 11 p. m. From noon until 6 p. m. the collections will be made every half hour.

The sender of the letter will be required to place only the usual two-cent stamp on the envelope, but must drop a dime in the slot to pay for the special delivery stamp. The box is equipped with a numbering device. The compartment into which the coin is to be dropped will keep them in order so that if any one deposits a "dummy" it will not only be detected and the letter not delivered, but will give the postal authorities a clew to the person who attempts to cheat the box.

The officials of the Postoffice department believe the use of the boxes will add to the popularity of the special delivery service and perhaps may cause an inroad into the messenger service of the telegraph companies, whose charges vary, while the charge of the special delivery service is uniform.

The Atlanta Spirit.

What is known as the Atlanta spirit is spreading. Other cities in the South have seen what this spirit has done for Atlanta. In fact, the readiness at all times and everywhere which the Atlanta man shows in talking for his town has practically made Atlanta what it is to-day—a live, enterprising, public-spirited, growing city of about 100,000 people, some 99,000 of whom learn to advertise Atlanta as soon as they can talk. This habit is a potent factor in the growth and development of a city. It will do as much for Birmingham as it has done for Atlanta. Birmingham has all the resources for the

making of a great city, except one, public spirit, which is founded largely upon a disposition to advertise one's city.—Birmingham News.

Squally Weather.

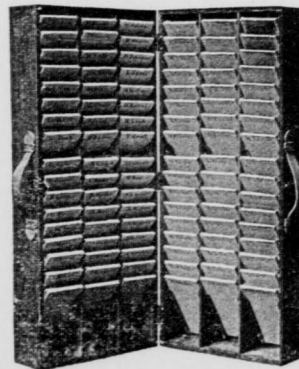
"I am afraid," said the commodore's small son, as he saw his mother approaching with a frown and a slipper, "that those clouds on ma's face indicate a spanking breeze."

Thereupon he scuttled himself.

When the will is ready the feet are light.

BUY ONLY THE BEST
LATEST IMPROVED UP TO DATE NO BACK NUMBERS
ANCHOR COG GEAR ROLLER AWNING
NO CHAIN TO RUST OR BREAK.
ANYBODY CAN PUT IT UP. EASY TO OPERATE.
THE AWNING THAT IS BUILT ON SCIENTIFIC PRINCIPLES.
OUR ANTI-FRICTION CENTER SUPPORT CAN NOT CUT THE CLOTH.
OUR SELF-LOCKING GEAR BOX IS ALWAYS KEPT.
MADE ONLY BY
ANCHOR SUPPLY CO.
AWNINGS, TENTS, COVERS ETC.
WRITE FOR CATALOGUE EVANSVILLE IND

A FEW POINTERS



Showing the benefits the merchant receives by using the

Kirkwood Short Credit System of Accounts

It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill, Agent

105 Ottawa St., Grand Rapids, Mich.

Manufactured by COSBY WIRTH PRINTING Co., St. Paul, Minn.

DR. PRICE'S Tryabita Food

Is in such popular demand that you take no chances on its sale; the profit is large—combine these



TWO FACTS.

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

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

Price Cereal Food Co., Battle Creek, Mich.

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.

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.

Woman's World

Some of the Symptoms of the Girl in Love.

A timid young man writes me, saying he is deeply enamored of a beautiful maiden, but he is uncertain as to her intentions and, therefore, he desires some rule by which he may be enabled to tell whether a girl is flirting or means business by her smiles.

In reply, I can only cite him to the time-honored test for distinguishing between toadstools and mushrooms. Eat them. If they kill you, they were toadstools. If you survive, they were mushrooms. Propose. If the girl accepts you, she was in earnest. Otherwise, as the old song has it, she was merely "fooling thee."

This is in general. Specifically the difference between the girl who is in love for keeps and the one who is only playing at love is so great that it seems to a woman that the way-faring man, although blind, should be able to see it. Nothing on earth but the colossal vanity of the stronger sex makes it possible to deceive them on this point, but—and it's money and candy and theatre tickets in our pockets—every man believes in love at first sight when a woman tells him that he inspired it. Senile grandpapas never doubt that they are loved for themselves alone, and not for their money. Stupid men, ugly men, coarse men, never ask themselves what some exquisitely dainty girl could see in them to attract her and

inspire a deathless affection, and so every day we witness the marriage of Beauty and the Beast, and as long as the woman has the energy and the tact to play the game the man never stops to enquire whether it is genuine love or love for revenue only.

Thus easily is man hoodwinked because of his own weakness, but if he really desires to know if a girl is flirting with him or not, he may readily ascertain, for it takes no Sherlock Holmes to read the secrets of a woman's heart. The coquette may, indeed, counterfeit the symptoms of love but the girl who is really, genuinely, in love can not conceal them. They break out all over her like the measles. It is a kind of monomania that gradually develops into acute insanity of the grand passion, and that betrays itself in a thousand unconscious ways.

Passing over what may be called the premonitory symptoms; the chills and fever and hectic flush stages—when even the dullest man alive must be able to tell from a girl's brightening look and interested demeanor and cheerful air at his approach whether he is agreeable to her or not, probably the first unequivocal sign that a woman gives of her awakened personal interest in a man is her desire to spend the evening with him at home in her own parlor instead of gadding about with him somewhere. This is a test that never fails to show the real metal of which a woman's smiles are composed. The girl who is merely playing at love is

never willing to do this. She demands to be amused as the price of jolly along, and the prospect of a quiet evening of his undiluted society holds out no charms for her. Put no faith, brother, in the goo-goo eyes of the maiden who smiles her sweetest at you when you invite her to go to the theater or a party. You are merely a convenience and not a necessity to her.

Next symptom is when a girl begins to betray an interest in a man's past. Ordinarily there is nothing in the whole category of ills more afflicting than to hear a person's reminiscences about their youth, and when a woman voluntarily does this; when she will not only patiently endure a man's recollections of when he was a little snub-nosed boy with warts and green freckles, but ask for more, she is hard hit. Deep down in the heart of every woman who loves there is an inextinguishable jealousy of a man's past—of that past that did not belong to her, and the same instinct that makes it impossible to refrain from pressing on a sore tooth keeps her always prodding in it, although she generally stirs up something that hurts her by doing it. It is, of course, a dangerous test and one to be applied with caution, but if a girl will stand for a bunch of childhood's happy memories, a man is justified in making arrangements for the wedding.

The further progress of the malady is shown by a girl's tendency to criticize a man's clothes and the way he wears his hair. This indicates a

tender possessive interest. When she tells him that he should wear a different shaped collar or another color necktie, the astute lover knows at once that the girl is regarding him as her own, and furthermore that she is idealizing him and is trying to fit him to the Gibson model she has dreamed of marrying. The flirt cares nothing for anybody's looks but her own. Besides, she does not feel responsible for a man's appearance, anyway, or hurt when people criticize him. Therefore, if a girl will let a man wear a decollete collar and a purple necktie, unrebuked, he is wise if he transfers his affection, for there is nothing doing in her way. Collars and neckties show which way the winds of affection blow.

Another infallible indication of genuine love is when a girl begins to manifest a real heart interest in a man's business. It shows she expects to share in the profits of it. Generally speaking, girls take but a lukewarm interest in the state of the grocery trade and the real estate market, nor are they unduly impatient to hear the exciting details of what "I said to the boss, and the boss said to me." All of this, however, is changed the minute one falls in love. Then the most absorbing topic in the whole range of conversation becomes the price of mackerel or May futures. The flirt cares nothing for how a man gets his money. She only wants him to have it, and the woman who can listen to a man talk about his business without yawning is pretty apt to have a personal interest in it.



Complaints Settled

Suppose Mrs. Jones' little girl makes a complaint—

Wouldn't you like to prove who waited on the child and that she was not overcharged—

Prove it to the satisfaction of both yourself and Mrs. Jones—no misunderstandings—no giving away hard-earned money to hold a customer?

WOULDN'T IT MEAN LARGER PROFITS 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

"Never Have Any Complaints Along This Line"

We used to have trouble occasionally by persons telling us that at a certain time they had paid such and such an amount. Perhaps we would contend with them, not knowing whether they were correct in the matter or not, and would occasionally lose a customer over a dispute in this way. It is a very easy matter in the rush of business under the old way to forget to credit an account when money is paid in, but the "National" checks this matter, and now we have smooth sailing, and never have any complaints along this line.

Maryville, Mo.

AIRY & ROSEBERRY.



THIS NATIONAL TOTAL-ADDER Only \$85
Lever Operated, Full-Sized Cash-Drawer.
393 other styles from \$25 up.
Fully guaranteed second-hand registers for sale.

Signing Doesn't Necessitate Buying.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

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

Name _____

Mail address _____

CUT OFF HERE

It is at this stage of the development of the tender passion that a girl is apt to have a violent attack of domesticity. It makes her shudder to think there are women so unnatural as to prefer a career to a husband, and she discourses volubly about home being a woman's sacred sphere. She begins to do needlework instead of read novels, and if she has it very, very badly, she undertakes to make her own dresses and to learn how to cook. This is a serious symptom and an unerring tip to a man that he is It. There's no playing at being in love in that. Nothing but affection that is all-wool and a yard wide and that won't shrink in the washing sends a girl to the kitchen, and when one tells a man she is learning to cook, she has hung out a sign that Barkis is willing, and if he has a grain of sense in his head he takes the hint and clinches matters on the spot.

Another test is jealousy. In married life perfect faith and knowledge sometimes shut out the green-eyed monster, but amid the uncertainty of courtship—never. At such a time a girl is jealous of a man's grandmother and believes that every married woman he knows is a sly cat who is trying to inveigle him into a flirtation. She is very careful to praise other women to him. Oh, yes; but if she can say that Mary Jones has a lovely complexion without saying, but she paints, or Sally Smith has a beautiful figure, thanks to her dress-maker, watch out. She does not care for you. Worse. She is trying to unload you on some other girl. Jealousy is not invariably proof positive of affection, however, for vanity makes the flirt as anxious to keep admirers as love does the girl to hold the man to whom she has given her heart.

When a girl is genuinely in love, she begins to call off on the present question, also, and instead of rapturously receiving all that a man lays at her feet, she begins to chide him for his extravagance. A man can get no better line on the difference between true love and make-believe love than this, for the coquette, being utterly selfish, holds as the first article of her faith the duty of getting everything out of a man she can. The girl who is unduly fond of presents is not in love. She is simply greedy, and if I were a man I should never believe that a woman was in love with me until I saw indications that she also loved my pocket-book and was willing to spare it.

The final and most conclusive test of love, however, is when a girl begins to want to take care of a man. It is the stirring of that maternal feeling in a woman's heart that makes her feel that no matter how big and strong and wise a man is, he has not enough sense to come in out of the rain and is liable to get lost going home, even if he only lives around the corner. It may not be as romantic for a girl to demand of you at parting on a wet night, "Will you change your shoes when you get home?" as to ask, "Will your soul never cease to adore me?" but it means a lot more.

It means all that is best and sweetest and most unselfish in a woman's nature. It means the love that endures through sickness and health and keeps the hearthstone swept and garnished. The flirt knows no love like that and she has not the art to simulate it, and so when a girl wants to bundle up your throat because it is damp out doors or dose you on her mother's favorite remedy because you have a hoarseness, do not grumble. Propose.

It would not, of course, in the space of one brief article, be possible to enumerate all the symptoms of the girl in love, but by these presents I trust that my perplexed correspondent may be able to diagnose the case he has in mind and tell whether the girl is really in love or merely flirting. Dorothy Dix.

Men of Ability in Demand.

The demand for first-class men in all walks of life is greater than ever before, and never were the opportunities "at the top" so numerous or so inviting as to-day. By first-class men we mean not merely brilliant men, but those who possess real ability, united with good judgment, thoroughness and the faculty of leadership—men of character and purpose. Youth is no longer a bar to the higher places in the business or professional world. The young man who, in a subordinate position, displays ability, zeal and energy recommends himself for advancement irrespective of the number of his years. Those in charge of large interests are constantly on the lookout for young men of this stamp and, when found, are ready to put them into responsible positions of power and profit. It was announced the other day that the general management of the great Metropolitan Street Railway system of New York City, involving the supervision of 460 miles of road and 14,000 men, had been conferred upon a young man of twenty-eight. In eight years the young man in question, without "pull," other than his own industry and ability, had gone through the various degrees of clerk, gripman, motorman, conductor, inspector, car starter, assistant superintendent, superintendent, assistant manager and general manager of one of the most important street railway systems in the world. Hard work and ability, united with zeal and thoroughness of knowledge of his business, formed the equipment for success in this, as in countless other cases throughout the country. Thoroughness is one of the qualities most essential to advancement. The young man who means to succeed must take pains to acquire information of every kind bearing on his calling, and to retain it when gained. He must also know how and when to use it to the best advantage. It is the lack of this quality that keeps so many men plodding along in the lower walks of life, with the constant mortification of seeing their more progressive and ambitious juniors passing over their heads.—Metal Worker.

The industrious blacksmith is always blowing about his work.



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



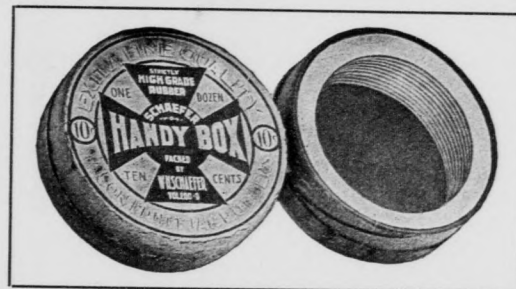
of FLEISCHMANN & CO.'S YELLOW LABEL COMPRESSED YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

Does This Attract Your Attention?



It sells better than it looks. If you want a Fruit Jar Rubber that will sell at sight, send me a sample order. If not satisfactory you may return them.

W. H. SCHAEFER

771 Spitzer Building, TOLEDO, OHIO

How to Treat the Traveling Salesman.

The traveling salesman, "knight of the road," or the "drummer" as he is irreverently called by persons not fully appreciating this indispensable adjunct to the world's commerce, is usually found to be of pleasing address, neat in appearance, full of general information, political, social or otherwise. He ariseth with the song of the morning lark, regardless of his having retired after the evening lark. He seizeth his grip and husheth in the interest of his house, withal taking care of the wants of his customer. His suggestions are generally to the point, aptly given and in the right place. His tongue is tipped with the latest prices and best discounts, and he can at once refer you to the manufacturer of that article for which you have probably been looking in vain over catalogues for hours to find.

He can post you on the latest goods and their merits, and as an arbitrator on a question of right or wrong it is true that he is the dealer's best friend.

A candid minded dealer will not refuse to give a reputable salesman the same courtesy and attention that he would wish to be given his own clerks by their customers. An honest dealer will not employ a dishonest clerk nor will a jobbing or a wholesale house employ salesmen to make misrepresentations and false statements. Errors may occur, in fact they are common, yet a careful observer will notice that errors made in shipping goods ordered through a salesman are rectified much quicker and more thoroughly than when the order is mailed. Why? In the first instance the dealer is not in the transaction, except as told the firm by their salesman. In the second case the order is on file with the house, stating precisely what to ship, and if in an after consideration the dealer should change his mind on some particular item or should have made a mistake in size, quality, or kind, and not discover it in time to countermand, there is no happy medium upon whom to rest the blame.

Does it pay to greet a salesman in a sour, cross and crabbed manner, or with a "we-want-none-of-your-goods" air that is intended to wilt the man at once? We answer by asking—how do you treat an over-bearing customer? Duty compels you to wait on him, but you have no choice goods to show, no special bargains to bring out. You wait on him in a mechanical sort of a way, displaying only what is called for with a suppressed feeling of disgust for the arrogance shown, hard to conceal.

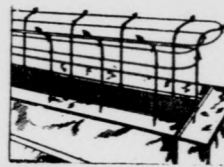
It must be remembered that the salesman is human, with sensibilities equally as delicate as the dealer's, and when misused, if he calls again, it is from the fact that he is paid a certain sum by the firm for doing so, and he does not come with jolly, free openheartedness so characteristic of the man who has been shown the courtesy due a gentleman. However, too much effusiveness can be

as easily displayed as an undue amount of coldness, and should be avoided on the part of both buyer and seller. A free and easy exchange of terms in a brief and business-like manner is sufficient.

The time to give a salesman attention should be the first leisure moment the dealer has to spare. It is poor policy to keep him waiting on one pretext or another when you can as easily give him your time at once as later. If you are not busy it cannot affect you, and may be the means of helping him make an early train, and save him stopping over for hours. This may appear too accommodating, yet the average salesman would do far more to get some little item to include in your order, in accomodation to you, when in the city.

If you are not in need of goods it can be politely, yet firmly stated, and in such a manner as will prevent "hanging on." There is a way of saying "no" by the dealer and a persuasive "yes" by the salesman which oftentimes leads to a sale, and which has established the idea, in the minds of some agents, that in order to be a good traveling man you must "stick" to your man and not let him bluff you. This practice, in vogue years ago, at times would win, but rarely now. "No" should mean "no," but it should not be spoken so quickly unless the dealer is certain that he has no use for the goods offered.

If time can possibly be found to do so, a refusal to look at samples is a mistake, often followed by serious regret, especially when it is found that your competitor has secured the sale of a bright, new and novel article, a ready seller. Your customers want it and you had the first offer of securing its sale. Yet through carelessness, a lack of common courtesy,



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.

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

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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.

or call it what you will, you are now compelled to search the market, giving time and money to secure that which was carried to your door. It is not always convenient to examine samples, yet if the dealer has a disposition so to do, the times are rare indeed when he cannot contribute a few moments from his regular routine to the profitable work of examining a line of samples that have at times been carried hundreds of miles for him to see.

These samples represent the stock in trade of thousands of dollars involved, the welfare of hundreds of families, the best thoughts of the most skilled artisans in the land, they are the hope of the jobber, the pride of the salesman, and life, home and comfort of the consumer. Manufacturers are striving with their best energies exerted, to excel and furnish their jobbers with goods of a quality superior to that yet attained by their competitors. This necessitates continual, deep earnest thought, all of which is lightly carried, yet carefully cherished in the little "grip" of the "drummer." Need we ask will it pay to look at samples? There is a lesson in each one of them, a story of numerous disappointments crowned by success in every article, a new knowledge gained of progressive art and mechanism, a firmer belief in the possibilities of the future and a better understanding of what the world is doing in your special line of business.

The dealer's credit, the important factor, especially in remote and rural districts, is to a considerable extent dependent upon statements furnished by salesmen. While the several commercial reports are largely used to determine this matter, yet it is true that when possible to gain facts through their own representative, a jobbing house places greater reliance upon his estimate as to the financial standing of the merchant than it does in the continued reports of all the agencies. Great trouble, distress and worry can be readily forced upon a dealer by thoughtless or unscrupulous remarks from the salesman, and it is a matter of vast import, especially to the poor but honest dealer, that his good name be handled carefully.

Of course there are dealers whose manner or method of doing business is best known to salesmen in general, and we must remark they are not slow at "catching on." However the fact that a dealer does not buy from a salesman is no excuse whatever for the latter showing malignancy. This dealer may have some particular salesman, with whom it is to his advantage to deal. He should treat the matter as one of the "thistles" in the business, and try to secure customers equally as "solid" for himself.

When to buy. This question is a matter hard to determine. When in need of goods, necessity compels buying at once, but if prices are not known to be right, the quantity bought may be regulated to present needs. We have known dealers to buy goods in July for September delivery, and have awakened to the fact that a good profit had been lost by buying

too soon, and again we have known times when July prices could not be duplicated in September. While considerable reliance may be placed upon the representations of an honorable salesman, as to the probable advance or decline in prices, yet, generally speaking, the best results come from the merchant's own careful consideration necessary for him to buy in quantity it is advisable to ask different houses for discounts, or best net prices, upon the receipt of which he will know how to intelligently handle the quotations given him by the salesman. However, better prices from the house than the salesman can quote are a rarity. He not only knows the lowest margin his house will accept, but is thoroughly posted on the prices of his competitors. As a rule it is safe to place your order in his care, and it should be attended to at a time in advance of actual need as will admit of some little delay, without creating the annoyances and vexations incident to hurried orders when the trade is on.

L. S. Bonbrake.

Recent Business Changes Among Indiana Merchants.

Huntington—J. J. Cappells, cigar manufacturer, has merged his business into a corporation under the style of the Cappells Cigar Co.

Indianapolis—Chas. G. Traub has retired from the drug business.

Kit—M. Mortimer has purchased the general merchandise stock of Merrill & Crum.

Kokomo—Sunders and Lucas have sold their grocery stock to J. & E. Haines.

Leoto—Robt. Shields succeeds F. M. Hobbs in general trade.

Muncie—Marshbank & White have purchased the grocery stock of W. R. Wright.

Pierceton—W. H. Plether, grocer and meat dealer, has taken a partner under the style of Plether & Smith.

Rockville—Butler & Co. succeed McMurtry & Butler in the dry goods business.

Tipton—The Binkley Buggy Co. continues the wagonmaking business of H. Binkley & Son.

Willow—A. W. Hammers has discontinued the drug business.

Indianapolis—A receiver has been appointed in the case of the American Produce Co., dealer in butter, Terre Haute—The Terre Haute Glass Manufacturing Co. has filed a petition in bankruptcy.

Indianapolis—The Maltena Food Co., manufacturer of cereal foods, has uttered a real estate mortgage in the sum of \$1,000.

Wolcottville—Minnie M. (Mrs. A. L.) Jourdan, dealer in general merchandise, has asked to be declared a bankrupt.

Cut Out For Him.

The Student—That fellow has his work cut out for him.

The College Man—What fellow? The Student—My tailor.

A lot of people who should be spending good time getting good money spend good money getting a good time.



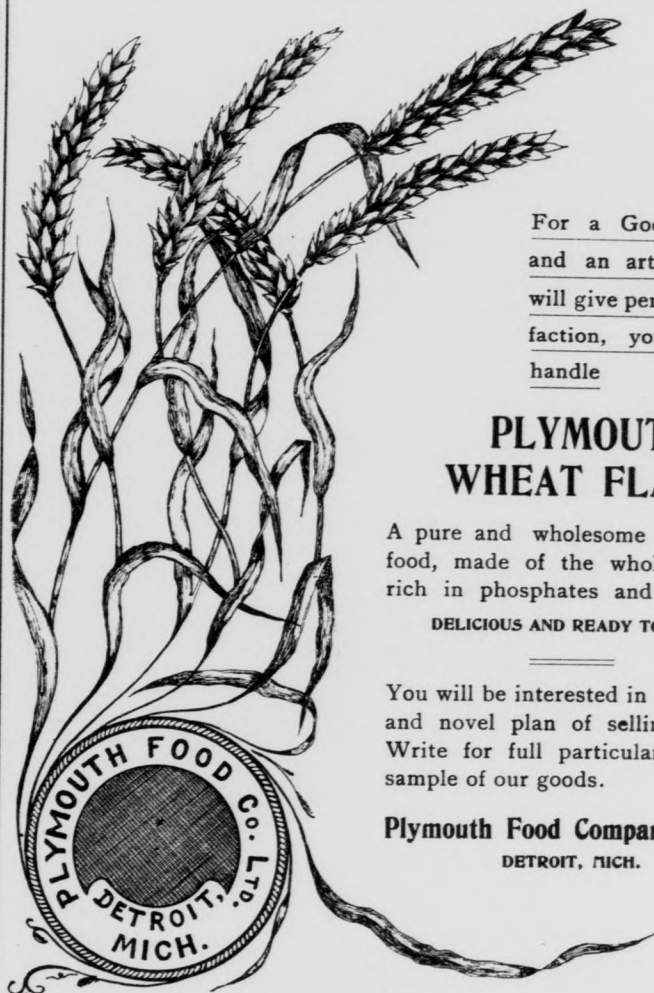
Account Files

DIFFERENT STYLES

VARIOUS SIZES

We are the Oldest and Largest Manufacturers.

The Simple Account File Co., 500 Whittlesey Street, Fremont, Ohio



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.

Best on Earth

S. B. and A.

Full Cream Caramels

Made only by

STRAUB BROS. & AMIOTTE

TRAVERSE CITY, MICH.

Hardware

Indiscriminate Selling on the Part of the Jobber.

I understand the meaning of the term "jobber" to be the middleman between the manufacturer and distributor, and while I do not wish for a minute to be understood as decrying his position in the commercial world, as I firmly believe the jobber is essential to both manufacturer and retailer, still I will say fearlessly that he who solicits your trade and sells you his ware and at the same time caters to and sells the consumer, still claiming to do a strictly jobbing business, has not as much principle as the man who gets your money by gambling or other nefarious methods of the crook's profession, and has neither his own or your best interests at heart. The ruling passion to get the almighty dollar is his only excuse. If the Good Book is correct when it states that the love of money is the root of all evil, I think I might prophesy in this age of A. C. P., which, carried out, means association, combination and protection, that the so-called jobber who pursues this course may even now see the handwriting on the wall. "Thy glory is departed from thee," for the man who is his own best friend soon has few others.

To illustrate the injury this practice is doing to the retailer of hardware in the State of Nebraska, let us consider a few figures. I am creditably informed that there are six jobbers of hardware in the State who claim to do a strictly jobbing business. There are about two hundred jobbers of other lines who employ at a fair estimate three thousand employees. Of this number it is reasonable to assume that each has at least twenty friends who, from time to time, are willing to use him as such. From these figures we find that there are sixty thousand or upwards who can and do draw their needs through their three thousand friends employed by jobbers outside of hardware jobbers. This part of the transaction hardware jobbers inform us they cannot obviate or eliminate, as they consider themselves under obligations to their brother jobbers to furnish their wants in the regular channel. Again, there are upward of two hundred machine shops and factories which draw more or less of their supplies from the hardware jobber. Again, we have corporations of various kinds which insist that they also must draw their supplies from the hardware jobber. I might include contractors and individuals, and these are not all. It is a well-known fact, and I have data in my possession, as has our Secretary, to prove that ranchmen and farmers all over the State are sold their needs indiscriminately. If time would permit I could pile up figures of trade diverted which legitimately belongs to the retail hardware dealer which would appall the most skeptical.

In these busy and hustling times, when we all have as much trade as we can comfortably care for, we do not perhaps take heed to or notice

that we are losing day by day in this nefarious practice, and while I am not a pessimist, I will warrant the assertion that at a not distant day a good many of us may be sitting around upon nail kegs whittling sticks and wondering why we are not having more trade; but some one will say, "How can this be remedied?" "Persistency makes a probability of a possibility." It is a well-known fact that the retail grocers of the State of Nebraska were laboring under the same difficulty in this direction as we are to-day, but through the agency and effect of the Retail Grocers' Association they stand to-day on solid ground and no jobbing grocer dare sell any goods, not even to an employe of the house. What is possible for them to have accomplished is possible for us. It is for us to take a firm stand upon our rights and if necessary assert them.

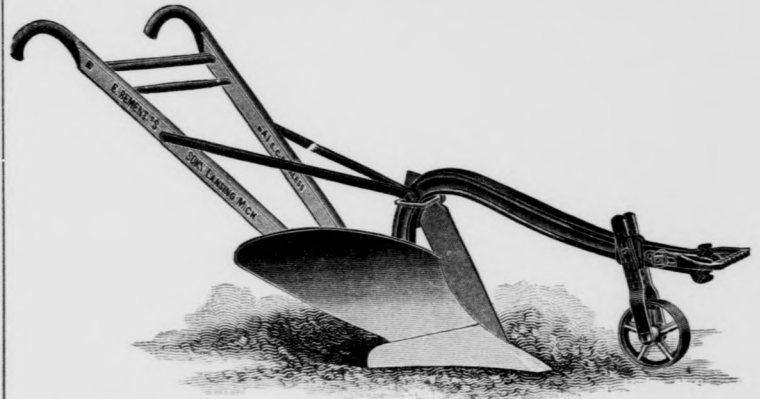
If we will stop to consider the position the jobber holds to-day between the manufacturer and the retailer, it would seem to me an easy problem to solve.

The manufacturer can get along without the jobber, although he is an essential adjunct; but the manufacturer can reach the consumer of his goods only through the hustling up-to-date, progressive retail hardware dealer whether or not he knows and appreciates the fact. A combined effort upon the part of all the retailers of the United States would soon bring the manufacturer to a sense of the position. It would simply mean that, through our national Secretary, the manufacturers instruct the jobbers of the proper meaning or prerogative of their business; and I warrant the assertion that, if manufacturers should instruct the jobbers of the United States to limit their sales strictly to the source which legitimately markets their goods, our troubles in this direction would cease.

The same evils exist to a marked degree by the manufacturers marketing their products direct to the user or consumer. I have in mind a case which occurred a few days ago, where a manufacturer in person solicited our orders on an article of merit and one which promised quick sales and good returns, when I discovered by close questioning that he had sold largely to the jobbers, also to some retailers (by the way, at an advanced price over that to the jobber), as well as to several machine shops. Now, in my estimate, be the article ever so meritorious, it is our duty to turn him down coldly, which I did.

Another phase of the illegitimate competition we are up against is the selling of staple and standard articles by prominent manufacturers to catalogue and department houses, and the jobbers themselves might be included in this list. It seems a gigantic task to attempt to divert these standard lines into their proper channels, namely, the legitimate jobber and the legitimate retailer; but when we consider the strength and magnitude of our National Retailers' Hardware Association, piloted by our able Secretary, M. L. Cory, it seems to me that the immense mountain is but a mole-hill after all. Does it not look

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.

reasonable that, should we request through our National Association that such concerns as the Stanley Rule and Level Co., Henry Diston & Sons and many other manufacturers of prominent lines should desist from selling their products except through a recognized channel of industry, the handwriting on the wall would be as plain to them as to our jobbers who practice indiscriminate selling? After all, the consumer uses their product, and it makes no difference to them whether it reaches him through legitimate or illegitimate channels, and they would be foolish not to see which side their bread was buttered on.

In closing this brief and rambling paper, I think it well to insist on a closer friendlier business relationship. Our interests are identical. We are not in the business for our health. We ask nothing but justice and right. The many hat on your head stores of the Eastern cities and the greedy grasping of money by the jobbers from trade that does not belong to them are features in our daily business which need our earnest thought and united effort to overcome.

Nathan Roberts.

How Customers Are Made or Driven Away.

The purpose of publicity—of making things known—is to direct the public to a store, or to an article or to services that are worth the public patronage.

This statement, of course, refers wholly to business that is not concocted for fraudulent ends, but which is helpful and legitimate. But it is a singular fact that there are business firms who pay and tolerate employes whose coarse manners or sullen replies to questions asked by patrons who are drawn by advertising drive away the very best customers that advertising can produce.

There are very few people who trade much who do not, now and then, meet with a gruff clerk, or, perhaps, a partner in a firm, whose boorish manners and coarse treatment of them suppress their custom. The head of the establishment may not know at once that what his advertising had produced for him is nullified by the customers' rough reception at the store; for the abused customer suddenly retreats, and presents no complaint. It may be that customers of a certain kind are annoying, or even exasperating in their whims and ways; but they have money and should be humored to the extreme end of their inclination. You can tell them not to hurry in their purchases; to take ample time, to come again the next day or the next week. In fact, anything can be said that assures them that you have not advertised them into the store to do them a wrong, or to take their money without a fair or an attractive return.

To sell things is an art, and, in some cases, a stroke of genius as great in its way as that of the artist in words or in colors. Let the customer get wrathful and abusive if he will; let him say what his temper prompts, but listen to him just the

same. The business the advertising seller has in hand is to sell—not to quarrel, and to remember that a soft answer turneth away wrath. The most highly organized businesses, such as the banks and insurance companies, are almost always notable examples of the exercise of politeness in business affairs. An employe in one of these institutions whose politeness and urbanity were in any way at fault would soon receive a polite hint that his services were not much longer desired; so necessary is it that the patrons of these institutions shall be assured of pleasant experiences in visiting them.

Almost any one who has lived to maturity can point out or remember country or city stores where the merchant and his clerks were models of politeness. People patronized them because it was a pleasure as well as a necessity. They were sure of having every possible attention—of having special favors even—and of having any purchase that they made—which was not finally satisfactory—either cancelled or in some way made right. The truth is that business of all sorts is made successful largely by the way in which it is presented.

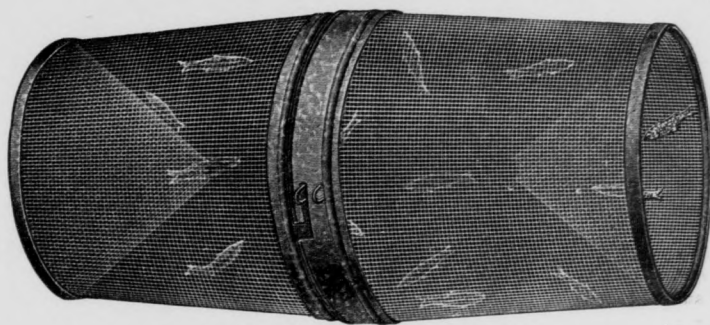
The nations of the world do their business with other nations by diplomats. A gruff and rough personality would never be selected to a ministerial office or to an ambassadorship, nor should he be to a business office where he comes in contact with its patrons. A clerk behind the counter may not be able to initiate large transactions; he may not have great brain power; and he may be one of Abraham Lincoln's so-called "common folks" whom the Lord must like, because he made so many of them, but—whatever he is—he must possess savoir faire, he must know either by instinct or instruction that the people he has to deal with must be pleased and must exemplify the fact (whether he realizes it or not) that politeness is a very important business asset.—Printers' Ink.

The Dahlia Revival.

The revival of interest in the dahlia is one of the most remarkable features of modern floriculture. This revival is not a "warmed-over enthusiasm," but a brand new movement aroused by the introduction of the "cactus" dahlia and other new forms that have lately been developed. The "dahlia craze" of the middle of the last century was caused by the perfection of the "show" type—the formal globular flower. A new era began with the discovery of the "cactus" type. With the crossing of the show and cactus dahlias and the reaction against excessive formality in all kinds of flowers have come a host of new forms, which, for want of a better name, are called "decorative dahlias," and their possibilities of development are greater than anything that has hitherto been imagined.

All the comforts of a home and all the conveniences of a hotel are never to be found under the same roof.

"Sure Catch" Minnow Trap



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

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

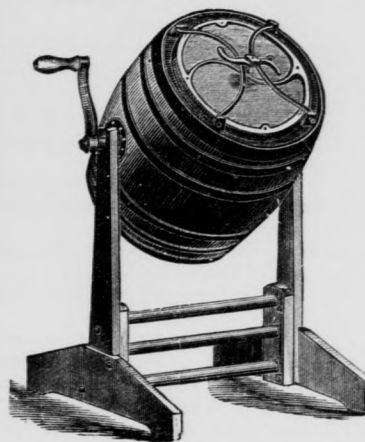
Retails at \$1.25 each. Liberal discount to the trade. Our line of Fishing Tackle is complete in every particular. Mail orders solicited and satisfaction guaranteed.

MILES HARDWARE CO.
113-115 MONROE ST. GRAND RAPIDS, MICH.

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 entering orders for Spring shipment.

Foster, Stevens & Co.
Grand Rapids, Michigan

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.

HAS A MISSION.

The Special Province of the Traveling Salesman.

Every once in a while we hear the remark that there is no use for the traveling man and that his salary and expenses are added to the retailers' cost of the goods purchased. No shot could be made wider of the mark than this. The first real commercial traveler in the country was the "Wandering Jew," the man with the pack upon his back. In the Eastern States this pilgrim may still be found. He carries a heavy load of pins, needles, thread, buttons, ribbons, shawls, jewelry and hundreds of other things necessary to every family. The pack peddler made his regular thirty day trips and was looked for as regularly as the commercial traveler of today. He was a necessity. Stores were farther apart there than they are here and the conveniences of the Eastern people were not so great as we now enjoy. Comparatively few country people in the East visited the city or village more than three or four times a year and but few of them had anything better than a one-horse lumber wagon to go to town with. Hence the pack peddler was a necessity.

The commercial traveler of today bears the same relation to the retail merchant that the pack peddler bore to our parents and grandparents in the away back East. The retail merchant is in the market every day. The traveling man calls upon him with the same regularity as the milkman rings his bell or the bread man blows his horn. Under the traveling man's system the merchant is kept well posted upon the changes in the market as well as in the latest styles of goods. A new style of shoe or hat is put upon the market and the traveling man will be showing it to his trade within ten days of the time it makes its appearance in New York or Boston. Coffee drops a cent a pound and traveling man at once notifies his customers and takes their orders. He is the pulse of the market and indicates the changes as quickly as the thermometer notes the changes of temperature. The traveling man meets his trade periodically and at regular stated intervals. The retail merchant expects him and has his want book ready for him when he arrives. The retail man buys his goods as he needs them and in such quantities as his trade demands. Instead of an expense to the retail dealer he is a help. Were it not for the traveling man the retail dealer would be obliged to visit the larger cities at least four times a year and would need to bear the expense of railroad fare, hotel bills and other incidentals. Through the agency of the traveling man this expense is avoided. Again the retail merchant's credit is established by the traveling man. The commercial traveler knows all about his customers and whether they are entitled to credit. He visits the trade frequently and notices the merchants' conditions and surroundings. The retail merchant is able to run his business with less capital than he could possibly do if he had

to purchase a four months stock at one time. He does not need so large a stock and consequently carries a greater variety of goods. The traveling man has a mission to perform and right well does he perform it.

Frank Stowell.

The Blue Laws of 1794.

The old blue laws of 1794 have never been repealed by the State of Pennsylvania, and the arrest in Philadelphia of a man for kissing his wife on Sunday suggests the publishing of some of the ridiculous legislation of former days:

"There shall be no manner of work performed on the Sabbath day and there shall be no bargaining, trading or other indulgence in worldly pursuits during the period designated as the Sabbath day.

"The Sabbath day shall begin at sundown Saturday.

"No beast of burden, man servant or maid servant shall be called upon to do any manner of labor on the Sabbath day.

"No husband shall kiss his wife and no mother shall kiss her child on the Sabbath or on any day of fasting.

"No person shall undertake a journey, travel, cook victuals, shave or otherwise defile the Sabbath day by other outward conduct.

"No one shall run on the Sabbath day, or walk in his garden or elsewhere, except reverently to and from his or her place of worship.

"It shall be unlawful for any person to disturb the peace of the Sabbath day by indulging in unworthy or a worldly conversation on the public roads on that day."

A Word to Boys.

You are made to be kind, boys, generous, magnanimous.

If there is a boy in school who has a clubfoot, don't let him know you ever saw it.

If there is a poor boy with ragged clothes, don't talk about rags in his hearing.

If there is a lame boy, assign him some part in the game that doesn't require running.

If there is a hungry one, give him part of your dinner.

If there is a dull one, help him learn his lesson.

If there is a bright one, be not envious of him; for if one boy is proud of his talents and another is envious of them, there are two great wrongs and no more talent than before.

If a larger or stronger boy has injured you and is sorry for it, forgive him. All the school will show by their countenances how much better it is than to have a great fuss.—Horace Mann.

A Steel Doll.

A novelty that promises to become a staple in toyland is the doll made entirely of steel. This innovation is of American origin and manufacture and although samples are out the quantity manufactured the first season will be limited owing to the difficulty of getting the required steel. The parts of the doll are fastened together with wire springs, and the foot is made flat so the doll can stand alone. The body and limbs are hollow and the doll is lighter than the ordinary doll of the same size as the steel shell is thin. It is also very durable and the prices are to be no higher than the imported doll of the same appearance.

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Patented October, 1902.

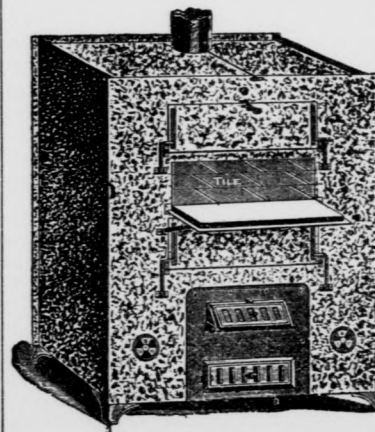
Metal Fountain Syringe Tank

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

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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

Why the Price Cutter Cannot Last Very Long.

The cut-rate butcher is usually a man who knows very little about the business. He perhaps drove a delivery wagon for a few months, and in rush hours helped his employer grind meat for hamburger steaks. In some way, this experience not only gave him the impression that there was "a lot of money in the business," but that he was the one to get it out. Then, having decided to own his own shop some day, he saved a few dollars, and hearing of a second-hand set of fixtures for sale at a bargain price, he swooped down on the outfit, carted it away to a little store on a main thoroughfare, sent in his resignation, and spent the next few days thinking out schemes to set the town on fire. He didn't know prime beef from canning stock, and all mutton looked alike to him. Experience he considered an unnecessary nuisance! Meat is meat, he argued, and the boy that sells it cheapest gets the rocks, because the sales will be heavy. He got the wholesale price on beef and mutton. He figured up how low he could sell it for and make money on the deal. He covered his shop with gaudy signs and his prices made the other butchers gasp. There he is. The bargain hunter is attracted, and not only buys, but tells her neighbor—your customer, perhaps—how cheap Mr. Pricecutter, the new butcher, is selling steak and roasts. Your customer likely gives the new man a trial. She does not give him another trial, maybe, and maybe she does. If the customer does not mention to you (her regular butcher) that it is very queer you can not sell meat as cheap as the new butcher does, she is a queer customer. Try to tell her that the new fellow does not handle the same grade of meats as you and she will hint she does not believe you. There is scarcely any use of arguing. Sooner or later she will learn that there are different grades of meat—that is, if she keeps changing off, giving you an order one day and Mr. Pricecutter an order the next day. The gentleman just named will certainly flourish for a time. His shop will be filled like the mail box of a get-rich-quick concern, and everyone of the bargain hunters will be helping to rob the regular butcher of the trade that belongs to him. But what can you do about it? You can go into the price cutting business yourself, but you can not successfully compete with the original it, the first Mr. Pricecutter! Why? Because he is dishing out an inferior grade of meat. You are giving your people good quality, and you can not afford to change to the poor grade. If you do, you will eventually lose what trade you have. Your reputation has been established on quality. Do not destroy your hard-earned reputation in order to give Mr. Pricecutter a whack. To attempt to defeat a price cutter by competing with him is the height of folly—folly may occasionally soar to greater heights, but not in the meat business. When one or two butchers in a neighborhood start in to knock spots out of a cheap John, the knocking process becomes contagious. In a short time every butcher in town is thinking out plans to give away more than the other fellow. One gives away a head of cabbage with ten cents' worth of corned beef; his neighbor gives a pint of vinegar with the cabbage; the next gives a knife and fork along with the cabbage and vinegar. Before long the greatest kind of a cut-rate fight is on and no one makes

money. After a while everyone sees the error of his way and the red signs are called in. One might think, as they say in Washington, "the incident is closed." But it is not; at least, the effect of the fight will linger for some time. Customers will say to you: "Mr. Jones, there appears to me to be something very queer about this meat business. A week ago, during the time of the competition, your prices were lower, and you surely would not have sold at a loss. This steak you are asking 18 cents for you were selling last week at 12 cents. What accounts for the difference in price? I do not think you are treating me fairly, and I am one of your oldest customers, too." There is a hard question for you to answer to the customer's satisfaction. Tell her that last week you were selling at a loss in order to hold your trade, and she will look at you in a way that means, "Tell that to the marines." Your little price-cutting experience has injured your reputation; you have lost the confidence of your customers. How about the original Mr. Pricecutter? How has he fared in the war upon him? He has gained prominence through it, and the kind of prominence he desired. All eyes have been turned toward him. Everyone knows he was the particular butcher that every other butcher sought to wipe out of existence. He has been selling a low grade of meat, and continues to sell the same kind. He has landed a victor against the whole field. His trade is increased. But even his great success is fleeting. People soon tire of cheap meat, and one by one they return to the old butcher, until finally Mr. Pricecutter sees there is no money even in cheap meat at the rate he has been selling it for. By this time he has some knowledge of the business into which he heedlessly jumped. He either takes down his cheap signs and handles a better grade of meat, or he moves to another town and catches a lot of fresh victims by his slap-dash tactics. In either event, the regular butchers are benefited, and realize that the result would have been sooner attained had they not unwisely started a war on him. The moral of this tale is: Leave Mr. Pricecutter alone. He can not last very long, and the less attention you pay to him the shorter will his business life in your locality be.—Butchers' Advocate.

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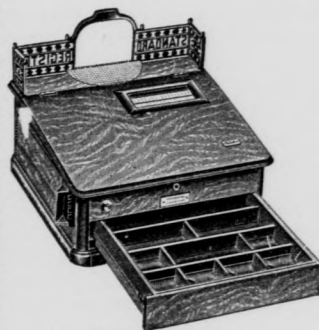
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are built on the principle that it is better to have merit than cheapness in price. Look for the name WOOD. It will assure you of the most artistic style and the greatest durability. We will send our illustrated catalogue and price list free on request.

Arthur Wood Carriage Co., Grand Rapids, Mich.

**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.

MADE A FORTUNE.

A Man Without Honor in His Own Community.

I sat in a grocery store up in a good-sized town in Pennsylvania one day last week listening idly to a conversation that was taking place between the grocer and a man who had strolled in.

"Well, all I've got to say is," said the grocer, as the man went out, "don't buy any of Charlie Thorpe's houses unless you want to be skinned."

"I guess you're about right," was the answer, and the man then left.

"Charlie Thorpe seems not to possess your confidence," I observed, more for something to say than because I was interested in the unreliable Charlie.

"He doesn't possess anybody's confidence," said the grocer, "and hasn't since the first year he was in the grocery business."

I pricked up my shell-like ears, for was here not material ready for my hand?

"Tell me about it," I said.

"Oh, there ain't much to tell," answered the grocer. "Charlie Thorpe's a good-sized real estate operator here now—puts up these operation houses. They're skinned to death, but they sell cheap, so he has no trouble to sell them. He is a man about forty-five, I suppose, and I guess he is pretty well fixed. He started in business in the town here about fifteen years ago—had a grocery store. See here."

He took me to the door, and pointed down the street to a little corner store now occupied by a confectioner and baker.

"That's where his store was," he said.

"I've known Charlie Thorpe for nigh on thirty years," he went on. "Him and me was schoolboys together and he was as honest and square a little chap then as ever I seen. Nothing wrong about him in them days. He worked around town for several years, at one thing or another, and finally he got in Jimson's grocery and meat market down here as clerk. He clerked there two years and then he got hold of a little money and opened that store for himself.

"It didn't go. I always used to think that Charlie would get along—he was so square—but he didn't. I don't know whether his stock wasn't right, or what, but he didn't make a success. I guess there was too many grocers already in the place.

"Charlie had been working along for several months, and I guess doing a perfectly square business, when he started to sell butterine.

"A slick salesman from one of them Pittsburg houses came to town and he lathered Charlie all over about the profits he could make, and told him all the other grocers in town were going to sell it. That was a lie, but Charlie gave him an order and started in to sell the stuff. Butter was high then and he made smashing big profits, and sold a lot of it, because he was underselling the rest of us. There weren't any pure food inspec-

tors then, so you couldn't do anything.

"That little taste of big profits spoiled Charlie completely. He hadn't been able to get along by being straight, and that kind of soured him on doing the right thing, especially because he began to make money as soon as he got crooked.

"You know what a man can do if he wants to sell bogus stuff in the grocery business," continued the grocer. "Well, that's what Charlie did. There wasn't any pure food business to hinder him, and he simply bought all the poor stuff he could and started in to undersell the market. Cheap, cheap, cheap—that was his main point. All this time he was selling butterine, too.

"Well, to make a long story short, Charlie began to make money and he kept on making it as long as he stayed in business; I think that was about four years. He had a liking for real estate and he gradually put his money into it until he was a pretty big operator. At last he sold his store and got out of the business entirely."

"What became of the store?" I asked.

"He sold it to a fellow who used to clerk for him," he said. "The clerk never had believed in Charlie's methods, and when he got hold of the store he stopped selling butterine and threw out all the adulterated goods in the place."

"And how did that work?" I asked.

"He failed in ten months," answered the grocer.

"And Charlie didn't eh?" I asked.

"No, Charlie didn't fail," he replied; "he's been in real estate ever since and he does a contracting business, too. He gets plenty of work, because he works cheap, but nothing he does is good. He skins everything, because he learned that that was the way to make money in the grocery business and he followed out that idea in the real estate business."

"What's his general reputation in the community?" I asked.

"Bad," was the reply. "Of course, he has money and that gives him a certain swing, but he's looked on by everybody as shady—a fellow to watch like a hawk or he'll skin the eyes off you."

"Got any family?" I asked.

"A wife and two daughters. They've been trying to get into society here lately, but they ain't succeeded. Charlie's reputation sort of keeps them back—nice girls, too."

"What do you suppose Charlie Thorpe is worth?" I asked.

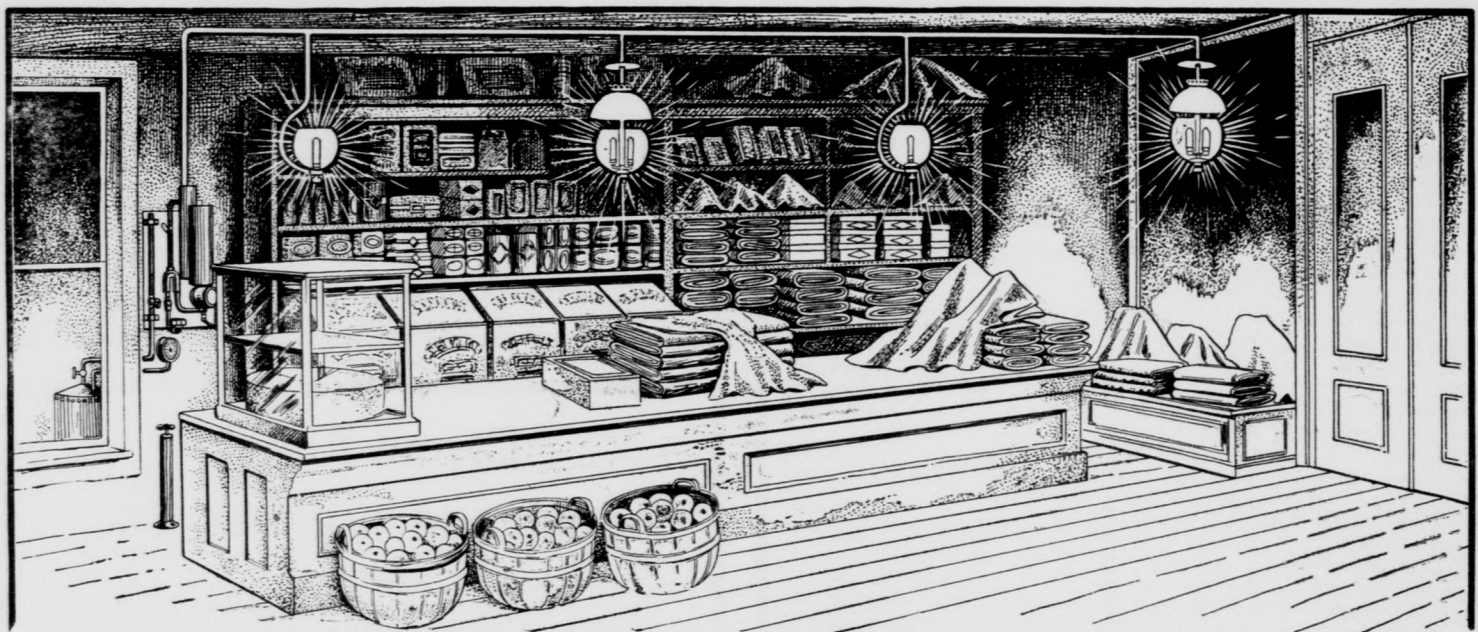
"Oh, I dunno," he replied, "he ought to have \$100,000, anyhow."

"All made," I said, "or the foundation for it laid, out of the profits on bogus goods?"

"Every dollar, so far as I know.

"I guess he knows it, too," he went on after a minute. "Charlie used to go to church regular, and belong to the Christian Endeavor, but he dropped out long ago, and I never heard a fellow that could cuss like he can now."

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

That's an instructive case isn't it? Here's a man who couldn't succeed by honesty, but became a howling success, financially, as soon as he departed from the straight and narrow path. Today he's worth \$100,000, and his family are trying to "get into society." He learned the game of trickery through selling butterine, and by playing that, in whatever he got into, he made his entire fortune.

But there is another side to the picture, my friends. Turn it over and you see a skin real estate dealer—a man without honor in his own community—a "man to watch like a hawk"—a man whose townsmen warn each other against him—a man whose shady reputation thwarts his family's ambitions.

Do you think that when Charlie Thorpe sits down in the twilight and looks into his own heart, he believes the game to have been worth the candle?—Stroller in Grocery World.

Red Shoes.

A fashion writer says that in Paris the fancy for red shoes and stockings seems just now to show signs of becoming a vogue, but what Paris may do in the matter of footgear is by no means always advisable for us. With a black robe d'interieur red shoes are piquant and charming no doubt, but out of doors they look bizarre and bring the feet too much into prominence. But there are some of the prettiest shoes in soft shades of satin and silk designed to wear with the evening dresses; they are embroidered in silks to match the gowns, and for these one can have nothing but praise. Naturally the amount of patient labor they represent when carried out by hand makes them a rather expensive item which would be beyond the means of many of us.

Must Be Conversant With the Goods He Sells.

One of the axioms of business is that the merchant must be conversant with the goods he sells and at the same time be conversant with the needs and demands of the people he desires to sell to, or he can not bring the two elements together and make a profit for himself. In the conduct of business, hundreds of men forget that being a merchant is more than merely having a store and having that store filled with goods. To a certain extent many articles of merchandise will sell anywhere to any people, but when that condition of common need is met the remaining stock of merchandise must be fitted to the wants and demands of the people among whom it is placed, or it will become dead stock.

No man with a modicum of business sense would think of offering a stock of fur garments to the people of Key West, or displaying a stock of organdies in Dawson City, yet both of these articles are portions of merchandise which bring immense profits to their sellers in the proper climates and among those able to purchase. Following out the same principles, why should a merchant anywhere attempt to sell to the public goods which he will know, if he gives any thought to the matter are not the articles which the people want or can use?

To put the same thought in another form, the merchant can not make all the success he would like out of his business unless he gives close study to the needs and tastes of his customers and makes his stock cater to them. He must know instead of guessing, or he will get left more times than he wins. His knowledge must be the outcome of judgment formed by close observation.

A man knows what he has come to believe; nothing not believed can really be known and can not form the basis of good judgment. The mistakes made in buying are always the results of guessing, and the costs which come in obtaining experience are the prices paid for false judgment formed without knowledge.

The farther a merchant gets into business, the more he feels that it is something more than keeping track of the outs and ins of stock and keeping the store full of stuff to sell. If there is an occupation on earth which can be turned into a learned profession, it is that of selling goods—being a merchant. The merchant is more than the plain keeper of a store, and he must be a man of more than the ordinary willingness to handle trade, if he would rise above those who surround him. Men who have become great merchants have made their work as much a study for a purpose as have the men who have become great preachers or great lawyers.

There are numbers of instances of business failures where young men have inherited big stores from their fathers and have attempted to run them on the idea that it was only a matter of keeping goods in them and raking in the profits every day. These stores have either fallen flat, or the young men have come to a later understanding that their business must be studied deeply, and carefully taken care of, or it will not prosper.

The doctor who drops his reading and his study when he begins active practice never succeeds. The days and nights of ministrations must be bolstered up by constant learning. The merchant who thinks he can easily make money by simply keeping a stock of goods, with-

out also keeping a close watch on the changing conditions and tastes of his customers, will later be listed among the 90 per cent. of failures yearly recorded by the commercial agencies.

The tastes of a community to-day are not the tastes of the same community yesterday. The plane of demand rises and falls with the prosperity of communities, and the things sold yesterday will have an almost incalculable influence on the things that are to be sold to-morrow. A reduced income required curtailed expenditures, but the family once prosperous will not drop completely back to the taste of former low expenses in some days.

Constant watching and constant study of all surrounding things can be made to have as much influence on obtaining the profits needed from the goods as the possession of capital sufficient to keep those goods in stock.

Steady Call For Laces.

Activity in laces is not so evident as it was five or six weeks ago, but there is a steady demand for the popular goods for immediate shipment. Manufacturers of underwear and neckwear have been good buyers in the past week. There is plenty of Cluny lace on the market and the indications are that this grade is becoming too common to remain in fashion long.

Nottinghams and antique bands, galloons and insertions are also in good supply and allovers in these laces is ample.

Signs point to a demand for colored effects next fall. The constant call for colored batiste, chiffon and combination laces on canvas and coarse net is an indication that points in the same direction.

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.



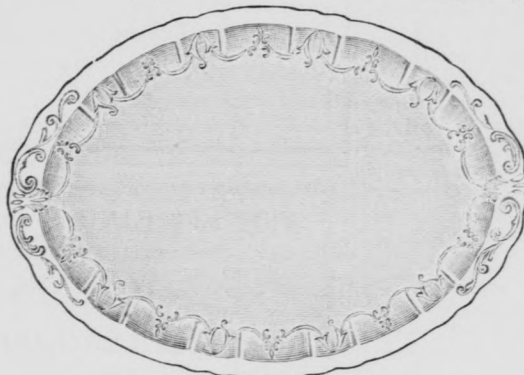
Water Pitcher



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
½ doz. Platters, 8 in.	90	45
½ doz. Platters, 10 in.	1 62	81
½ doz. Platters, 12 in.	2 70	1 35
½ doz. Bakers, 7 in.	1 08	54
½ 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
½ doz. Milk Pitchers, No. 36.	90	45
½ doz. Medium Pitchers, No. 24.	1 26	63
½ doz. Water Pitchers, No. 12.	2 16	1 08
1 doz. Wyoming Open Chambers.		2 88
1 doz. Wyoming Covered Chambers.		4 32
½ 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

BOUND TO BUY.

How the People Scent Bargains From Afar.

A good many years ago when I was in high school six hours a day because my folks made me go, and in a shoe store about six hours, too, because I wanted to be, these things I am going to write about happened.

In some way the event, or events, made a deep impression on my memory, and I can recall it all just about as easily as if it had happened last week.

The boss of the shoe store I worked in was a little man, but just about as clever as they make them. Everybody liked him and liked him well, too. He had a natural faculty of discovering the natural weakness of every one's nature, and then he knew what to do to make it pleasant for them—and he did it because he was so good hearted he liked to see everybody feeling good.

I do not think he realized it himself—he was just born that way and did it all without even thinking.

Well, down the railroad about thirty miles from Germany, which I shall call the town that store is in, is another town of nearly the same size, which I shall call Bad Town.

I call the first place Germany because the right name makes me think of Germany, and I call the other place Bad Town because the State prison is located there.

There was a man in Bad Town who had a shoe store, and who thought he was a shoe man, but I believe he was only a poor imitation.

Must have been the people in Bad Town thought about the same of him as I did, for they gave him so much time to rest he finally decided he wanted to sell out.

So he offered his business and stock for sale for about ninety cents on the dollar, and no one took a second look.

He was not going to let any one beat him so he hung on awhile, thinking he would sell about half the stock out at retail and sacrifice the rest.

But the trade would not buy his relics. After about a year of that thing he got desperate and lonesome and he invited any one to make him an offer.

The word passed around and most of the real shoe men in that part of the State went over to see the stock.

My Boss went and took an inventory of it. The boss figured he could give about \$700 for the stock. The Imitation Shoeman said it cost him \$4,200.

One man had offered \$600 for the stock, but he wanted the cash register thrown in, so the deal fell through. The Bad Town man wanted \$10 for the cash register, which was a wooden box with a sliding sale sheet and a cash drawer below. It cost him \$15 ten years before and he told the Boss he could not possibly take less than \$10 for it.

The Boss noticed that and told him it was worth \$10. The Boss said to him, "I don't know as I can make you an offer of over \$400 on the stock, though, but I will telephone you after I get home and think it over."

When the Boss got home he telephoned to the man who had offered \$600 for the stock. He had a shoe store in a town between Germany and Bad Town. Well, the Boss phoned him and asked him if he really offered \$600 and he said he did, but he did not care if he did not get it. "Well," said the Boss, "would you give \$400 for it?" "I don't know, I don't care about it now," said the other shoe man. "Then you can help me get it at a good price," said

the Boss. "You telephone him and withdraw your offer of \$600, and offer him \$375 or \$400." You see, the other shoe man knew the Boss, and that means that he liked him. So he phoned to Bad Town as the Boss asked him to. A little later the Boss phoned to Bad Town and says, "I'll give you \$451.50 for the stock, and \$10 for the cash register." And say, that Imitation Shoeman took it. So the Boss said he would be down on the 5 o'clock train and pack it. And the reason that sucker took that offer was because he got \$10 for the cash register. The Boss saw what no one else saw—that the cash register was a tender point with him and so he offered him \$10 for the cash register, which made him think the Boss was all right. You know you'd rather lose money to a friend than to an enemy. All the rest of those who looked at that stock got the man's enmity by laughing at his cash register. And the Boss got his friendship by giving him what he wanted. So the Boss got the stock. There is one study in human nature for you.

Well, the Boss asked me to go along and help him to pack the stock, and I was very glad to go, because I wanted to see the prison. I left school at recess and we took the 3:45 train.

The Boss had a bill of sale all made out and he counted out \$461.50 and had the man sign it.

The Boss put it in his pocket and just then a lady came in the store. The former proprietor asked her what she wanted and she said: "A pair of shoes. I heard you had sold out and I thought I could get them cheap."

So the man called the Boss, and the Boss said he did not care to sell any, but as an accommodation he would let her have a pair at about half price.

If you will notice you will see it did not take the Boss over two seconds to trim his sails for any new breeze that sprang up. The woman got a pair of old style \$3 shoes for \$1.50 and went her way rejoicing out loud.

The man told us that he had been telling the people around town about the sale and he guessed they would realize now he meant it when he said he would sell out. Near as I could judge he had been telling the people he was going to sell out for a couple of years and that he would sell what he could at retail cheap; but the people thought he was bluffing and his trade had got smaller and smaller. So he was sore at the whole town and he had put in the day walking around Main street telling people they would be sorry now that they did not buy shoes cheap when they had a chance, because now they could not, as he had sold out and the man would be down to pack up at 5 o'clock. There is another study in human nature for you.

And say, the way the people took the news! Evidently, they had not expected it, and were so surprised they talked a lot about it. A few of the wise ones figured out that they would get around between 5 and 6 and get the Boss to sell them a pair of shoes cheap.

So between 5 and 6 we had about a dozen customers. The Boss "let them have some shoes at about half price" and most of them thanked him.

At 6 o'clock we locked the place and went to the hotel to supper. I was afraid some one might come along and want some shoes while we were gone, so I wanted to stay, but the Boss said, "No, if any of them come here to-night

they will wait or else go away and come back with re-enforcements."

Sure enough they did. When we got back to the store there was a handful of them waiting to buy shoes at reduced prices and they had their money ready. They knew it was their last chance.

The Boss was willing enough to sell all right. He knew what he unloaded there he could get better prices for than he could up in Germany and that

QUICK MEAL

Gas, Gasoline, Wickless Stoves
And Steel Ranges

Have a world renowned reputation.
Write for catalogue and discount.

D. E. VANDERVEEN Jobber

Phone 1350

Grand Rapids, Mich

A Marvelous Invention



The Wireless Sun Glow Battery

Is now offered to the suffering humanity. It is a scientific treatment of disease by applied electricity. Hundreds of sufferers in Detroit and Toledo, Ohio, have tried it and found it as represented by us. Recommended by prominent physicians in Detroit, Toledo and elsewhere where introduced. It is now in use at the Toledo Sanitarium.

Nervous diseases, such as headache, neuralgia, toothache, sleeplessness and mental fatigue are relieved and permanently cured. Rheumatism, gout, biliousness, bowel troubles and diseases of the eyes, ears and throat readily yield to its influence. It has cured cancers and paralysis and will do the same for you if you are afflicted. Our new booklet tells you all about our wonderful battery, besides giving you a few testimonials of our many grateful patients. The battery is at all times ready for immediate use and can be carried in your pocket.

Special Price \$7.50 Each

Sold under a written guarantee to cure or money refunded. We court fullest investigation. References as to our ability are Bradstreet's Commercial Agency, Old Detroit National Bank, Peninsular Savings Bank, Commercial Credit Co., all of Detroit, and the Commercial Credit Co. of Grand Rapids. Let us hear from you. All communications are treated as strictly confidential.

The Wireless Sun Glow Battery Co., Limited

602-4-6 Majestic Building, Detroit, Mich.

Laboratory 969 Fourteenth Ave.

Reliable agents wanted.

Our guaranteed investment proposition will interest you.

Write for our prospectus.

GOOD MERCHANTS

Can recommend to their customers and friends

MEYER'S
Red Seal Luncheon Cheese

A specially prepared Cheese with just enough spice to make it delicious. It sells on sight and every sale makes a regular customer. It is all ready for a rarebit without addition, and for sandwiches it is just the thing.

This Elegant Display Case, filled with
2½ dozen 10 cent packages. \$2.40

One dozen packages for refilling case cost only 90 cents. Order a trial assortment—it pays well. Free Advertising Matter, etc., on request.



J. W. MEYER,

127 E. Indiana St.

CHICAGO

Manufacturer of

Red Seal Brand Saratoga Potato Chips

it would make that many less to glut his home market. He had not counted on selling anything, though, but if you noticed he fixed up the first customer before supper so she would go home and talk about it. It did not take him a week to see what to do.

Well, the way they jammed into that store that night was a caution. I had never seen them stick so late, and be so bound to buy, before. You would think it was the last chance they would ever have to buy shoes. They came alone and in couples and in threes and in families, and they kept coming. The Imitation Shoeman helped the Boss and I waited on customers. We needed help. I did not know there were so many people in the measly town as came into that store that night.

Maybe they would have kept coming until morning. I wish we had tried it to see. But along toward 12 o'clock the Boss locked the door and told those inside to buy quick and he would let them out.

When the last one was let out the Boss walked back to his \$10 cash register and counted the money we had taken in. There was almost \$200, and we three had sold it all in about four hours, at an average of about \$1.25 a pair, which is not far out of the way. We had sold two pairs every three minutes—that is, the three of us together. You know what that means—swift buying and swift selling. I think the Boss sold as much as the other man and myself put together. He gave the other fellow \$10 for helping him, more because he felt sorry for him than because he had earned that much. As a matter of fact, he had earned the \$10 in advertising that one night sale which otherwise never would have been pulled off.

When the ex-Imitation Shoeman saw all that money in the drawer he nearly fainted. I am not going to try to tell what he said, for it is not fit for publication outside of the Police Gazette. But it seems that was more than he had taken in any month that year. I do not wonder he felt sore. There was the Boss carting off shoes that cost him \$1,000—taking out what we sold that night—and the Boss was getting them for a net price of about \$300.

And there is another study in human nature. The people in that town spent more with a stranger in one evening than they had spent in the same store before in a month.

I think we could have sold the whole outfit there in a week, but the Boss didn't want to get into any trouble as a transient merchant, so the next morning he went all around town and bought all the dry goods boxes he could get and we went to packing.

When we started that I could see what had been one trouble in that store. The way stock was kept was a warning I have never forgotten. All kinds mixed. The night before we just grabbed for the size needed, because people bought the first thing they saw; but the thought of having our store in Germany like that one made me almost tremble.

The drawers were worse than the shelves. Children's and infants' shoes were piled in there, loose, all unmated and covered with dust as deep as it could stick on. Not one drawer, but all of them were in that condition, although some had rubbers instead of shoes. I remember one drawer had a pile of red top, copper-toed boys' boots, too.

Way back in the store, in the corner, was a pile of shoes three feet deep at

the wall, and sloping down to the floor. These were odd pairs and mismates, too. From that pile, and from the drawers, he had long ago stopped trying to sell. Do you still wonder why he did not sell \$200 worth in a month?

Well, to ring off. We packed that morning, thirty-seven big cases, saw the prison in the afternoon, and got home that night. The Boss took in over \$1,000 from the stock, and a big advertisement it was for him, too.—Shoe and Leather Gazette.

The Home of the Perfume.

Ninety per cent. of the perfumery used in the world comes from what is known as the Department of Sea Alps in France, the strip of mountainous country which lies along the Mediterranean east of Marseilles. The soil, the climate and the sloping hillsides facing the Southern sun make this a most favorable location for the cultivation of flowers, and the annual harvest is about 6,000,000 pounds of roses, 5,000,000 pounds of orange blossoms, 3,000,000 pounds of carnations, 1,000,000 pounds of violets, 9,000,000 pounds of lilies, 600,000 pounds of tube roses and other flowers in proportion. These flowers are mostly raised by peasants, who own small farms and do their own work. They sell their crop of flowers to the agents of Paris perfumery manufacturers, and trainloads are shipped to that city every night during the season, just as milk from the Western farms is shipped to the creameries.

When there is an abundant harvest buyers will pay 6 cents a pound for rose leaves, 7 cents for orange blossoms, 25 cents for jasmines, 50 cents for violets and similar rates for other flowers. An ordinary rose bush will furnish about fifteen pounds of rose leaves during the year, a single violet plant will produce about six ounces, and an orange tree will yield from twenty to thirty pounds of blossoms during the year. The peasants go about through their gardens with bags hanging from their waists and a pair of scissors in their hands clipping off the mature blossoms from the plants and putting each variety into its appropriate bag. A quick-fingered woman can gather fifteen or twenty pounds of roses an hour, but it would take a full day to gather so many violets. After the day's harvest is done the flowers are dumped upon tables or benches and the stems are nipped close, but the leaves that protect the blossoms are allowed to remain, because otherwise they wilt quickly, and freshness is desirable.

Each leaf contains only a particle of oil, and it takes a great many particles to make an ounce. It requires 32,000 pounds of rose leaves, or 5,000,000 single blossoms, to make one pound of rose oil, and 40,000 pounds of violets, or 12,000,000 flowers, to make a pound of the oil; and one may judge of the enormous amount of flowers that are gathered annually for this purpose when it is known that the perfumers of Paris consume nearly a million pounds of the oil of flowers every year. William E. Curtis.

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.



Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

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

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.

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.

Special Prices On Kitchen Cabinets



Ed. Kennicott, Manufacturer
Newaygo, Michigan

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100.....	\$ 3 00
200.....	4 50
300.....	5 75
400.....	7 00
500.....	8 00
1000.....	15 00

We can fill orders on two hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company,
Grand Rapids.

Butter and Eggs

Arbitrary Usurpation of Power by This Government.

We have before taken occasion to point out that some of the rules and regulations promulgated by the United States Department of Agriculture to govern the handling and sale of renovated or process butter were without foundation in law, and have expressed the opinion that they would, to that extent, be overturned by the courts should any prosecutions be brought for their infringement. We referred particularly to the compulsory use of the brand "Renovated Butter," although the law distinctly provides that the commodity shall be branded "Renovated Butter" or "Process Butter."

One of the most important of the regulations issued by the Department of Agriculture affecting the sale of this commodity contains the following clause:

Renovated butter can not be removed from manufacturers' packages and made into prints or any other form and repacked in the same package, or any other, by dealers or any other persons, anywhere, without violation of the laws referred to in the first clause of Section 5 of the Act of May 9, 1902, and thereby made applicable to renovated butter.

It seems evident that any United States law giving an apparently valid foundation for this regulation would trespass upon the sole powers of the states and thus exceed the jurisdiction of Congress. But the laws referred to as having been made applicable to renovated butter provide for the marking and labeling of certain cattle and products the subjects of interstate commerce and can evidently apply to renovated butter only when that commodity is a "subject of interstate commerce." The constitutional limitation of Congressional power was evidently considered when it was provided in Section 5 of the law of May 9, 1902, that "no process or renovated butter shall be shipped or transported from its place of manufacture into any state or territory of the District of Columbia, or to any foreign country, until it has been marked as provided in this section." Having been manufactured and branded according to law as a "subject of interstate commerce" and legally acquired by the citizens of any state, it seems evident that the United States authorities can legally follow it no further (when kept within the borders of the state) except as the Internal Revenue laws apply to the cancellation of the tax stamps.

The case differs entirely from that of oleomargarine because all dealers in the latter commodity, wholesalers and retailers, are subject to internal revenue taxation and the goods are constantly under federal jurisdiction in the exercise of the taxing power.

The absurdity of the position taken by the U. S. Department of Agriculture in regard to renovated or process butter is apparent in a letter recently sent by Secretary Wilson to an enquirer who evidently asked for authority to repack, in prints or otherwise, factory packages of renovated butter. Secretary Wilson's letter is printed in the "Treasury Decisions" of April 16. He denies the right of a dealer to so repack renovated butter, and advises that the only safe way for a dealer to handle renovated butter is to order it from the factory packed in the form desired, and dispose of it in original packages only! One might search the law in vain to find any reasonable foundation for such a ruling.

The treatment that such rulings are likely to receive judicially is pretty clearly indicated by a letter from Charles H. Brown, United States Attorney for the Western District of New York. Attorney Brown was requested by a special agent of the U. S. Department of Agriculture to present a Buffalo firm before the U. S. Grand Jury upon evidence that they had removed the contents of duly stamped and marked packages of renovated butter, repacked the same in unmarked prints, and sold them to customers within this State. He declined to present the case on this charge for the reasons—fully explained in the letter referred to—briefly because there was no evidence that the butter so repacked was "to be shipped or transported from its place of manufacture into any other state" and because, while the rule of the U. S. Department of Agriculture had been violated, he was unable to find any authority in law for such a rule.

The United States law provides that this commodity shall be branded "Process Butter" or "Renovated Butter" when an article of interstate commerce; any further restrictions contained in the regulations of the U. S. Department of Agriculture or any extension of them to trade within the States would seem to be unfounded and there is little doubt that the courts would so decide.

But dealers in renovated or process butter should bear in mind the requirements of the State laws which govern in their respective territories. In New York the State law requires branding both as to the wholesale package and the retail wrappers and the law is being strictly enforced by the agents of the State Department of Agriculture. But the point of importance developed is that, according to the view so ably expressed by District Attorney Brown, renovated butter when legally received in any state and sold for use and consumption within its borders, is amenable solely to the laws of that State, and that the regulation of the U. S. Department of Agriculture to the contrary is without legal foundation and invalid.—N. Y. Produce Review.

Where He Failed.

A man complained recently that his advertising brought no results. He was a retail hardware dealer in a small town. In his locality, he said, it had not been customary for hardware men to advertise. He wonders why it was that his advertisements did not bring profits. Now for the other side. It was learned that his advertising consisted of placing a five-inch single column advertisement, giving little but his name and business and an assertion that he sold "the best" in the weekly paper, on alternate weeks for three insertions.

The advertisement was not changed during its life. It appeared so seldom that the average reader had forgotten it and it told nothing he did not know. Such advertising is like advertising the standard 25-cent grade of coffee "four pounds for a dollar."

Now for the remedy: Double that space and take it every week. Never run one advertisement twice. Every week select some one or two things that are real values and tell plainly why they are good bargains and why they are desirable. Educate the readers of the paper to expect your new advertisement and look for it. Try it for three months, or better, for six, and watch for results. Much of the trouble with the "advertising don't pay" men is unintelligent and worthless advertising copy.—St. Paul Trade.



EGGS

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. 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, Hill-ton street, Third avenue and Grand Rapids & Indiana and Pere Marquette Rail-roads. To reach office quick from Monroe street, take Division street or Grand-ville avenue cars south to Second avenue.

MOSELEY BROS.

SEEDS, BEANS, POTATOES, FRUIT. GRAND RAPIDS MICHIGAN.

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

WHITE BREAD.

Detailed Explanation of Its Chemical Constituents.

The cereals and the products derived from them form the basis of all human nutrition; in all climates and in every class of society bread of some kind is the one food in general use, and forms the nucleus around which almost every diet is constructed.

The various cereals are of much the same composition, but wheat flour makes a much better quality of bread than flour from any other cereal, because it possesses a substance, gluten, upon which its breadmaking qualities depend, and one obtainable from no other cereal. Oats, maize or rye, for example, do not possess gluten, and, therefore, do not make good bread.

If wheat flour is made into dough and this kneaded in a stream of water, the starch granules are gradually washed away and a gray rubbery mass is left, the gum obtained by chewing wheat. It is this elastic substance that entangles the gas bubbles, given off by the yeast organism in breadmaking, so that the whole mass becomes light and spongy.

White flour is obtained by grinding the endosperm of the wheat grain, that is, all of the wheat grain left when the branny coats and germs are milled out and thrown away. Whole wheat flour is white flour plus the inner branny coats, especially the aleuron layer. Graham flour consists of the entire grain ground up.

Wheat bread is more nearly a perfect ration, and will maintain life longer than any other single food; because its tissue forming constituents, the proteids (gluten) and its energy yielding portion, the carbohydrates (starch), are nearly in the proportion demanded by the system. The human body demands from the food daily about 100 grams of protein, 50 grams of fat, and 450 grams carbohydrate. In 100 grams of bread there are 7.8 grams of assimilable protein, 1.3 grams of fat, and 53.1 grams carbohydrate, so that to get the necessary amount of protein from bread a man would have to eat about 1,300 grams of bread—about 3 pounds—a day. This would give 35 grams too little fat, and 240 grams too much carbohydrate, but since fat and carbohydrate are both energy formers, and to a certain extent interchangeable, the variations from a standard diet is not great. We have instinctively recognized these facts by eating our bread with butter—a fat—or taking it with milk, which contains a large amount of proteid and fat, or eating it with cheese, which is proteid and fat.

Brown breads are inferior to white bread, because they contain much less available nutriment, weight for weight, than it does. Text-books and medical men religiously reiterate the statement, disproved years ago, that the best part of the wheat grain is milled out and thrown away in the bran. There is absolutely no foundation for the wild claims made by the whole wheat crank.

It is true that whole wheat contains more protein than white flour, but then, "we live not by what we eat, but by what we digest." We can eat hay, but not digest it. The fact is that the protein in the bran and so-called aleuron layer is enclosed within cellulose walls; human beings can not digest cellulose, and, therefore, the enclosed food is not available to us. I have digested thin sections of wheat grain with artificial gastric juice for two days, and have invariably found the cell contents to be

unaltered when examined under the microscope. Similarly investigators have allowed thin sections to pass through the alimentary tract with precisely the same results. It has also been found, from numerous experiments on human beings, that there is not as much food absorbed from whole wheat or graham flour bread as from white. For instance, a number of people were fed on bread and milk, and by accurate physiological chemical methods, it was found that on the average 85 per cent. of the protein, and 97 per cent. of the carbohydrate of the best white flour is digestible. In whole wheat 80.5 per cent. of the protein and 94 per cent. of the carbohydrate are digested; while in graham bread only 77.6 per cent. of the protein, and 88 1/2 per cent. of the carbohydrate are digested.

In one case, for example, a student aged 23 was fed on bread made from patent flour and milk, for a space of two days, gaining two pounds in weight in that time. He consumed 1.9 pounds of bread and 4 3/4 pounds of milk per day, digesting 85.6 per cent. of the protein and 96.7 per cent. of the carbohydrate of the bread. Numerous experiments always yield exactly the same results.

Obviously, then, anyone who says that white bread is poor food is simply ignorant of the subject in question; experimental evidence proves that white bread yields 8 per cent. more nourishment to the body than graham bread, which is made from the whole wheat; not only so, but the branny particles, by irritating the intestinal walls and thus promoting peristalsis, hasten other foods too rapidly through the intestine, so that complete absorption can not take place, and considerable loss occurs. Of course, in certain affections of the alimentary tract this increased peristalsis is of benefit, and many people take brown bread for 'this reason. As with every other food, eat what agrees with you; it is literally a fact that "what is one's meat may be another's poison."


The workingman demands, and always has demanded, white bread, not as the great physiologist Bunge imagined, from a perverted instinct, but because he has found by experience that he "can work better on it." Public opinion always has endorsed the white loaf, evidently for good reasons; less than 15 per cent. of the bread made in the country to-day is brown bread. Sedentary people are often benefited by using brown bread, but the active person will be yielded more energy from the white.

A great deal is made of the loss to the system of the calcium, iron and phosphorus salts which are undoubtedly present in the bran, but no one has as yet proved that we require abnormal quantities of these salts, and since they are present in oatmeal, breakfast foods and, in fact, almost every vegetable and animal food we eat, the so-called loss is immaterial.

George G. Nasmith.

Tolstoi's Boots.

One of the peculiarities of Tolstoi is that he always wears boots of his own making, and they are the admiration of the shoemaker who taught him the trade. But the latter was certain that the Count would starve did he endeavor to earn a living by boot manufacturing, as the work put into a pair was too excellent and slow to prove profitable. Some time ago Count Tolstoi tried to persuade two of his disciples, young men of education and culture, to turn shoemakers, but they declined.

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;
in fact,
I WANT IT BAD
E G G S

At present prices I want the other fellow to have them.

E. F. DUDLEY, OWOSSO, MICH.

Michigan Maple Sugar Association, Ltd.

Producers of
High Grade
Maple Sugar and Syrup

119 Monroe St., Grand Rapids, Mich.

Pure Maple Sugar	Pure Maple Syrup
15 and 30 lb Pails Maple Drops per lb.....15c	10 Gal. Jacket Cans each..... \$5 50
50 to 60 drops to pound	5 Gal. Jacket Cans each..... 4 50
30 lb Pails astd. Fancy Moulds per lb.....15c	
20 to 30 moulds to pound.	PER CASE
100 lb Cases 26 oz. Bars per lb.....9 1/2c	1 Gal. Cans, 1/2 doz. in Case..... \$5 75
60 lb Cases 26 oz. Bars per lb..... 10c	1/2 Gal. Cans, 1 doz. in Case..... 6 25
100 lb Cases 13 oz. Bars per lb.....9 1/2c	1/4 Gal. Cans, 2 doz. in Case..... 6 50
60 lb Cases 13 oz. Bars per lb..... 10c	1/4 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.

The New York Market

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

New York, May 2.—Coffee continues to lose the little strength it had and this week must have been very discouraging to holders. Buyers are not showing the least interest, taking only enough to keep up assortments. Supplies at primary points continue large every day and the outlook is for a long rule of low prices. From July 1, 1902, to April 20, 1903, there have been received at Rio and Santos 11,046,000 bags, against 13,943,000 bags at the same time last year. In store and afloat there are 2,512,108 bags, against 2,341,900 bags at the same time a year ago. At the close spot coffee No. 7 is worth in an invoice way 5 1/2 @ 5 3/8 c. Mild coffees, which have been doing pretty well of late, have had a bad week, too, and save for the better grades have sold in the smallest way possible. The supplies of good West Indias are not large and quotations are well sustained, even if sales are few. Good Cucuta, 9c. East Indias are dull and without change in rates.

The jobbers for a few days were rather free purchasers of sugars, but later on the market fell into a rut and at the moment sales are simply of an everyday character. Withdrawals under old contracts constituted the bulk of the few transactions and new business has been almost nil.

Teas are steady. Perhaps the condition of affairs is all that could be hoped for, although this is not saying much. The grocery trade have been taking rather larger supplies and the outlook is not discouraging. Prices are practically without change. Choice to choicest Formosas, 25 @ 42c; Congous, 22 1/2 @ 40c.

Rice shows a greater degree of strength than noted last week and some pretty good sales have been made. Stocks are light in the better sorts and quotations are firmly adhered to. Choice to head Southern, 5 3/4 @ 7c.

Spices are firm, but with a very moderate call. Supplies are moderate and yet there seems to be enough to meet current wants. Pepper is more firmly held than other goods, but there is no change to chronicle as to quotations. Singapore black, 12 1/2 @ 12 3/4 c.

Molasses is firm. There has been a good call all the week, both from local dealers and out-of-town trade. Full rates are asked and obtained and at the close the situation is in favor of the seller. Good to prime centrifugal, 17 @ 27c. Syrups are steady, with supply and demand about equal. Prime to fancy, 22 @ 28c in round lots.

As canned goods stocks become cleaned up, the market gains strength and this week we have a better condition of affairs than has prevailed for some time. To be sure, there is still room for improvement, but it is something to have even a better feeling and, as time goes on, the tone will improve. The weather is not at all favorable for growing crops in many sections of the East and this helps the canned goods trade. Almost all the very cheap lines of peas have been worked off and good goods are being sought for and buyers are not inclined to haggle over prices. Standard Jersey tomatoes remain at 90c @ \$1. The supply of corn is limited and quotations are very well sustained.

In butter, it has been a varying week and at the close the situation rather favors the buyer. Should the cold weather last, however, matters may take a turn and prices go up again. At the close not over 22 1/2 @ 23c can be safely quoted for best Western creamery, although if stock is very fine it might bring a fraction more. Imitation creamery, 17 @ 20c; fresh factory, 14 @ 15 1/2 c—latter probably top; rolls, 13 @ 15c; renovated, 15 @ 18c.

Old cheese is in few hands and the supply is becoming very light. Quotations remain about unchanged, with full cream held at 15c. Exporters have been doing some business on a basis of about 13c. New stock is coming in rather more freely and the quality shows improvement. The demand for the same

is small. Saloon-keepers are swearing that they will take no more cheese from New York State farmers because the saloon license has been raised 50 per cent. by what they call the "hay-seed legislators." But the farmer can stand the boycott.

For some time arrivals of eggs were free and the market firm. This week it is the other way and, with lesser quantities coming to hand, the market is easier and it is hard to get over 16c for fancy Western storage stock. From this the decline is sudden and fresh gathered range at about 15c; dirty stock, 13 @ 13 1/2 c. The demand for beans is light, but quotations are firmly sustained and the situation rather favors the holder.

Use of Preservatives in Canadian Butter.

Parties who have recently returned from England attach considerable importance to the use of preservatives as a substitute for salt in the manufacture of butter. Leading importing firms in London, Liverpool and Manchester, state that the Canadian export trade in butter will never attain its proper proportions compared with other countries, until our makers adopt the use of preservatives, not as now done in isolated cases, but for general use. Shippers of butter who have returned from their annual visits to Great Britain state that in the principal cities and towns, almost saltless butter was used on the tables of the hotels; and so mildly salted were they that preservatives had to be used.

Saltless butter in many instances was used, and the demand for this class of goods was increasing in all the principal centers of England, Scotland and Wales. An exporter in this city, who returned home from Great Britain some time since, stated that the admixture of preservatives was strongly advocated by many of the leading importers there. All prejudice against their use should be at once removed by the recommendations of the British Parliamentary Committee made in November, 1901, and published by us at the time, and endorsed and recommended by the authorities here. When shippers on this side and importers on the other side advise the use of preservatives, the subject may be considered of sufficient importance in the interest of the trade, to command attention, and follow the methods of other exporting nations in the use of preservatives.—Montreal Trade Bulletin.

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.

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

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

Only One Cent

If 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.

Widdicomb Building

Four Kinds of Goupon Books

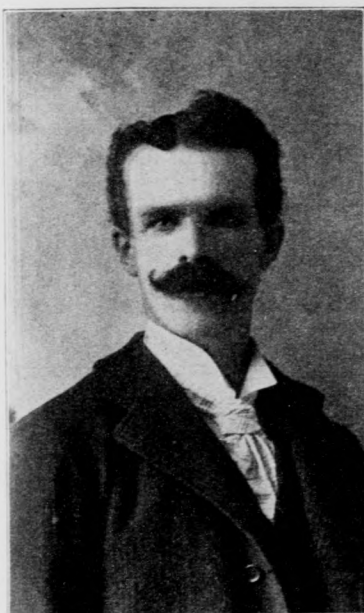
are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

MEN OF MARK.

Smith Young, the Lansing Hay and Straw Jobber.

Smith Young was born on a farm in West Milton, Saratoga county, N. Y., July 14, 1866. At the age of 3 years, his parents moved on a farm near Esperance, Schoharie county. He took a course at Eastman's Business College, at Poughkeepsie, graduating after four months of study. He then came West to seek his fortune, having but little money, but with a firm determination to find employment and to learn some reputable business. His first venture was in Chicago and, having decided that he wished to learn the commission business, he canvassed South Water street for a chance to begin with the large commission houses, but did not succeed in finding an opening. Being obliged to find employment of some kind, he sold goods from door to door, afterwards selling starch to the retail grocers of Chicago. He then secured a position with the Sleeper Starch Co., of Des



Moines, Ia., as traveling salesman in Michigan. Two years later he was employed by the Kilmer Manufacturing Co., of Chicago, and Newburgh, N. Y., as traveling salesman, covering nearly every state West and South, also Chicago, Michigan, Indiana and Ohio. Mr. Smith states that during this time he obtained very valuable experience in learning business methods and educating himself along the lines he is following at the present time. It gave him an opportunity of learning where the best hay sections were located, the best markets, how different people managed their business, where they made their mistakes and why they were successful. In 1892 he embarked in the hay and straw commission business in Chicago with E. E. Kilmer and C. F. Van Wie, under the firm name of the Kilmer Commission Co., although he continued to travel on the road, his part of the work being to obtain the consignments. In 1895 he sold his interest in the business and removed to Lansing, in the expectation of engaging in the shipping of hay and straw, believing from the knowledge he had gained of the business that there was no better State in the Union for his line, which belief he has never had occasion to change. On reaching Lansing, he was doomed to disappointment, as it was the season of the great drouth and there was no hay

to ship. He found himself again in a strange country with a large expense account and no business. He went to Grand Rapids and, knowing that the hay men of the West were shipping hay in carloads to that city, he decided to remain at that place for the time being, and sold hay in a wholesale and retail way in Grand Rapids and also shipped to other parts of the State. The next spring he returned to Lansing and established a retail hay and grain business under the style of the Michigan Produce Co. In the fall of that year, he began the shipping business and continued it until August, 1901, when he sold his hay, feed and wood business and continued the shipping business under the firm name of Smith, Young & Co. At the present time he is shipping from various points in the State, his sales having aggregated as high as \$250,000 a year. He has recently organized a stock company with a capital stock of \$50,000, known as the Lansing Cold Storage Co., of which he is President.

Mr. Smith was married April 11, 1894, to Miss Harriett Baker, of Holland Patent, N. Y. They reside in their own home at 1019 Michigan avenue, East, where the firm has its office and from which it transacts all its business, which is accomplished mainly by telephone and telegraph. Mrs. Smith is a member of the firm and is as enthusiastic as her husband over the prospects of the business and the probability of its assuming large and profitable proportions.

Mr. Smith is a member of the Baptist church, now occupying the position of chairman of the Board of Trustees. He is a Republican in politics, although a very independent voter, believing thoroughly in civic righteousness. He is a man with the old-fashioned ideas of honesty and integrity and possesses the sturdy faith in the ultimate triumph of right which has been a distinguishing characteristic of a long line of ancestors.

Every one can master a grief but he that has it.

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.

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.

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The JOHN G. DOAN CO.

WHOLESALE
Fruit Packages, Fruit and Produce
In car lots or less. All mail orders given prompt attention. Citizens phone 1881.
Warehouse, 45 Ferry St. Office, 127 Louis St.
Grand Rapids, Michigan

Fresh Eggs

SHIP TO
LAMSON & CO., BOSTON
Ask the Tradesman about us.

ELLIOT O. GROSVENOR

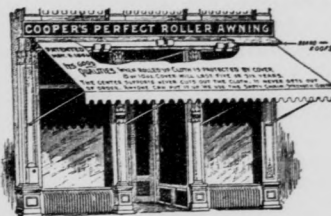
Late State Food Commissioner
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.
1232 Majestic Building, Detroit, Mich.

Buyers and Shippers of
POTATOES
in carlots. Write or telephone us.
H. ELMER MOSELEY & CO.
GRAND RAPIDS, MICH.

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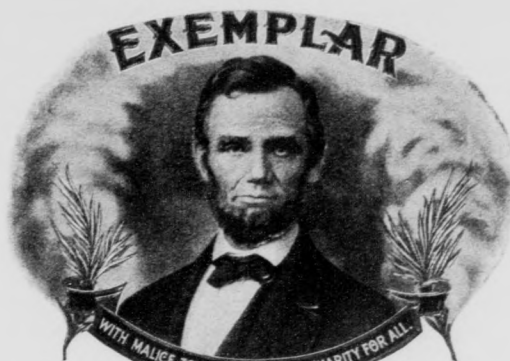
We manufacture a complete line of
MADE UP and FOLDING BOXES for
Cereal Food, Candy, Shoe, Corset and Other Trades
When in the market write us for estimates and samples.
Prices reasonable. Prompt service.
GRAND RAPIDS PAPER BOX CO., Grand Rapids, Mich.

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



THE IDEAL 5c CIGAR.
Highest in price because of its quality.
G. J. JOHNSON CIGAR CO., M'F'RS, Grand Rapids, Mich.

ICED CONFECTIONS

FOR SUMMER WEATHER.

Our Latest Assortment--Packed 22 Pounds in Case.
Nougat, Caramel, Marshmallow and Fruit Cocomnut.

Putnam Factory National Candy Co.
GRAND RAPIDS, MICH.

THE COMMERCIAL TRAVELER.**What He Is, What He Does, What He Suffers.**

The nerve and élan of a commercial traveler on a charge or in the sack of a captured town come up to those of any African hunter in the French army. Most emphatically he has nerve—especially when he comes to make out his expense account.

His footsteps are good to follow in when one goes a journeying. His business is to know mankind and their ways, for by knowing them he gets about the best of everything going—even gets the best of bright men sometimes. He knows which hotel has the softest and cleanest beds, the most inviting table, the daintiest service, the prettiest and neatest handed chambermaid. He is on familiar terms with conductors, cooks, hotel clerks, stage drivers, waiters, train boys and other persons important to the itinerant.

He also knows where the best tippie is to be found; but, to the credit of his discretion, be it said, he is usually abstemious, although seldom austere, and sometimes teetotally abstinent. For, contrary to a current impression, he is not given over to the service of a certain great personage whose wages is death. There are even pious men in his ranks, class-leaders, who can supply a vacant pulpit in a country village when the pastor happens to be absent of a Sunday.

One of his marked characteristics is his youth; and he has all of its virtues and some of its faults—others he has overcome. He is not all young, to be sure, for some of him are middle-aged men, married, who must see wife and babies at least once a week. But for the most part young blood riots in his veins, and he has the hope and high courage that it carries. He realizes that he is the coming merchant prince, and seeks by hard and honest work to hasten his promotion.

He is a missionary, carrying into the remote country districts the latest slang, trousers and chewing tobacco. He is also a past-master in the art of coaxing, as girls and country merchants sometime finds to their cost; although he usually treats both with consideration—unless they are too confiding. Some temptations it takes a hero or saint to resist; and he is neither saint nor hero. At times he awakens awful jealousy in the breasts of rural swains, and they look upon his gorgeous raiment with envy; but usually they are fast friends and swap lies and brass watches in a sociable way.

Through much travel he becomes cosmopolitan in his tastes. All dishes are familiar to his palate, from corned beef and cabbage to salmis and ragouts. Even hash he does not disdain when he has confidence in the cook. For the most part he finds the plainest food the best, and fights shy of dishes like the salvey charlotte russe, which at some country inns is esteemed a luxury, instead of the affront to both palate and stomach wise men know it to be. He rarely refuses to cut a watermelon.

Above all, he believes in this great glorious country with all his heart, never wearies of chanting its praises, is willing to fight for it, lie for it, and I dare say, if need be, to die for it. When he goes strange countries for to see he upholds the honor of his own, and gazes about him upon marvelous sights with the stoicism of a red Indian, the nil admirari air of a finished dandy; although he is free from the weakness of

refusing to ask questions, and where business interests are concerned immediately becomes "an animated interrogation point."

One more, and perhaps most distinguished trait must be mentioned: He is a great story teller and carries a full line of anecdotes, good and bad, in standard goods and novels both, every trip; for his business is to interest men and so lead them to look kindly upon him and his wares. While not denying that some of these tales have a breadth and freedom of expression reminding of the "merrie gestes" jovial monks in old times told in the rectory, and trouveurs and jongleurs in both cottage and hall—tales like those the pious Valois Princess and promoter of heresy wrote for the edification of the men and women of the sixteenth century—I demur to the idea that they are generally vile. Almost all are humorous, to be sure; but although some be as rank as a bit of mouldy cheese, the most are as bright and clean as a newly scrubbed milk pan and convey as wholesome stuff.

Fancy Handkerchiefs in Demand.

There was a large sale of fancy white handkerchiefs for the Easter trade and these will be popular throughout the summer. Initialed goods are having a large call. Small script and block letters are the most stylish, but more elaborate wreaths and medallions are permissible. The mannish goods, favored by some, have the initial of corresponding size. Some of the embroidered and drawn work handkerchiefs have the initial worked in in unobtrusive designs and these are better liked than those of more prominent figures.

Button Shoes Now the Vogue.

From the Chicago Record-Herald.

In patent leather boots, the toe is narrow and well rounded, without being really sharp in point, the sole perfectly flat and the uppers of kid with button fastening. Laced patent leather boots are now entirely out of vogue, and if anyone tells you that cloth tops are correct, well, just don't believe it.

**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

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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.



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.

Salt Sellers

Sellers of Diamond Crystal Salt derive more than just the salt profit from their sales of "the salt that's ALL salt." It's a trade maker—the practical illustration of the theory that a satisfied customer is the store's best advertisement. You can bank on its satisfaction-giving qualities with the same certainty you can a certified check. Sold to your dairy and farmer trade it yields a double gain—improves the butter you buy and increases the prices of the butter you sell. For dairy use the ¼ bushel (14 pound) sack is a very popular size and a convenient one for grocers to handle. Retail for 25 cents. For more salt evidence write to

DIAMOND CRYSTAL SALT COMPANY,
St. Clair, Mich.

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. 191, U. C. T.
Senior Counselor, W. B. HOLDEN; Secretary Treasurer, L. F. BAKER.

LOVE AT FIRST SIGHT.

A Traveling Man's Short Journey and Its Result.

Written for the Tradesman.

She was so pretty that I could not help being aware of her existence as I sat opposite in the car.

She was already seated when I entered, so I did not know where she got on. She might have been riding some distance, for her slender little rainstick was hanging by the silk cord to a hook over her head and her much-belabeled alligator skin bag reposed in the rack above the umbrella.

I boarded the train at Grand Rapids, with my final destination the little burg of Saugatuck. At dreary New Richmond I had an appointment with a farmer living a quarter of a mile from the hotel of which the station boasts.

Well, I walked down the aisle, looking on either side for a seat. I saw her the moment I entered the car. I had gone half its length without finding a seat, and had just reached the one occupied by her, when what should the man sitting opposite do but suddenly offer me half of his seat, saying that he was going into the smoker soon and would get off a couple of stations ahead.

"Lucky dog!" I congratulated myself and patted myself on the back—in my mind. I thanked the fellow heartily, trying hard to keep a glad note out of my voice and my eyes from wandering while I spoke to him.

I settled myself comfortably in my half of the seat, disposing of my bag between my feet. I cared not who shared the seat with me—he might have been a Hottentot, for all I knew or cared, so long as he let me have the half which was farthest from the window.

The bell rang and the car started and I gave myself up to wonderment as to the beautiful girl sitting only two feet away from me.

How I longed for some chance that I might say something to her, but everything looked against conversation.

Her hair was as black as the raven's wing, and she was the happy possessor of the most ravishing creamy complexion, of a very dark tint. It had that quality I have heard described as "clear." There were no roses in her cheeks, only as she talked, and then they came and went with every shade of feeling, somehow making you think of the dawn on a lovely spring morning.

Ah, but I had not talked with her as yet.

But you shall hear. Where did I leave off when you interrupted me? I called her "Missie"—to myself—although just why I could not, perhaps, have told. She looked so sweet and—well, so kissable. Now you think I surely was in love. Well, I won't attempt to deny that such a condition was a fact.

She met my gaze when I looked at her on entering the car and immediately dropped her eyes; but not soon enough so but what I had perceived they were of an intense black—the blackest I ever saw in woman's head. That is, I called

them black—to myself—but afterwards I found they could change to any shade of gray or brown, and sometimes there was even a hint of tawny orange in their soulful depths.

But I am getting ahead of my story. So far those eyes—that could pierce a man's soul and be the tenderest dreamy eyes by turns—had shown me only their midnight darkness.

Now what do you think happened when I found myself tongue-tied in the presence of that dear sweet girl? Was ever traveler so hampered by conventionality—pretty girl, young man in love with her at first sight and Fate so unkind as to leave him absolutely no excuse to approach her, and only two feet separating me from the object of my admiration! But 'tis ever darkest just before dawn.

I sat there looking straight ahead of me into space, when, oh, joy! suddenly raising my optics, they happened to rest on a large mirror at the end of the car on the other side from me—in fact, on her side of the coach! (I put here what the printers designate as a scare, and, indeed, the circumstance of that mirror being where it was and the added fact that it happened to be tilted at the very angle to give me the most entrancing view of my unknown innamorata—I say, they were enough to startle me and to change my mind as to the inexorableness of "Kismet.")

My heart went out to the charming reflection, albeit the mirror was as dirty as car smoke and the dust of the track could make it.

I sat very still and studied her closely in the glass. She preserved her position Sphinx-like, moving not so much as by the quiver of an eyelid, it seemed to me. I thought she would never stir.

Suddenly she did betoken she was alive, for she arose and took down her natty little bag. It was all plastered over with foreign labels of many varieties as to color and lettering, and the girl instantly stood on a pedestal in my estimation.

She unlocked the precious traveling companion, took out an attractive (always) "Munsey," deposited the satchel carefully in the rack again and immediately buried herself in the contents of the magazine.

I had before glanced across at "Missie" several times (I think I called her that name—to myself—because I was born and brought up in the South), and I looked over at her once or twice while she was getting out the "Munsey," but she seemed too busy with her research to pay me even the merest bagatelle of attention.

But bless that looking glass! It did me a good turn the day I took that journey and no mistake, and blessings on the head of the fellow that hung it there!

Well, if Mademoiselle "Missie" didn't look over in my direction I certainly lived up to my opportunity to examine her ladyship in the mirror.

Her hat—I believe the ladies deem that article of feminine apparel of the most importance, so I mention that first—her hat was a fine black straw. It projected quite far in front, shading her eyes, and was trimmed with red velvet ribbon caught with a big shining perfectly plain jet buckle. I couldn't begin to tell you exactly how that stylish piece of headgear was arranged, but anyway it was a hat that I should call "simply stunning."

Her skirt was tailor-made and black and peeping out from under it was the

dearest little pair of black stockinged feet in the fetchingest pair of oxfords that ever greeted masculine eyes.

I observed that the hose were of a dainty patterned openwork and that the oxfords were graced with perky little bows of narrow black ribbon.

The white shirt waist that "Missie" wore was immaculate, also the narrow turnover collar above it. A long black silk four-in-hand of the regulation width was tied in a tight little knot.

The last detail of apparel to be mentioned was her trim little smooth-cloth jacket of exactly the same shade as the velvet on her hat. It fitted her plump little form perfectly—there was not a wrinkle in it anywhere—and it was topped with a flat turnover collar of black velvet.

You might think that the red of the hat and the red of the jacket were two too many reds, and it is undeniable that they were striking; but somehow the girl seemed born for red, and the color being so very becoming, you were amply disposed to "forgive it to her."

Well, "Missie" continued to rivet her attention on, literally, the subject in hand, and I to contemplate her charming figure—in the mirror—until, finally, I forgot that I was staring at her reflection.

Suddenly I was startled to see her look up over her "Munsey" and meet my curious gaze.

It seemed to me as if the flush that followed the encounter was as red as her jacket, and I wondered just how angry she was at my seeming impertinence. She dropped her eyes immediately and bent her head so low over the magazine as to hide her features entirely from me.

"You idiot!" I said to myself, "you've done it now."

And I evidently had "put my boot in it," for until I got off the train at New Richmond the young lady's eyes were glued to the book in her pretty white hands.

When we reached that desolate station I made a bolt for the rear door and made my exit with a swing to the ground and a "Blast my infernal luck!"

I looked neither to the right nor to the left and started off in the opposite direction to the way the train was headed and set out in a brisk walk to find the farmer with whom I had the appointment I spoke of.

I dispatched my business with him in short order, returned to the station, hired a fast rig and started out on the six mile ride to Saugatuck.

The roads were heavy on account of recent rains and I was compelled to drive slowly, trying all the time to banish from my thoughts a certain pair of dark speaking eyes, two round white cheeks and a tempting luscious red mouth.

I had not proceeded very far in this attempt, nor fared very well in the trial, when about half a mile down the road what should I behold but a short-skirted young person with her jaunty little red jacket on her arm, hurrying along as if the witches were after her. Z. Z.

[Concluded next week]

California lemons are rapidly displacing the Sicilian product in the American market. The imports of lemons have fallen \$1,000,000 during the past year. The superiority of the California product and the duty on lemons, which is one cent a pound, offset the difference in freights.

Gripsack Brigade.

A Flushing correspondent writes: G. C. Kennedy has taken a position with the Rodgers Shoe Co., of Toledo, and will travel in Ohio.

An Owosso correspondent writes: W. S. Lamb has resigned his position as traveling salesman for Hall Bros., Nichols & Dutcher. Elmer Bowers, of Morrice, succeeds him.

S. L. Crocker, representative in the Upper Peninsula of the Scotten & Dillon Co., of Detroit, with headquarters at Marquette, has been transferred to a more important territory and will shortly remove to Philadelphia to reside.

Dr. Josiah B. Evans, for many years traveling representative for the Ball-Barnhart-Putman Co., now located in Detroit as manager of the city sales department of the National Biscuit Co., spent Saturday and Sunday in Grand Rapids as the guest of his brother, Samuel Evans. The genial Doctor is as gay and debonair as ever and looks and acts as young as he did twenty years ago.

A Houghton correspondent writes. Jack Beckley, who has for the past four years made regular trips every month to Houghton in the interest of the Adamant Wall Plaster Co., of West Superior, said yesterday at the Douglass House that this was his last trip to the territory. He is going to take a position as local manager for his company at Milwaukee. Jack is one of the most popular men on the road and he will be missed when he forsakes the grip for a desk.

Squirrel a Favorite.

Squirrel is a popular fur. It was generally worn last season and is having a good call for the coming season. A few years ago this fur was one of the really dead ones on the market, but the women of the world have voted it in favor and the skins are steadily increasing in value. Russian squirrel has many friends and is being incorporated into some nobby garments for the coming season.

For a nice, quiet, home-like place
the

Livingston Hotel

will meet with your hearty approval.



None better at popular prices.

First-class service in every respect. Central Location. GIVE US A TRIAL.

Cor. Fulton & Division Sts., Grand Rapids, Mich.

McLachlan University

MICHIGAN'S BEST
RESULTS PROVE IT

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

D. McLACHLAN CO.

19.25 S. Division St. GRAND RAPIDS.

The Warwick

Strictly first class.
Rates \$2 per day. Central location.
Trade of visiting merchants and traveling men solicited.

A. B. GARDNER, Manager.

Drugs--Chemicals

Michigan State Board of Pharmacy

Term expires
W. P. DOTY, Detroit - Dec. 31, 1903
CLARENCE B. STODDARD, Monroe Dec. 31, 1904
JOHN D. MUTZ, Grand Rapids Dec. 31, 1905
ARTHUR H. WRIBER, Cadillac Dec. 31, 1906
HENRY HAIM, Saginaw Dec. 31, 1907

President, **HENRY HAIM, Saginaw.**
 Secretary, **JOHN D. MUTZ, Grand Rapids.**
 Treasurer, **W. P. DOTY, Detroit.**

Examination Sessions.

Star Island, June 16 and 17.
 Houghton, Aug. 25 and 26.

Mich. State Pharmaceutical Association.

President—**LOU G. MOORE, Saginaw.**
 Secretary—**W. H. BURKE, Detroit.**
 Treasurer—**C. F. HUBER, Port Huron.**

MEN OF MARK.

H. E. Edwards, Vice-President of Foote & Jenks, Jackson.

H. E. Edwards was born in 1863, being a son of R. D. M. Edwards, of Liberty, Secretary of the farmers' association clubs of the county. Henry was reared in Liberty township and attended school, working on the farm during vacation. He became imbued at an early age with the glory of a successful attorney's career and, when he came to Jackson to attend the high school in 1880, he did not relinquish his desire to become a lawyer, although his father afforded him but little encouragement, not entertaining the same lofty estimate of a successful lawyer that his son felt.

Henry engaged board with the late Judge Gridley and, in exchange for it, took care of the Judge's horses and did the necessary work about the barn, copying legal papers in the office and studying law when opportunity permitted, for Judge Gridley saw the bent



of young Edwards' mind and encouraged him to persevere.

The young student was active in the school room and fond of debating. He had belonged to the debating clubs of Liberty and Napoleon and brought his forensic talent with him to the high school. It was through his instrumentality that the debating society was formed in the high school, which became the James Russell Lowell Club later and achieved a wide popularity. Mr. Edwards was a close student and, although he was called home to help on the farm for one year, he crowded the four years' course into three years and graduated in good form. He was chosen valedictorian of his class and his address created so favorable an impression upon Messrs. Gibson and Parkinson, who were present at the exercises, that the following day he was invited to take a place in their office and study law. He gladly accepted, and remained with the firm until he was admitted to the bar in 1886, when he was nominated by the Republican County Convention for Circuit Court Commissioner, on the same day that he was admitted to the bar, and was one of the few candidates on the ticket

who were elected. He continued with Gibson & Parkinson until 1890, although he was twice re-elected Commissioner.

The young Commissioner made a record in this office and he was easily nominated for Prosecuting Attorney in 1892, but it was an off year for the Republicans and he went down with the most of his ticket, being defeated by 52. He pursued his practice until 1895, when he was made Assistant Prosecuting Attorney to Charles A. Blair. He made a fine record as Assistant and of the seventeen criminal cases in the Circuit Court during the Blair administration but two escaped conviction. Mr. Edwards himself prepared these cases.

In 1896 he was again his party's choice for Prosecuting Attorney, but was carried away on the silver tide. Neither defeat nor disappointment soured his sunny disposition and he greeted his successful opponent with the same cordiality that has ever marked his bearing. On account of his prominence as a party worker and speaker, he was the logical candidate for Postmaster of Jackson, which position he filled to the satisfaction of all concerned for four years.

Mr. Edwards has been connected with the house of Foote & Jenks ever since the business was incorporated in 1893 and his legal knowledge and general information aided the lemon extract manufacturers very materially in establishing their strong position in the controversy just ended.

Besides being Vice-President of Foote & Jenks, Mr. Edwards is Secretary of the Imperial Skirt Co., Treasurer of the Jackson Ice Co., Treasurer of the Jackson Cushion Spring Co. and Treasurer of the Dr. Colwell Magic Egyptian Oil Co.

Mr. Edwards takes an interest in social matters and fraternal societies. He was twice made Chancellor Commander of Rowena Lodge, Knights of Pythias, and he is an active member of Lodge No. 50, F. & A. M. He is a regular attendant at the First Congregational church and is always ready to do his part in matters that pertain to the welfare of that society. Mr. Edwards' habits have always been correct and temperate, although he is liberal in his views.

Makes His Advertisements Straight to the Point.

The best advertising I find to be a circular about 10x12 inches. This can be in either folder or poster form.

Always quote prices. I send samples of some of the bargains offered when advertising a general line and particularly when advertising dry goods. Samples of any kind of dress or garment material will always fasten the attention of the women on the advertisement.

I would not give fifty cents for the majority of advertisements I have seen in country and weekly papers as far as their trade pulling power goes. About the most good any of them do is to inform the public that the dealer is still doing business at the old stand.

I believe in making advertisements straight to the point. The public wants to know your price. Your advertisement must tell that above all things. The public wants to know why it is a bargain, why you can sell the goods at bargain prices. Make that explanation brief, plain and to the point.

Now here is where the sample comes in.

If you are endeavoring to build your cash business by offering these leaders some may believe the usual stories that you are quoting prices on goods which you have not in stock.

The sample convinces the reader of the advertisement that your offer is genuine and further it proves a puller for you, a big aid to the advertisement.

The merchant can readily see what the effect of the sample is when he

thinks of the effect they have on him.

If he gets a circular letter from a wholesale house maybe he reads it and maybe not. Fully one-half of them go into the waste basket without much consideration.

But let him receive a circular letter offering certain goods at certain prices, and containing some samples of the goods, it attracts his attention immediately. So it is with his customer.

Some merchant might complain that this is an unreasonable waste of material. No, it is simply a piece of enterprise and with me it has paid well.

Business is no sure thing at every turn. My brother merchants must realize that. Some of their efforts to obtain trade will be mis-spent for the reason that the best laid plans will frequently go wrong.

Some of the samples I send out may do little good. But if one-half of them do good, I am repaid well. If one-quarter of them bring some business, I make a profit.

Advertising must be supplemented with other effort. If I put an advertisement in the paper it may bring results. If I follow it up with a circular it will do better.

But unless you are ready to get down to figures there is little direct benefit to be expected from advertising. The public is tired of reading advertisements which say nothing. It seems like an imposition on the reader to attract his attention to an advertisement by flaring head lines and tell him nothing.

If you buy right and are willing to sell at a reasonable margin, which always means a decent profit, you need not be afraid to quote prices.

S. H. Sbarbach.

The Drug Market.

Opium—Is firm but unchanged.

Morphine—Is steady.

Quinine—Is dull and tending lower.

Cantharides—Are very firm and tending higher.

Cod Liver Oil—Has again advanced \$5 per barrel. Some holders ask \$15 advance.

Glycerine—Is very firm on account of higher price for crude in the foreign markets.

Menthol—There is a better demand and price has advanced.

Nux Vomica—Is scarce and advancing.

Sassafras Bark—Is scarce and has advanced.

Soap Bark—Is very scarce and rapidly advancing.

Bayberry Bark—Is in small supply and tending higher.

Oil Cassia—Is firm and tending higher.

Oil Cloves—Has advanced on account of higher prices for the spice.

Linseed Oil—Has declined.

Castor Oil—Has declined.

Turpentine—Is lower.

Men waiting for work seldom see the work that waits for men.

National Fire Insurance Co.

of Hartford.

W. Fred McBain,

Grand Rapids, Mich.

The Leading Agency,

They Save Time

Trouble

Cash

Get our Latest Prices



Flags Torpedo Canes Base Ball Supplies Hammocks

Complete line of Stationery and Wrapping Papers

Grand Rapids Stationery Co.
 79 N. Ionia St., Grand Rapids, Michigan

Little Giant \$20.00 Soda Fountain

Requires no tanks or plumbing. Over 10,000 in use. Great for country merchants. Write for

Soda Water Sense Free
 Tells all about it.

Grant Manufacturing Co., Inc.,
 Pittsburg, Pa.

Losing Sales on Wall Paper?

Because your stock is not complete. We have ready for immediate shipment a good assortment of

Ready Selling Wall Paper

in all grades. A card will bring samples or salesman.

HEYSTEK & CANFIELD CO.
 Grand Rapids, Mich.
 Michigan's Wall Paper Jobbers.

WAIT FOR THE BIG LINE

Our Salesmen are now out
 With Samples of

FIREWORKS TORPEDO CANES FLAGS and ALL CELEBRATION GOODS

No other line is so complete. WAIT FOR THE MAN. Our stock of

Base Ball Supplies, Hammocks
 And Fishing Tackle

is still complete, and your re-orders are desired. Paris Green, Insect Powder, White Hellebore, Moth Balls. A full supply at favorable prices.

FRED BRUNDAGE

Wholesale Druggist, Stationery and Holiday Goods,
 32-34 Western Ave., Muskegon, Mich.

BUY OF YOUR JOBBER

IMPERIAL
 COMPUTING SCALE

ONLY \$3.75

WARRANTED ACCURATE

WEIGHS 2 LBS. BY 1/2 OZ.

SAVES TIME & MONEY

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

BEAUTIFULLY NICELY PLATED THROUGHOUT

PELOUZE SCALE & MFG. CO.
 118-132 W. JACKSON BOULEVARD, CHICAGO.
 ATTRACTIVE CATALOGUE 30 DIFFERENT KINDS OF SCALES

WHOLESALE DRUG PRICE CURRENT

Advanced—Soap Bark, Oil Cloves, Cod Liver Oil, Menthol. Declined—Castor Oil, Linseed Oil, Turpentine.

Table listing various drug categories such as Acidum, Ammonia, Aniline, Baccæ, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Semen, Spiritus, Syrup, and others, with their respective prices.

Table listing additional drug categories including Menthol, Morphia, Seidlitz Mixture, Sinapis, Soda, and various oils and salts, with their respective prices.

Advertisement for Hazeltine & Perkins Drug Co. featuring the text 'Seasonable' in large letters, followed by a list of products: PARIS GREEN, LONDON PURPLE, INSECT POWDER, NAPHTHALINE BALLS, NAPHTHALINE FLAKES, PO. WHITE HELLEBORE, CARBOLIC ACID ALL GRADES, SLUG SHOT. Below the list, it says 'WE OFFER AT BEST MARKET PRICE' and '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

- Rolled Oats
Canned Clams
Domestic Sardines

DECLINED

- Pearl Barley
Corn Syrup

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y).

Main table of grocery prices, organized into columns 1 and 2, listing items like Axle Grease, Bath Brick, Brooms, Candles, etc.

Table of prices for items 3 and 4, including Cotton Victor, Cotton Windsor, Cotton Braided, Galvanized Wire, Cocoa, Cocoa Nut, Cocoa Shells, Coffee, etc.

Table of prices for items 5 and 6, including Pork, Mutton, Veal, Gelatine, Grains and Flour, etc.

6

7

8

9

10

11

METAL POLISH Search Brand. Paste, 3 oz. box, per doz. 75. Liquid, 4 oz. bottle, per doz. 1.25. OLIVES Bulk, 1 gal. kegs. 1.00. PIPES Clay, No. 216. PICKLES Medium Barrels, 1,200 count. Small Barrels, 2,400 count. PLAYING CARDS No. 90, Steamboat. POTASH Babbitt's. PROVISIONS Barreled Pork Mess, fat. Dry Salt Meats Bellies. Smoked Meats Hams, 12 lb. average. Lard Compound. Sausages Bologna. Beef Extra Mess. Pigs' Feet. Uncolored Butterine. Canned Meats rex. RICE Domestic Imported. Japan, No. 1. Java, fancy head.

SALAD DRESSING Durkee's, large, 1 doz. 4.50. SALERATUS Packed 60 lbs. in box. Church's Arm and Hammer. Diamond Crystal Table, cases, 24 3 lb. boxes. Common Grades 100 3 lb. sacks. Warsaw 56 lb. dairy in drill bags. Solar Rock Granulated Fine. SALT FISH Cod Large whole. Halibut Strips. Herring Holland white hoops. Mackerel Mess 100 lbs. Whitefish No. 1, No. 2. SEEDS Anise. SHOE BLACKING Handy Box, large. SOAP Johnson Soap Co. brands. American Family. DUSKY DIAMOND 50-8 oz. Jap Rose. Savon Imperial. White Russian. Domet, oval bars. Saturated, oval. White Clove. Lantz Bros. & Co.'s brands. Big Master. Snow Boy P'wdr, 100-pkgs. Marsellies. Acme, 100-3lb bars. Acme, 100-3lb bars single box lots. Proctor & Gamble brands. Lenox. Ivory, 8 oz. Ivory, 10 oz. Schultz & Co. brand. Star. A. B. Whisley brands. Good Cheer. Old Country.

Scouring Enoch Morgan's Sons. SODA Boxes. SNUFF Scotch, in bladders. Pure Ground in Bulk Allspice. CASIA, China in mats. CASIA, Batavia, in bund. CASIA, Saigon, broken. Cloves, Amboyra. Cloves, Zanzibar. Mace. Nutmegs, 75-80. Nutmegs, 105-10. Nutmegs, 115-20. Pepper, Singapore, black. Pepper, Singapore, white. Pure Ground in Bulk Allspice. CASIA, Batavia. CASIA, Saigon. Cloves, Amboyra. Cloves, Zanzibar. Ginger, Cochim. Ginger, Jamaica. Mustard. Pepper, Singapore, black. Pepper, Singapore, white. Pepper, Cayenne. STARCH Common Gloss 1-lb. packages. Common Corn 20 1-lb. packages. SYRUPS Corn Barrels. Half bbls. 10 lb. cans, 1/2 doz. in case. Pure Cane Fair. Domino. Crushed. Cubes. Powdered. XXXX Powdered. Fine Granulated. 2 lb. bags Fine Gran. 5 lb. bags Fine Gran. Mould A. Diamond A. Confectioner's A. No. 1, Columbia A. No. 2, Windsor A. No. 3, Ridgewood A. No. 4, Phoenix A. No. 5, Empire A. No. 6, More A. No. 7, More A. No. 8, More A. No. 9, More A. No. 10, More A. No. 11, More A. No. 12, More A. No. 13, More A. No. 14, More A. No. 15, More A. No. 16, More A. TEA Japan Sundried, medium. Sundried, choice. Sundried, fancy. Regular, medium. Regular, fancy. Basket-fired, medium. Basket-fired, choice. Basket-fired, fancy. Nibs. Siftings. Fannings. Gunpowder Moyune, medium. Moyune, choice. Moyune, fancy. Pinguey, medium. Pinguey, choice. Pinguey, fancy. Young Hyson Choice. Oolong Formosa, fancy. Amoy, medium. Amoy, choice. English Breakfast Medium. Choice. Fancy. India Ceylon, choice. Fancy. TOBACCO Cigars H. & P. Drug Co.'s brands. Fortune Teller. Our Manager. Quintette.

Lubetsky Bros. brands B. L. Dally Mail, 5c edition. Fine Cut Adilac. Hiawatha, 5 lb. palls. Hiawatha, 10 lb. palls. Telegram. Pay Car. Prairie Rose. Protection. Sweet Burley. Tiger. Red Cross. Palo. Kyo. Hiawatha, 41. Battle Axe. American Eagle. Standard Navy. Spear Head, 16 oz. Spear Head, 8 oz. Nobby Twist. Jolly Tar. Old Honesty. Taddy. J. T. Piper Heidsieck. Boot Jack. Honey Dip Twist. Back Standard. Cadillac. Forge. Nickel Twist. Smoking Sweet Core. Flat Car. Great Navy. Warpath. I X L, 5 lb. I X L, 16 oz. palls. Jingle Dew. Gold Block. Flagman. Chips. Klip Dried. Duke's Mixture. Duke's Casino. Myrtle Navy. Yum Yum, 1 1/2 oz. Yum Yum, 1 lb. palls. Cream. Corn Cake, 2 1/2 oz. Corn Cake, 1 lb. Plow Boy, 1 1/2 oz. Plow Boy, 3 1/2 oz. Peerless, 3 1/2 oz. Peerless, 1 1/2 oz. Air Brake. Cant Hook. Country Club. Fore-X-XXX. Good Indian. Self Binder. Silver Foam. TWINE Cotton, 3 ply. Cotton, 4 ply. Jute, 2 ply. Hemp, 6 ply. Flax, medium. Wool, 1 lb. balls. VINEGAR Malt White Wine, 40 grain. Malt White Wine, 80 grain. Pure Cider, B. & B. brand. Pure Cider, Red Star. Pure Cider, Robinson. Pure Cider, Silver. WASHING POWDER Diamond Flake. Gold Brick. Gold Dust, regular. Gold Dust, 50. Kikoline, 24 lb. Pearlina. Soapine. Babbitt's 1776. Roseline. Armour's. Nemp O'clock. Wisdom. Scourine. Rub-No-More. WICKING No. 0, per gross. No. 1, per gross. No. 2, per gross. No. 3, per gross. WOODENWARE Baskets Bushels, wide band. Market. Splint, large. Splint, medium. Splint, small. Willow Clothes, large. Willow Clothes, medium. Willow Clothes, small. Bradley Butter Boxes 2 lb. size, 24 in case. 3 lb. size, 16 in case. 5 lb. size, 12 in case. 10 lb. size, 6 in case. Butter Plates No. 1 Oval, 250 in crate. No. 2 Oval, 250 in crate. No. 3 Oval, 250 in crate. No. 5 Oval, 250 in crate. Churns Barrel, 5 gals, each. Barrel, 10 gals, each. Barrel, 15 gals, each. Round head, 5 gross box. Round head, cartons. Egg Crates Humpty Dumpty No. 1, complete. No. 2, complete. Faucets Cork lined, 8 in. Cork lined, 9 in. Cork lined, 10 in. Cedar, 8 in.

Mop Sticks Trojan spring. Eclipse patent spring. No. 1 common. No. 2 patent brush holder. 12 lb. cotton mop heads. Ideal No. 7. Palls 2-hoop Standard. 3-hoop Standard. 2-wire, Cable. Cedar, all red, brass bound. Paper, Eureka. Fibre. Toothpicks Hardwood. Softwood. Banquet. Ideal. Traps Mouse, wood, 2 holes. Mouse, wood, 4 holes. Mouse, wood, 6 holes. Mouse, tin, 5 holes. Rat, wood. Rat, spring. Tubes 20-inch, Standard, No. 1. 18-inch, Standard, No. 2. 16-inch, Standard, No. 3. 20-inch, Cable, No. 1. 18-inch, Cable, No. 2. 16-inch, Cable, No. 3. No. 1 Fibre. No. 2 Fibre. No. 3 Fibre. Wash Boards Bronze Globe. Dewey. Double Acme. Single Acme. Double Peerless. Single Peerless. Northern Queen. Double Duplex. Good Luck. Universal. Window Cleaners 12 in. 14 in. 16 in. Wood Bowls 11 in. Butter. 13 in. Butter. 15 in. Butter. 17 in. Butter. 19 in. Butter. Assorted 13-15-17. Assorted 15-17-19. WRAPPING PAPER Common Straw. Fiber Manila, white. Fiber Manila, colored. No. 1 Manila. Cream Manila. Butcher's Manila. Wax Butter, short count. Wax Butter, full count. Wax Butter, rolls. YEAST CAKE Magic, 3 doz. Sunlight, 3 doz. Sunlight, 1 1/2 doz. Yeast Cream, 3 doz. Yeast Foam, 3 doz. Yeast Foam, 1 1/2 doz. FRESH FISH Per lb. White fish. Trout. Black Bass. Halibut. Cliscos or Herring. Bluefish. Live Lobster. Botted Lobster. Haddock. No. 1 Pickerel. Pike. Perch. Smoked White. Red Snapper. Col River Salmon. Mackerel. OYSTERS Bulk F. H. Counts. Extra Selects. Selects. Baltimore Standards. Standards. Cans F. H. Counts. Extra Selects. Selects. Perfection Standards. Anchors. Standards. HIDES AND PELTS Hides Green No. 1. Green No. 2. Cured No. 1. Cured No. 2. Calfskins, green No. 1. Calfskins, green No. 2. Calfskins, cured No. 1. Calfskins, cured No. 2. Steer hides 60 lbs. or over. Cow hides 60 lbs. or over. Pelts Old Wool. Lamb. Shearlings. Tallow No. 1 cake. No. 2.

Wool Washed, fine. Washed, medium. Unwashed, fine. CANDIES Stick Candy Standard. Standard H. H. Standard Twist. Cut Leaf. Jumbo, 32 lb. Extra H. H. Boston Cream. Mixed Candy Grocers. Competition. Special. Conserve. Ribbon. Broken. Cut Leaf. English Rock. Kindergarten. Bon Ton Cream. French Cream. Dandy Fan. Hand Made Cream mixed. Premio Cream mix. Fancy-In Pails O F Horehound Drop. Pony Hearts. Coco Bon Bons. Fudge Squares. Peanut Squares. Sugared Peanuts. Salted Peanuts. Starlight Kisses. San Blas Goodies. Lozenges, plain. Lozenges, printed. Champion Chocolate. Eclipse Chocolates. Quinette Choc. Champion Gum Dps. Moss Drops. Lemon Sours. Imperials. Ital. Cream Opera. Ital. Cream Bonbons. 20 lb. palls. Molasses Chews, 15 lb. cases. Golden Waffles. Fancy-In 5 lb. Boxes Lemon Sours. Peppermint Drops. Chocolate Drops. H. M. Choc. Drops. H. M. Choc. Lt. and Dk. No. 12. Gum Drops. O. F. Licorice Drops. Lozenges, plain. Lozenges, printed. Imperials. Mottos. Cream Bar. Molasses Bar. Hand Made Creams. Cream Buttons, Pep. and Wint. String Rock. Wintergreen Berries. FRUITS Foreign Dried Figs Californias, Fancy. Cal. pkg, 10 lb. boxes. Extra Choice, Turk., 10 lb. boxes. Fancy, Turk., 12 lb. boxes. Pulled, 8 lb. boxes. Naturals, in bags. Dates Fards in 10 lb. boxes. Fards in 60 lb. cases. Hallow. lb. cases, new. Sals, 80 lb. cases. NUTS Whole Almonds, Tarragona. Almonds, Ivica. Almonds, California, soft shelled. Brazils. Filberts. Walnuts, Grenobles. Walnuts, softshelled. Cal. No. 1, new. Table Nuts, fancy. Pecans, Med. Pecans, Ex. Large. Pecans, Jumbos. Hickory Nuts per bu. Ohio, new. Cocoanuts, full sacks. Chestnuts, per bu. Shelled Spanish Peanuts. Pecan Halves. Walnut Halves. Filbert Meats. Alonate Almonds. Jordan Almonds. Peanuts Old Wool. Fancy, H. P., Suns. Fancy, H. P., Suns Roasted. Choice, H. P., Jumbo. Choice, H. P., Jumbo Roasted.

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case..... 45
1/2 lb. cans, 4 doz. case..... 85
1 lb. cans, 2 doz. case.....1 60

Royal



10c size..... 90
1/4 lb. cans 1 35
1/2 lb. cans 1 90
1 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans, 21 50

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..... 85

Grits

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages..... 2 00

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



6 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-
amazon, Symons Bros. & Co.,
Saginaw; Meisel & Goeschel,
Bay City; Fielbach Co., Toledo.

CONDENSED MILK



Gall Borden Eagle..... 6 40
Crowl..... 5 90
Delby..... 4 70
Champion..... 4 25
Magnolia..... 4 00
Challenge..... 4 40
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, c'se. 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'
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. 3 fan'y. 3 15 No. 3 fan'y 1 75



Vanilla..... Lemon.....
2 oz panel. 1 20 2 oz panel. 75
3 oz taper. 2 00 4 oz taper. 1 50



Folding Boxes
D. C. Lemon..... D. C. Vanilla.....
2 oz..... 75 2 oz..... 1 20
4 oz..... 1 50 4 oz..... 2 00
6 oz..... 2 00 6 oz..... 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 1/4



Best grade Imported Japan,
3 pound pockets, 33 to the
bale..... 6
Cost of packing in cotton pack-
ets only 1/2c 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



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. 6, 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

Headquarters for
5 & 10-Cent Goods

It is a common remark that "You can't run a 5 and 10-cent store without Butler Brothers."

We introduced the first 5 and 10-cent counters ever run—way back in 1877—and we are still furnishing more goods to 5 and 10-cent stores than any other twenty wholesale houses in the country.

In the early years of our business we sold nothing but 5 and 10-cent goods. We made a specialty of them then and we are still making a specialty of them.

We supply all big syndicates and 80 per cent. of the 5 and 10-cent stores of the country.

Many of our largest customers in this line are general merchants. The up-to-date dry goods and department stores find that a live 5 and 10-cent department makes as big sales and as large profit as five times the capital invested in other lines.

We make a specialty of putting up suitable assortments for these departments. If interested, write us.

Our catalogue is "Our Drummer." It lists thousands of suitable articles in hardware, tinware, woodenware, glassware, china, notions, etc., and goes to rock-bottom wholesale prices on the same.

Our catalogue will be sent free to any merchant upon request. Ask for Catalogue J463.

BUTLER BROTHERS

Wholesalers of Everything—

By Catalogue Only

Randolph Bridge

CHICAGO

ON THE ROCKS.

Story of a Grocer Who Uttered Notes Too Freely.

Accursed be the man who first invented promissory notes!

In my opinion he has brought, whoever he is, more financial misery into the world than any other one man who ever lived.

Do you know that there are men in business who live entirely by floating notes—robbing Peter to pay Paul—raising money on one note to pay off another—never knowing when they are paid up?

In my experience I have known several cases of this sort, and I never knew one to have any end but utter misery. A business man like this never gets rich. People sometimes think he is, but they do not know how many notes he has floating. He never comes down to a green old age happy and contented. If he does get all his notes disposed of before his retirement, the worry of them will have seared deep lines of anxiety into his face and shattered his nerves for all time.

Personally, I had rather be dead than live on notes!

A case which shows the uneasiness of such a life has come to my attention within the last few weeks. I have a friend—a young grocer—one of the cleverest, nicest fellows I ever knew. He is generous and open-hearted—would do anything for a friend—but he was not a good business man, and such men seldom are, for they are not cold-blooded enough.

This young fellow went into business with a young relative who had even less business capacity, about two years ago. They had a good stand and a little capital, all of which my friend supplied. The knowledge of the business, in turn, came from his partner.

The firm is completely collapsed now—tied up into inextricable difficulties—and over the head of my friend hangs the shadow of grave legal charges.

All because he got so completely wrapped up in these infernal promissory notes that he did not know which way to turn!

I know just as well as I am alive that this poor young grocer simply had no more idea of doing anything wrong than I have to-day of getting a new head of green hair.

He was pressed and pursued by notes, notes, notes! His business was done on long credits! He had to have ready money and the only way open to raise it was a questionable way.

This young fellow's father has been quite a financial power in his time and most of the leading banks of his city know him and respect him. When the young firm started in business the old gentleman took his son to the President of one of the largest banks and introduced him. The banker liked the old gentleman, who was a model of the strictest integrity, and he promised to do everything for the son that he could.

It was not long before the son began to use the promise. A jobber's bill came due one day and the jobber was insistent. The firm did not have much ready money, so the evil thought of a note came into their minds. They sought out the bank President and got him to discount a note for \$200, paid off the jobber and were all serene.

It is such an easy, seductive way to settle your obligations! A little slip of paper, a minute to fill it out, and you have a magic talisman that the bank hands over a double handful of crisp

green bills for. It is almost like finding it—until you remember that as surely as death the day of payment is coming. It may be sixty days off, it may be ninety, but whenever it is, it will come sometime, and then you must have the money in hand to pay it, or smash goes your credit!

I have seen this poor young devil simply worried to death in the morning—at his wits' end to know where to get money to meet his obligations—unable to get a cent from a great sheaf of bills receivable that he sent his collector out with. In the afternoon he would float another note, pay off a lot of the pressing obligations, and when I would see him latter in the day he would be bland, smiling and contented—immersed in the confidence which comes to men when their debts are paid—and without a thought of the pay day coming!

By and by the one bank which had done most of the young firm's discounting got rather scared and shut down a bit on them. Then it became necessary to get solid with another bank, and the father introduced his son to another bank President, with the same result.

These people would have sometimes as much as \$2,000 on deposit in one of these banks and \$500 or \$600 in the other, 75 per cent. of which would have been raised on notes. When a note came due in one bank, if there was not ready money enough to pay it, they would float a note in the other, reversing the process when a note came due in the second bank.

Every note that came due they would renew if they could, paying a little on it and giving a new note. Every once in a while, however, the bank would sit down hard and demand that the note be paid in full. And then there would come a wild scramble to get the money—money borrowed from friends, good customers badgered for money hardly due—appeals to father—even the pawning of watches, sometimes.

Finally success, and then another period of false peace and security.

I repeat that I would rather be dead than lead such a life! I would stay out of business all my life and gladly be a humble clerk at \$10 a week, if only I could lie down to sleep at night with my mind unworried by spectres of notes due on the morrow and an empty treasury to pay them from!

In my friend's case the intervals of contentment grew shorter and farther apart. The notes got a way of pushing, pushing, pushing from the frying-pan into the fire.

He grew worried and irritable—had words with his wife, a thing that never happened in the early days of their marriage at all!

Finally the crash came. The poor devil's father, disgusted by his lack of executive ability, shut down on him and refused to allow his credit to be traded on any longer. As soon as the banks were advised of this, they shut up as tight as clams, and made insistent demands for the payment in full of several notes that were about coming due.

Some of these notes were the young man's personal paper—they did not carry the father as endorser, and consequently the bank's recourse was against the son only.

There is nothing truer than the saying that you can not get blood out of a stone. When these notes came due, and the banks had appropriated all of the young firm's bank accounts to meet them, there were several remaining not

taken care of, and the banks demanded that these be paid at once.

There was no money, and then the rickety, leaning structure, built from the start with flour paste instead of mortar, crumbled and went down.

I shall say nothing about the criminal feature of the case, for it has no bearing on the subject under consideration, except merely to show the length to which a note-ridden business man may be pushed.

The young grocer stood among the ruins of his business and told me, only a few days after the crash had come, that the night of the failure he drew the first long breath and slept the first time in perfect peace in many months. The load had rolled from his shoulders to the backs of his creditors.

God pity every man who attempts to ride the business sea in a boat made of promissory notes!—Stroller in Grocery World.

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.

DO YOU CELEBRATE?

If so let us figure on your

FIREWORKS DISPLAY

We have had years of experience in arranging Public Exhibitions of Fireworks, and have many new and desirable effects for this season. Comparison with committees solicited.

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Wholesale Drugs and Stationery,
Muskegon, Michigan

\$5.75 PAID FOR 1853 QUARTER;
\$10.00 paid for 1853 half dollar;
\$2.00 paid for 1856 cent; \$1,000 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.

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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—\$2,500 STOCK GENERAL MERCHANDISE—dry goods, groceries, shoes—in good town in Southern Michigan; clean, up-to-date stock; no old stuff; sold at a bargain if taken soon; everything open to inspection; finest store building; rent cheap; write for particulars. Address No. 358, care Michigan Tradesman. 358

FOR SALE—A BUSINESS AND RESIDENCE property combined; also a small general stock of goods in a country village; a good point for business; no opposition. Address 349, care Michigan Tradesman. 349

FOR SALE—SODA FOUNTAIN FOR SALE cheap. Made of Tennessee marble, 10 syrup and three draft tubes, all necessary pipes and connections, including ten-gallon copper fountain; in good order. Address Lock Box 3, Williams, Iowa. 346

FOR SALE—SECOND HAND SODA FOUNTAIN, six syrups, single draught arm; good condition; also two ten-gallon copper fountains. Address No. 345, care Michigan Tradesman. 345

FOR SALE—STOCK OF TEN CENT MUSIC, about 2,000 pieces; a good chance for advertising; will quote cheap. Address No. 344, care Michigan Tradesman. 344

WANTED—SECOND HAND PORTABLE oven, size about two feet deep by from four to six feet high; combination wood and coal burner preferred. Give cash price f. o. b. here; also size, maker, how long in use and condition. H. V. Hughes, Sault Ste. Marie, Mich. 343

FOR SALE—POWER ICE CREAM FREEZER and ice crusher with shafting. City Drug Store, Kalamazoo, Mich. 313

FOR SALE—STOCK OF DRY GOODS AND groceries; will rent building very reasonable. Address F. Redeker, Arlington Heights, Ill. 341

HARNESS SHOP FOR SALE—GOOD town, good trade; poor health reason for selling. W. K. Gunsolus, Petersburg, Mich. 340

FOR SALE—FIRST-CLASS DRY GOODS store in best small town in Southern Michigan. Reason for selling, about to embark in the wholesale field. Only one other store of the kind in town. Look this over. Friedman & Co., Mendon, Mich. 350

GOOD HARDWARE MAN WITH SOME capital, satisfied with legitimate investment and willing to hustle, can buy half interest in established business in Central Michigan. Address Mill Supplies, care Michigan Tradesman. 356

FOR SALE—NEW DRUG STOCK IN BERrien county; good trade; expenses light; good place for one who can talk German; reason for selling, sickness. Address No. 355, care Michigan Tradesman. 355

FOR SALE—CANDY AND ICE CREAM parlor fitted with large double Tuft's Arctic Fountain, ten-gallon ice cream freezer, with two horse power motor; complete outfit for making candy; first-class fixtures and equipment throughout and doing good profitable business at present time; legitimate reason for selling; a snap to some one. Address Postoffice Box, 646, Sault Ste. Marie, Mich. 354

FOR RENT—LARGE DOUBLE STORE IN first-class location in city of Lansing, Mich. Store can be divided if necessary. References required. Dyer, Jenison & Barry Co., Lansing, Mich. 357

FOR SALE—AN ESTABLISHED CIGAR store and pool room; fine location; good trade. Address C. G. Ayres, 233 E. Main, Jackson, Mich. 352

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

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. 327, 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 20x30, 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 incumbrance. 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—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

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 \$5,000; 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. 310

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—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

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

FOR SALE—WELL-SELECTED DRUG stock, about \$2,000; good prescription and farmers' 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. Werner Von Walhausen, 1345 Johnson St., Bay City, Mich. 311

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

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, and first-class condition. E-Z payments. George Marsh Manufacturing Co., 240 Jefferson St., Detroit, Mich. 307

FOR SALE—SECONDHAND SODA FOUNTAIN, 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 \$1,500; town of 10,000, Upper Peninsula, Michigan. Address No. 295, care Michigan Tradesman. 295

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. 238

\$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 MANUFACTURING 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

SAFES—NEW AND SECOND-HAND FIRE and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 321

FOR SALE—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. 80

WANTED—TO BUY DRUG STORE. Address No. 182, care Michigan Tradesman. 182

CHANCE OF A LIFETIME—WELL ESTABLISHED 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

SALESMAN WANTED TO SELL BUTTON-less suspenders as side line; Michigan, Indiana, Ohio, exclusive territory; liberal commission. Buttonless Suspender Co., Bloomsburg, Pa. 359

WANTED AT ONCE—A TINNER TO DO all kinds of tin work. Must be temperate. Brattin & Perkins, Nashville, Mich. 347

WANTED—POSITION BY YOUNG MARRIED man 30 years old as salesman; seven years' experience in general store and farm implements; is also a licensed embalmer. Address No. 351, care Michigan Tradesman. 351

WANTED AT ONCE—DRUG CLERK, registered or registered assistant. J. J. VanHaften, care Yore Block Pharmacy, Benton Harbor, Mich. 353

WANTED—SITUATION IN GENERAL store or hardware store. References. Address No. 334, care Michigan Tradesman. 334

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—DRY GOODS SALESMAN AND stockkeeper. Must be a hustler. State experience and wages expected. Also give references. Ardis & Ardis, Lake City, Mich. 321

WANTED—REGISTERED OR ASSISTANT pharmacist. Address No. 336, care Michigan Tradesman. 336

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. 269

WANTED—A YOUNG MAN WHO THOROUGHLY understands stenography and typewriting and who has a fair knowledge of office work. Must be well recommended, strictly temperate and not afraid of work. Address Stenographer, care Michigan Tradesman. 62

AUCTIONEERS AND TRADERS

EXPERTS—HAMILTON, JOHNSTON & Co., Auctioneers, do not call themselves "Experts," but they have the testimonials to show that they have closed out entirely more stocks in more states than any other auctioneer firm. They do not ask you to sign contract. Now selling stocks at Harrison, Tenn., and Hart, Mich. Hamilton, Johnston & Co., 306 Main St., Galesburg, Ill. 348

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 1414 Wabash Ave., Chicago. 317

FOR SALE

Thorne typesetting machine in good order, with or without Crocker & Wheeler motor. Sell cheap for cash or on satisfactory terms.

TRADESMAN COMPANY
Grand Rapids, Mich.

Stop

and think a moment, Mr. Merchant, what a great amount of time, trouble and money you might save if you put your business on a cash basis by the use of our coupon books. Time saved by doing away with book-keeping. Trouble saved by not having to keep after people who are slow pay. Money saved by having no unpaid accounts. We have thousands of customers who would not do business any other way. We make four kinds of coupon books at the same price. We will cheerfully send samples free on application.

Tradesman Company,
Grand Rapids





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

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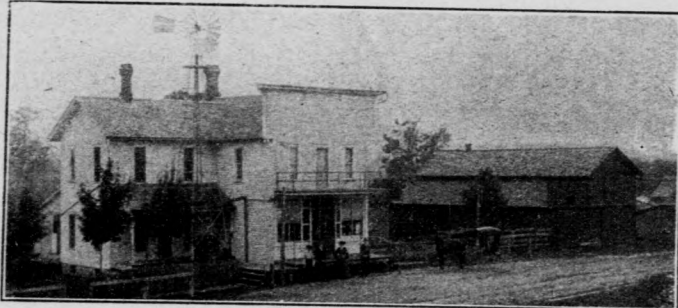
LOOK OUT FOR

MAPLE JACK

OUT THIS WEEK

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

Are You Looking For a Bargain?



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

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

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

Yours respectfully,
ELI RUNNELS, Corning, Mich.

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

Oxford Flakes

BEAUTIFUL PACKAGES

3 SIZES

READY

TO

SERVE



AT ALL JOBBERS.

CRISP

WHEAT

FLAKES

Retail at 10c, 15c and 25c per package.

Maintains your profit, Mr. Retailer, buy them.

Oxford Pure Food Co.,

Limited

Detroit, Mich., U. S. A.

MILLS AT OXFORD, OAKLAND CO., MICH.

MICA AXLE GREASE

has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

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HIGHEST PRICE PAID FOR EMPTY OARBON AND GASOLINE BARRELS

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We can save you money on anything in the Lighting line.

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

The Famous "Belding" and "National" Roll Top Refrigerators



No. 18

The above cut represents our three apartment roll top quarter sawed white oak swell front curved doors grocers' refrigerator. Handsome finish, neat design, superior construction and felt-lined doors are some of the features which make them desirable. We make the two and four door compartment in this style and all have marble slab. Other styles and sizes.

Belding-Hall Manufacturing Co.

Factories Belding, Michigan

Offices New York, Chicago, Philadelphia, Boston