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Twentieth Year

GRAND RAPIDS, WEDNESDAY, JULY 22, 1903.

Number 1035

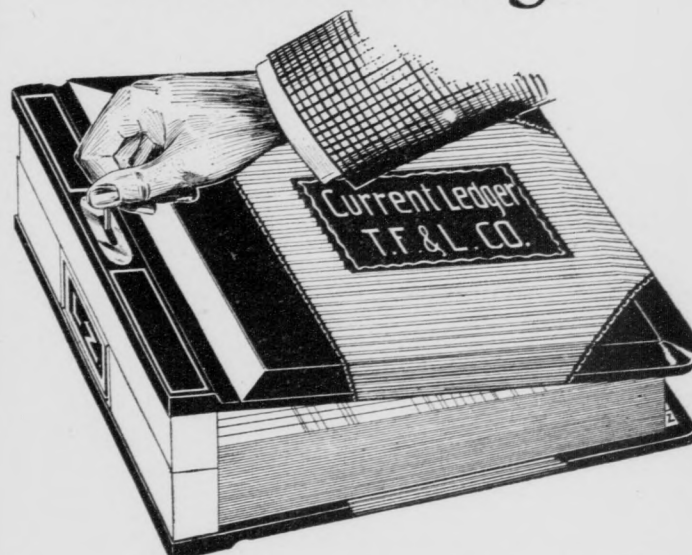


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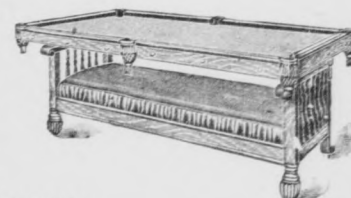
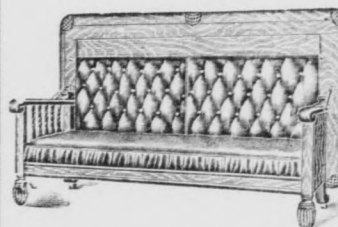
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BALKE Combined Davenport, Pool and Billiard Tables.



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

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Once Sold, They NEVER Come Back,
Because
THEY WASH CLEAN

Light
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Hand-
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to
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or
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SOLD ONLY TO ONE DEALER IN EACH TOWN

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With the masses. Delicious, palatable, nourishing and economical. Liberal discounts to the trade. Order through your jobber. Write for free sample and particulars.

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Distributors: Judson Grocer Company, Worden Grocer Co., Musselman Grocer Co., Grand Rapids

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and he feels good. BALLOU BASKETS always please for they are well made throughout, not simply thrown together. The Ballou Basket Works have made a reputation for their baskets and they can not afford to put out poor goods. You can not afford to buy poor goods. Just try Ballou Baskets and get the kind that are never poor. Good material, good workmanship, special features in construction not found in other goods. Made by the best known basket factory in the United States.

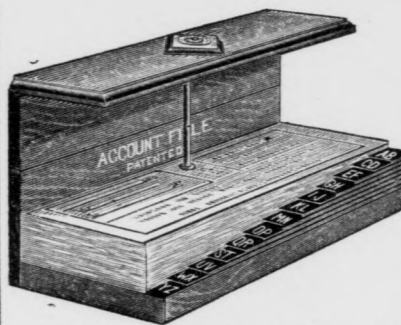
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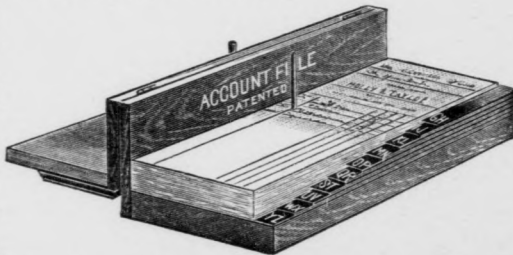


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saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer.



TRADESMAN COMPANY, Grand Rapids

MICHIGAN TRADESMAN

Twentieth Year

GRAND RAPIDS, WEDNESDAY, JULY 22, 1903.

Number 1035

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

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WIDDICOMB BLDG. GRAND RAPIDS.
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WE FURNISH PROTECTION AGAINST
PROTECTION WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

WHY NOT BUY YOUR FALL LINE OF

CLOTHING

where you have an opportunity to make a good
selection from fifteen different lines? We have
everything in the Clothing line for Men, Boys and
Children, from the cheapest to the highest grade.

The William Connor Co.

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R. G. DUN & CO.
Mich. Trust Building, Grand Rapids
Collection delinquent accounts; cheap, efficient,
responsible; direct demand system. Collections
made everywhere—for every trader.
C. R. McCORR, Manager.

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25 to 40 per cent. realized by stock-
holders in companies not two years
old by buying at the ground floor.
Our new issues will make the same
record. Write or call for information.

CURRIE & FORSYTH,

1023 Mich. Trust Bldg., Grand Rapids, Mich.

IMPORTANT FEATURES.

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SUCCESSFUL SALESMEN.

**John L. Watson, Representing the
Fletcher Hardware Co.**

John L. Watson was born over a
hardware store conducted by his
father at Sparta, October 19, 1872. A
year later the family removed to Pe-
toskey, where his father engaged in
the hardware business in company
with O. N. Watson, under the style
of Watson Bros. Six years later the
business was sold and the father went
South for his health, when Mr. Wat-
son and his sister, who comprised the
entire family, went to live with their
grandparents on West Bridge street
hill, Grand Rapids. Mr. Watson at-
tended the Grand Rapids High
School as far as the tenth grade, sub-
sequently taking a one year course
at the Michigan Agricultural Col-
lege and a course of nine months at
the Grand Rapids Business College.
Concluding that the hardware busi-
ness possessed more attractions for
him than any other line, he entered
the employ of his uncle, O. N. Wat-
son, the West Bridge street hardware
dealer, with whom he remained three
years. He then entered the employ
of the Fletcher Hardware Co., of De-
troit, with whom he remained three
years—one year as order clerk, one
year as checker and one year as re-
ceiving clerk. He then returned to
Grand Rapids and entered the em-
ploy of Foster, Stevens & Co., as
clerk in the retail department, where
he remained three years. On the re-
tirement of William H. Brown from
this territory to take charge of the
traveling men and wholesale depart-
ment of the Fletcher Hardware Co.,
Mr. Watson was invited to take the
position thus vacated, which he very
gladly accepted, beginning work un-
der the new auspices September 5,
1901. His territory comprises a
number of good towns east and

north of Grand Rapids and he under-
takes to see his trade every four
weeks.

Mr. Watson was married Novem-
ber 3, 1897, to Miss Theresa Gring-
huis, of this city, and resides at 403
West Bridge street.

Aside from his allegiance to Grand
Rapids Council, No. 131, U. C. T.,
Mr. Watson is not a member of any
organization, having never aimed to
be a "jiner."

Mr. Watson attributes his success
to the fact that he has a good house
whose lines are well advertised,
whose prices are reasonable and
whose policy is to treat the trade
right. On the other hand, his house



states that his success is due to his
pleasant address, "push" and energy
and the knowledge that in order to
make a success of his calling it is
necessary to hold fast to his old
friends and customers and welcome
the new with a glad hand, at which
art Mr. Watson is a Past Master.

Sold the Goods and Skipped.

The Saranac Advertiser tells the
following story:

J. H. Cook, who advertised an auc-
tion sale of carriages here under the
name of the Columbus Manufacturing
Co., proved to be representing the
Michigan Distributing Co., of Lan-
sing. When the buggies arrived here
Cook claimed they were made by the
W. A. Patterson Co., of Flint, but
there was no name plate on them.
Cook sold the buggies for about \$900
and took all the money and left for
parts unknown. The company is not
only out the cost of the buggies but
the freight prepaid on them. The
company is trying to locate him.

Detroit—The Simpson Standard
Scale Co. has increased its capital
stock from \$60,000 to \$75,000.

Alma—The Alma Manufacturing
Co. has increased its capital stock
from \$60,000 to \$100,000.

Poor Maple Sugar Year.

If the maple sugar of commerce
were wholly dependent on the sap of
the maple tree, that luxury would be
very dear this year. The crop was
very short, owing to the warm spring.
Geauga county, Ohio, ordinarily pro-
duces a large part of the sugar made
in this country. Last year 609,864
trees were tapped, producing 59,105
pounds of sugar and 164,141 gallons
of syrup. This year only 544,089
trees were tapped, producing 16,693
pounds of sugar and 55,696 gallons of
syrup.

There are millions who will rise up
and call Dr. Charles W. Stiles, of
Washington, blessed if he has actual-
ly discovered what he thinks he
has. He calls it the agamomermis
culicis, or to make it more compre-
hensible it is a mosquito destroyer.
Anything which will kill mosquitos
in large numbers will prove very
popular. Destroyers have been found
for other pests, but hitherto the mos-
quito has remained immune. The
insect or the disease which can over-
whelm these greedy birds will be
eagerly sought. This summer they
have been more numerous than ever
before. Dr. Stiles has fame within
his grasp, provided only he can live
up to the advertisements and deliver
the goods.

Recent performances in aerial nav-
igation have aroused the authorities
of Paris to the difficulties of admin-
istration that may soon confront
them. The collectors of municipal
customs are wondering how smug-
gling is to be prevented when air-
ships can enter Paris at any point
their navigators please, without let
or hindrance; and the prefect of po-
lice is brooding over the many dan-
gerous ways in which airships may
be criminally utilized by all sorts of
malefactors from bomb throwers to
sneak thieves. The officials will sure-
ly have to provide themselves with
airships and constantly patrol the
skies, using searchlights at night. It
will be a very interesting time when
it arrives.

The color line does not count
where the man of color possesses
knowledge or skill that his white
brother wishes to utilize. In New-
port, R. I., where in summer the mil-
lionsaires most do congregate, there
is a colored physician, Dr. George
Wheatland. His services are in de-
mand. He has many rich clients who
gladly pay him handsome fees.
White physicians are not ashamed
to call him into consultation with
them in serious cases. Dr. Wheat-
land illustrates Booker Washington's
idea that the negro will gain the rec-
ognition he so much desires when he
demonstrates that he deserves it.

The Meat Market

A Day in London's Great Market.

London is a great hungry town. It is not a town given to monopoly, rather to wide scope of individual effort, yet, strangely enough, the meat market is quite largely centralized in Smithfield. What is Smithfield? A very long time ago indeed was it the field of Mr. Smith! Here were burned the martyrs. Now it is the heart of London, hemmed in by roaring streets, narrow, crooked many of them. Just across the way are churches many centuries old, near by famous old buildings and streets, the very name of which reminds you of history and romance. The market takes all the room it can get. It is a long one-story building, bisected by a driveway, surrounded by streets by which access is had to the interior. Inside long and rather narrow aisles divide it into stalls. These stalls are rented by the Central Market Committee of London to whomsoever they please. No one has any tenure on these stalls aside from the pleasure of the committee. It is strictly a wholesale market for meats and poultry, with some little cheese and dairy products, not much of the latter in comparison with the supply of meat. This market in large measure supplies 6,000,000 people! And it is carried on in rather primitive fashion, too. There is no railway leading directly to the market where meats can be unloaded from cars without drayage; no railway could possibly be built there. It might have been done a thousand years ago, but even then it would have been most difficult, no doubt. Therefore all meats come in huge vans, driven by wonderfully skillful London drivers and steered and managed by wonderfully alert patient, masterful, forbearing London police. Think of the crowds of wagons, carts, confusion of charging porters bearing on their shoulders the immense quarters of beef two men to a side, if a whole side, hogs, lambs, calves, all coming and going in this primitive manner!

The market must pay London city a good sum; the receipts for 1902 were about £135,000. What was the business done during that time? Four hundred and three thousand eight hundred and twelve tons of meat passed through Smithfield, was hung there, was bartered and carried out again. That is 135 pounds for each man, woman and child in London. Consider, now, that nearly half the trade is done on a Friday and see what it means. The average daily delivery for 1902 has been 1,290 tons, but that does not tell the story, for there are off days when so little is done as 245 tons, while the busiest day showed 3,576 tons! Imagine that, if you can.

What part of this does America supply? Less than you would suppose. The dressed meat brought from America, refrigerated meat, amounted to 105,678 tons in 1901 and but 87,168 in 1902. Australia and New Zealand delivered about as much, 88,236 tons in 1902, and all other foreign supplies made 69,938 tons. In "all

other" supplies are reckoned Argentina, the largest source, though Holland sends lambs, Denmark bacon and other countries small amounts. I can not learn the tonnage of American meat brought in alive and killed at Deptford, for it is all classed as "town" supply, amounting in 1902 to 51,359 tons, of which perhaps 15,000 tons are American meat. That would make up our total to about 100,000 tons for last year and about 120,000 tons for 1901. It is not an average to be ashamed of, considering how much of our meat stops at Liverpool and elsewhere. We seem, then, to supply some years a little more than Great Britain herself supplies, some years a little less. It is clear that the American supply is of prime importance to the hungry London market.

But what did I learn there? Our sheep are not liked, as compared to Argentine's or New Zealand's. The latter are declared less leggy, better mutton, more lean flesh, plenty of fat. I suggested that we kept the best at home. I wonder if I told the truth? We have not so much Lincoln, Leicester and Downs blood on our ranges as have the Argentine country and New Zealand. Frozen New Zealand lambs looked fine. They are small, plump, milk lambs, I think, selling for 4 3/4 to 5d per pound. Native English milk lambs, weighing 50 pounds, are selling at 9d per pound. They are wonderfully good and attractive looking. The best I saw were Hampshires and Oxford; that may have been chance. Dorset lambs are not much on market now; their season seems over. Some fine Suffolk lambs attracted my eye. These are all dressed neatly, but a bit of the wool left on each leg to show the breeding. Some plump little lambs from Holland were very good, but not up to English lambs. We are sending little mutton to Smithfield now; the price is too high at home. We will not soon top the market with our class of sheep. An Englishman objects mightily to a length of leg more than necessary to carry the animal above the ground.

Beef, naturally, is the most impressive exhibit. I hunted out the "prime Scots," both Highland and Aberdeen-Angus. The Highlands were larger, very thick fleshed, splendid sides. The Angus had less leg, thicker meat, perhaps, certainly thicker in proportion, very wonderful to look at and doubtless as good to eat. But after all they sold for 6 1/4d per pound, against 5 1/4d for best American meat. Hardly as much difference as one would count on in a land where reputation is all! But God only knows how many American steers have been eaten for "prime Scots." The supply of the latter is infinitesimal in this great market, compared with the whole volume.

The market was dragging this morning; the sudden advent of summer heat had made the supply too great and refrigerated beef was quotable at 4 1/2d or 9c per pound. Liverpool-killed American meat, on the other hand, is worth this morning 5 1/4 to 5 1/2d or 10 1/2 to 11c. Why is the refrigerated beef sold lower? Why do cattle come this long and dreary

journey in cars and ships, to die ingloriously in a barbarous slaughter pen at Liverpool or Deptford? Thereon hangs a tale. Refrigerated beef, not frozen, is better, more sanitary, better flavored, cheaper transported. And yet great ships are chartered to carry live cattle to London. Why is this? It is because of old-established customs, opinions of the English people. Things go here on their name, their reputation; "English beef" is worldwide. "English-killed beef" is next. Master wants to be served with English beef. His wife does not go to the market to select it, as she might in America, nor does she even interview the butcher or the butcher's boy. If she has an establishment in which the butler is buyer he sees to

GOOD BARGAINS IN SECOND HAND AUTOMOBILES

No. 1. 1900 model Locomobile 5 h. p. steam, cost \$50, in A-1 condition throughout, all thoroughly overhauled and repainted with red and black trimmings, looks good as new, with new burner and chain which cost \$30, also four new tires which cost \$50. Has detachable Dos-a-Dos rear seat, new carpet and high new dash. It is a quiet and easy running steamer and worth fully \$500, which will sell for \$325 spot cash, first \$25 deposit received will get it.

No. 2. Mobile 1901 pattern 5 h. p. steamer bought new in 1902 for \$750, used in City only, new boiler, has just been thoroughly overhauled and refinished by us at a cost of \$55. It is finished in red with black trimmings, has new chain and is in A-1 condition. Has extra Dos-a-Dos rear seat and is worth \$450. Owner will sell for \$350 as he has ordered a new machine.

No. 10. Another 1 seat Mobile in good condition except needs painting, at \$275.

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that, and has his regular commission from the dealer. If there is no butcher the cook sees to the matter and at the end of the year has a handsome commission or present from her butcher, if she has been loyal to him. Do you imagine ever a joint of "American refrigerated beef" is served under the name, or with that understanding on a good table in England? I fear not; at least such is my information from men who know the trade.

The meat trade is carried on by quite small retailers who mostly deliver from carts; their shops are not large. In truth a multiplicity of all sorts of small shops is characteristic of London. Profits are larger than in America; the dealers cannot work on so small margins as ours do. There are no American butcher shops in London, nor any likelihood of there being. The obstacle in the way is the fact that the housewife does not go to market. London is a leisurely town, the most so I have ever seen. Few are on the streets at eight in the morning. Walk along at that hour and you will see the laboring men, the maids scrubbing those immaculately white door steps, the carts of butchers, bakers, vegetable sellers, ("green grocers" I believe), but no housewives going to or from market. Business men go to the office at nine or ten. I do not know but it is as well; they live longer to take it easy. The cook has little perquisite; it is so ordained and we all need to let it alone. But it makes the introduction on its own merits of an unpopular thing impossible. The American refrigerated beef is eaten, relished, praised, but not for what it is. It is "prime Scots," "home killed," or something else, whatever master wishes. So we may look for the export trade in cattle and sheep to continue. Now that no more Argentine sheep may be landed our should be in demand. The authorities here feel sore toward the Argentine officials who did not notify them of the outbreak of foot-and-mouth disease when they should and will be slow to readmit their stock. We need a better class of sheep on the ranges, sheep with more mutton blood and less Mexican and Merino. That is the plain truth if we seek to rebuild reputation for our muttons.

Yesterday I roughly paced the Smithfield market. It is 183 paces wide and 370 long. There are small annexes but they do not do very well. In that tiny area, much of which is alleys and drive-ways, is concentrated this vast volume of trade. The carcasses arrive in great vans. They are seized by brawny porters and carried to the hooks. Most of this is completed by five in the morning. Even earlier the retail trade begins. An army of small carts and vans surrounds the market now and pushing, shouting porters rush this way and that, carrying quarters on their shoulders, pigs, lambs, what not. And all the horses stand there patiently, every nose in a bag! It is characteristic of the Englishman that his horse whenever idle is eating. The feed is chaffed (fine cut) hay and oats mixed.

They thrive on such treatment. I venture a horse will live double the days in London that he will in Chicago. He will have hard work, too. As the morning advances toward eight the confusion gets worse, the crowd denser. The wonderful polite officers stand ever watchful, ever ready, with gesture or command to relieve the situation and prevent congestion and blockade. Gradually the stalls are stripped, the crowd thins out, at four in the afternoon the market is done and long before that it is shrunken to a sale of remnants. I am pleased to see how bright, clean and attractive some of our American displays are. They are so much more attractive than any others there. Not only are they really cleaner, but by the judicious use of electric light they are made brighter and more attractive. And we sell. It is an off morning, meats lower and dragging, yet when I went back in the afternoon our hooks were bare and others were not.—Joseph E. Wing in Breeders' Gazette.

Condemns the Eagerness For New Customers.

A conservative, but successful retail grocer was discussing the eagerness with which numerous retailers seek for new customers and uttered a word of warning in the course of the conversation worthy of consideration. It is a well-known fact that retailers will make more attempts to secure a new customer than they will to cause an old one to increase his business. And nothing pleases them half so much as to get a customer away from another retailer. Right here is the danger point. And the retailer offered some sage counsel which retailers might well heed.

"Why a retailer so delights to get a customer away from some one else, I never could understand," he said. "A larger proportion of them do it without any investigation of the person they are after, merely making him sufficient inducement to change his buying place. Frequently the other retailer is only too glad to let him go, knowing that thereby his credit accounts will be materially reduced.

"Here is the difficulty. A customer who will change easily is generally a poor payer and is glad to get an opportunity to run a bill somewhere else. The customer who pays promptly can get all the favors he wants at the store where he is now trading and does not care to change. He is satisfied. He buys what he wants, pays his bills and sees no reason why he should go over to a stranger who must necessarily keep exactly the same kinds of goods. He is suspicious of inducements on the ground that concessions must mean cheapened goods in some way. He is a hard man to get and perhaps he might be called equally hard to get rid of.

"Retailers should never seek a customer until they know him thoroughly. If he comes voluntarily because he has recently moved into the grocer's neighborhood it is not wise to decline to serve him, even before his character is known. But it would be wise to begin an investigation as

quickly as possible and be careful of credits until you know him. It is better to be suspicious of an honest man and just to yourself than it is to be the other way.

"There is always the opportunity to get customers to increase their business and sometimes this is more profitable than to try for new customers. A good customer is usually a conservative buyer. Cultivate such customers, but be careful how you go after those of some other retailer unless you know them to be all right."

'Twas Near Enough.

It was a Maine girl of whom the story is told that she refused to marry a most devoted lover until he had amassed a fortune of \$10,000. After some expostulation he accepted the

decree and went to work. About three months after this the avaricious young lady, meeting her lover, asked:

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

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

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

The provision officials of Prussia have been petitioned to have eggs sold by weight instead of by number.

Chile sells Germany \$18,000,000 worth of nitrate of soda annually, for use in fertilizers.

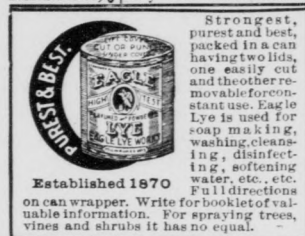
RETAIL MERCHANTS

everywhere in every line of business can easily double their trade by using our "Union" Trading Stamps. We will place them with one representative store only, in each town. They are the most equitable trading stamp in use, are recognized by trades unions and cost less than one-half of other stamps. They are redeemable amongst the merchants themselves in merchandise, from whom we redeem them for cash. Write for full particulars.

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EAGLE HIGH TEST LYE

Standard of 100% purity. Powdered and Perfumed.



Strongest, purest and best, packed in a can having two lids, one easily cut and the other removable for constant use. Eagle Lye is used for soap making, washing, cleaning, disinfecting, softening water, etc., etc. Full directions on can wrapper. Write for booklet of valuable information. For spraying trees, vines and shrubs it has no equal.

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

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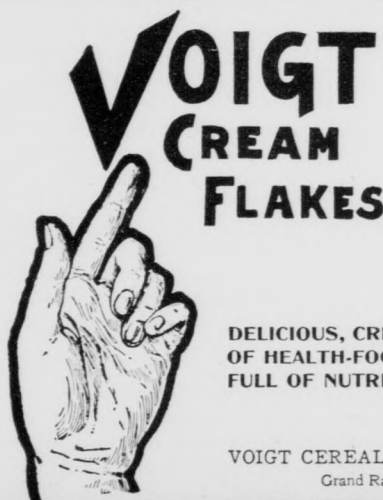
One Handsome Giant Nail Puller

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

HOW OBTAINED

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

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Try Them For Breakfast

DELICIOUS, CREAMY FLAKES OF HEALTH-FOOD, FULL OF NUTRITION.

VOIGT CEREAL FOOD CO., LTD.
Grand Rapids, Mich.

A1

Around the State

Movements of Merchants.

Crystal—H. S. Phillips will open a new drug store here about Aug. 1.

Ironwood—Chas. A. Engdahl, tailor, has removed to Hurley, Wis.

Jackson—Galvin M. Hartigan has sold his grocery stock to Benj. I. Crew.

Detroit—Reuben Thomas Bower has sold his drug stock to Wm. N. Young.

Bay City—The Grocers and Butchers' Association will hold its annual outing at Port Huron Aug. 27.

Detroit—The capital stock of Chas. W. Warren & Co., jewelers, has been increased from \$25,000 to \$50,000.

Lyons—The grocery stock of H. K. Riess has been turned over to his creditors. He will engage in the poultry business.

Alpena—W. G. Davidson has sold his clothing stock to J. L. Bertrand, who has been head salesman in the store for many years.

Muskegon—G. Bos, grocer at 46 Madison avenue, has sold his stock to John Veencamp, who will continue the business at the old stand.

Detroit—Wm. D. C. Moebs & Co., jobbers and retail dealers in tobaccos and cigars, have increased their capital stock from \$10,000 to \$25,000.

Gaylord—The capital stock of the Huff & Mitchell Co., dealer in vehicles and farm implements, has been increased from \$10,000 to \$25,000.

Charlotte—Sam Robinson has closed out his drug stock. The owner of the building, E. Newth, contemplates putting in a stock of groceries.

Maple City—Clavette & Bloom, general dealers at this place, have purchased the hardware stock of Geo. M. D. Clement, who expects to locate in Colorado.

Detroit—Geo. D. Badder has purchased the interest of his partner in the grocery business of Badder & Smith and will continue the business in his own name.

Eaton Rapids—E. R. Britton has purchased the interest of Dr. James Rushton in the jewelry and wall paper business of E. R. Britton & Co. and will continue the business alone.

LaBarge—F. P. Beaumont has purchased the interest of Milo A. Beaumont in the general stock of F. P. Beaumont & Son and will continue the business at the same location.

Vassar—F. M. Greenough & Co., wholesale dealers in hay, produce and coal here and at Bluefield, W. Va., have merged their business into a corporation under the same style.

Red Jacket—The mercantile firm of the Edward Ryan Co., which conducts a store at this place and at Hancock, has incorporated its business with a capital stock of \$250,000.

Clare—A. J. Doherty has retired from the hardware business of A. J. Doherty & Sons, which will be continued by his sons, F. E. and F. B. Doherty under the style of Doherty Bros.

Leslie—Paul J. Darling, who recently purchased an interest in the implement stock of George Terry, has now purchased the entire stock and

will continue the business in his own name.

Caro—The Caro Buggy Co. has merged its business into a corporation. It is capitalized at \$7,500, held as follows: H. P. Doying, 450 shares; M. J. Richardson, 200 shares; J. H. Wuepper, 50 shares, and C. L. Thatcher, 50 shares.

Homer—Frank E. Strong & Bro. have sold their hardware stock to Herbert Sinclair and Fayette Rogers. Mr. Sinclair has formerly been in the employ of Snyder & Tillotson and Mr. Rogers held the position of principal of the high school the past year.

Blissfield—H. E. Morrow has sold his stock of men's furnishing goods to J. Wesley & Sons, of Adrian, dealers in clothing and furnishing goods at that place. They propose to conduct the business in connection with their Adrian store and will place Harry Chapman and Fred Wilbur in charge.

Alma—The drug firm of Bivins & Rhodes has been dissolved by mutual consent. Chas. G. Rhodes will continue the business in his own name, E. A. Bivins having purchased the drug stock of B. S. Webb at the corner of Woodworth avenue and Superior street. Mr. Webb retires from business on account of poor health.

Howard City—Wm. H. Bradley has sold his interest in the grocery stock of Bradley & Kings to his partner, who will continue the business under the style of W. S. King & Co. J. B. King and Walter S. King will have the active management of the business, while B. C. King will continue to run the Six Lakes store of J. B. King & Son.

Escanaba—The Kimberly & Clark Co. has purchased from the Escanaba Woodenware Co. all the hemlock and balsam timber which shall cut five inches or more in diameter at the time of cutting and all spruce timber which shall cut five inches or more in diameter, on 20,018.97 acres of land in Marquette and Delta counties. The consideration was \$46,935.

Manufacturing Matters.

Bronson—H. Conant has started up his basket factory.

Bauer—The Bauer Creamery Co. has increased its capital stock from \$10,000 to \$25,000.

Hardwood—The Spies-Warren Lumber & Cedar Co. is succeeded by the A. Spies Lumber & Cedar Co.

Farwell—The Farwell Cheese & Creamery Co. has begun operations under the management of F. S. Fish. The capacity of the factory is 850 pounds of cheese per day.

Saginaw—The Valley Paper Box Co., Limited, has been organized with a capital stock of \$10,000, held by F. W. Showatsky, Edwin Kersten, Herman Goeschel and Henry Passolt.

Lewiston—L. J. Lampe, A. G. Lampe, G. B. Thompson and Alvin VanAntwerp have formed the Wolverine Mercantile Co., with a capital stock of \$10,000, held in equal amounts by the members of the new company.

Detroit—The Standard Shale Brick Co. has been formed with a capital stock of \$40,000, held as follows: J. C. Wilson, 204 shares; B. F. Everett, 50 shares; F. E. Jarvis, 20 shares; J.

R. Haines, 10 shares, and Henry Perkins, 5 shares.

Detroit—The Peninsular Stove Co. has increased its capital stock from \$350,000 to \$1,500,000 preferred and \$1,500,000 common. The preferred bears a guaranty of 6 per cent. The increase is made to attract investors in the stock markets.

Mt. Clemens—A new food company has been organized at this place and at Holly under the style of the Mt. Clemens Hygienic Food Co. The capital stock is \$150,000, held by C. H. S. Poole, 13,905 shares; John Lane, 600 shares; R. G. Ward, 315 shares, and Jas. R. Parkham, 180 shares.

Blissfield—The Lenawee Milling Co. has been organized to engage in the manufacture of flour and feed. The capital stock is \$6,000 and the stockholders are E. G. Howard, 15 shares; A. T. Dicia, 15 shares; J. D. Smead, 10 shares; C. B. Phillips, 10 shares, and H. E. Marrow, 10 shares.

Ypsilanti—Wm. Deubel & Co. and Deubel Bros., flouring mill operators, have merged their business into a corporation under the style of the Deubel Milling Co. The capital stock is \$50,000, held as follows: Wm. Deubel, 3,549 shares; Frank Deubel, 1,450 shares, and W. H. Deubel, 1 share.

Detroit—The Detroit Pump Co. has been organized with a capital stock of \$25,000 to engage in the manufacture of water motors and pumps. The members of the new concern are R. M. Blackmer, 750 shares; S. B. Nickels, 250 shares; W. J. Rainey, 10 shares, and H. F. Osborn, 1,490 shares.

Bear Lake—A new canning enterprise has been launched at this place under the style of the Bear Lake Canning Co. It has a capital stock of \$10,000, held by Eugene Steel, Bear Lake, 10 shares; F. W. Norwalk, Bear Lake, 10 shares; S. Christian, Chief, 10 shares, and E. N. Shattuck, Manistee, 20 shares.

Bay City—F. B. Ward, Bay City; Rasmus Hanson, Grayling; A. E. Bonsfield, Bay City; Edward German, Saginaw, and F. L. Ward, Pontiac, have engaged in the manufacture and sale of lumber and logs under the style of the Hanson-Ward Veneer Co. The new concern has a capital stock of \$65,000.

Adrian—The capital stock of the Church Manufacturing Co., manufacturer of automobiles and gas engines, has been increased from \$42,000 to \$100,000. The officers are Walter Clement, President; W. H. Burnham, Vice-President; Geo. H. Greene, Secretary, and Ralph P. Clement, Treasurer and General Manager.

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.

Better Than Beefsteak

No Bone
No Gristle
No Fat
No Waste
No Spoilage
No Loss

VEGE=MEATO

Purely vegetable, of delicious flavor, and sold at popular prices—15 and 25c per can. **Good profit to the Retailer.** Send for samples and special introductory prices.

The M. B. Martin Co., Ltd.

Grand Rapids, Mich.

Grand Rapids Gossip

The Grocery Market.

Sugars—The raw sugar market continues very firm and prices of 96 deg. test centrifugals show an advance of $\frac{1}{8}$ c. The raw sugar holders have been desiring to advance prices for some time and were only waiting for an improvement in the demand for refined, which had not come up to expectations until recently. The refiners hold fair stocks, but are disposed to purchase at the advance, and it is recognized that the advance will be maintained. The market for raw sugar has been much cheaper here than in foreign countries, and this fact has allowed refiners to make a wide margin of profit without fear of outside competition. The continued activity of the refined sugar market resulted in another advance of ten points. Many had bought supplies at lower prices and are now fairly well supplied. Refiners, however, were convinced that the trade would stand a further advance, and they were not disappointed. This is the second advance of ten points made by the refiners during the past ten days, notwithstanding the fact that the margin of profit was already very wide. However, the demand at this season of the year is usually very good and, purchases are necessarily heavy. The present active demand is expected to continue for some weeks.

Canned Goods—The enquiry from jobbers for canned goods of all varieties continues very active, but in many cases no business results on account of the scarcity of the goods enquired for. Orders for corn, pie peaches, gallon apples, and some of the small fruits continue to come in, only to be turned down for lack of goods to fill them with. Buyers from all sections are now coming to Michigan for canned goods, and in most cases the goods give such perfect satisfaction that repeat orders are received and a much larger business is expected this coming season, as the goods become better known. There has been quite a little demand during the past week for spot tomatoes, and while there are no actual changes in price the market is a little firmer, and it certainly looks as if all old stocks will be cleaned up before the new pack is ready for the market. Reports on future tomatoes vary to a great extent, some sections claiming that the tomato crop will not amount to much, and others that it will be fairly good. Unless Wisconsin has a large pack of peas, the outlook for the future of this article is for much higher prices. Packing in Indiana is just about at an end, and will not be more than half the usual size, and some claim it will not be that much. There is a continued enquiry for corn, but on account of the scarcity of stock very little business is reported. The abnormally cool weather has retarded the development of the corn crop. If the weather of the next few weeks is favorable we may have an average crop, but if the weather continues cold it is hard to say to what extent there will be

a shortage. There continues considerable enquiry for gallon apples, but buyers have not yet got over the idea of wanting cheap apples, and these cheap grades are now cleaned up and packers are holding what little stock they have very firmly. There is some call for prices on future apples and peaches, but packers, as a rule, will not name any prices yet as the crops are too uncertain. Pie peaches are entirely cleaned up, and only a few scattering lots of peaches in syrup are to be found here and there. The salmon situation remains unchanged, with good demand for all grades and with holders feeling very confident of the future of the market. The short pack of sardines so far has been very discouraging and the outlook is for very strong prices and good demand.

Dried Fruits—The unusual condition of the dried fruit market continues. The consumptive demand is very good indeed and causes stocks of all kinds of dried fruits to move out rapidly. The very unusual thing noted last week of the selling now of dried fruits that have been put in cold storage for the summer still continues, and it certainly looks as if scarcely anything will be carried over into next season. The demand for prunes continues and stocks are moving out very rapidly at full prices. As compared to prunes, raisins are quiet, but still there is a good demand on this article for this season of the year. One large packer from the coast writes as follows: "The new crop of raisins seems to be growing nicely. The size of same stands well to be more than an average crop, or, in other words, 75 per cent. of as large a crop as last year. This would be in the neighborhood of from 40,000 to 45,000 tons. The distilleries and wineries used a great quantity of green muscatel grapes last year that reduced the raisin crop considerably. We do not think this will happen this season, so that with whatever shortness there may be, this difference not being used by the distilleries will make up for shortcomings." Peaches and apricots are quiet, as usual at this season, and not much trade on these articles is looked for during the summer months. Currants are in good demand and prices show an advance of $\frac{1}{8}$ c. There is a little interest in figs on account of the probability of a short crop. Very little business is noted in dates but very little is expected just at this season. There continues some demand for evaporated apples, but little business results as buyers are looking for something cheap, while holders remain firm in their views and are not inclined to shade prices.

Rice—Rice continues in good demand at full previous prices; in fact, there is no indication of any lower prices, for the present at least.

Molasses—The situation on molasses continues unchanged. There is almost no demand at all, but holders are not endeavoring to force their stocks on the market as they believe that stocks are small throughout the country and that there will be an ad-

vance in prices when the fall season opens.

Fish—Trade in fish is good and everything in the line is firmly held, with a little advance in price of mackerel, which is meeting with a ready sale.

Nuts—No changes of note have been made in the prices of nuts during the past week except on peanuts, which have advanced $\frac{1}{4}$ c. These goods are meeting with an excellent demand, but other lines are rather quiet, as is usually the case during the summer.

The Produce Market.

Apples—Early Harvest and Duchess are in liberal supply at \$2.50 per bu.

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

Beeswax—Dealers pay 25c for prime yellow stock.

Beet Greens—50c per bu.

Beets—20c per doz.

Blackberries—\$1.75 per 16 qt. crate. The quality is good and the crop is likely to be a long time coming in.

Butter—Creamery is without change, being sold on the basis of 20c for choice and 21c for fancy. Dairy grades are weak and lower, local handlers quoting 11@12c for packing stock, 12@13c for choice and 14@15c for fancy. Receipts are heavy and quality poor.

Cabbage—Home grown is now in market, commanding 40@50c per doz.

Carrots—12c per doz.

Celery—20c per bunch. The quality is superb.

Cherries—Sour fetch \$1.65 per 10 qt. crate. Sweet command \$3.50 per bu. The latter are not keeping well this year.

Cocoanuts—\$4 per sack.

Cucumbers—30@35c per doz. for home grown.

Eggs—Local handlers hold candel at 15@16c and case count at 13@14c.

Figs—9c per 10 lb. box of California.

Green Onions—11c per doz. for silver skins.

Green Peas—80@90c. per bu. for home grown.

Honey—New white is beginning to arrive on a basis of 12 $\frac{1}{2}$ c.

Lemons—The hot weather forced the price upward, Californias advancing to \$4.50 and Messinas to \$5@5.50 per box.

Lettuce—Leaf, 60c per bu.; head, 75c per bu.

Mint—50c per doz. bunches.

Musk Melons—Gems from Illinois and Indiana command 75c per basket; Rockyfords from California fetch \$7.50 per crate.

Onions—Louisianas in 65lb. sacks, \$1.75. Californias in 90 lb. sacks, \$1.90; Kentucky, \$2.75 per bbl.

Oranges—California late Valencias, \$4@4.50. Mediterranean Sweets, \$3.25@3.50.

Parsley—25c per doz. bunches.

Pieplant—\$1 per 50 lb. box.

Potatoes—65@70c per bu. for new home grown.

Poultry—Receipts are about equal to the demand. Local dealers pay as follows for live fowls: Spring

broilers, 13&14c; yearling chickens, 8@9c; old fowls, 7@8c; white spring ducks, 9@11c; old turkeys, 9@11c; nester squabs, \$1.50@2 per doz.; pigeons, 50c per doz.

Radishes—China Rose, 14c per doz.; Chartiers, 12c; round, 12c.

Raspberries—Red are in active demand at \$1.75 per 12 qt. case. Black are in firm demand at \$1.75 per 16 qt. case.

Summer Squash—50c@\$1 per package, according to size.

Tomatoes—75c per 4 basket crate.

Turnips—15c per doz.

Watermelons—20@30c for Georgia.

Wax Beans—60@75c per bu.

Whortleberries—\$2@2.25 per bu. Receipts are large and quality fairly good.

The members of the Grocers and Butchers' Association of Lansing decided Monday evening to hold their annual picnic at Grand Rapids on Aug. 12, with rendezvous at North Park. The excursion will be run in three or four sections and it is expected 4,000 people will attend. The Lansing City band and orchestra will accompany the pleasure seekers and arrangements will be made to handle the crowd at Grand Rapids and secure street cars.

The Board of Trade has been officially informed that the request for a one and one-third rate of fare during the last week of August from all points in the Lower Peninsula to Grand Rapids has been granted and is preparing the necessary notices to send out to every merchant in the territory, suggesting a visit to this market at that time.

Harry S. Otis, of the Cappon & Bertsch Leather Co., is putting in a couple of weeks on the Atlantic Coast, including a week at the convention of the Saddlery Hardware Dealers' Association at Atlantic City.

Henry E. Turney and Claude Cady, representing the organized grocers and butchers of Lansing, are in town to-day, making plans for the annual picnic of their Association, which will be held in this city Aug. 12.

Robert Brown, who has had charge of the carriage department of the Sherwood Hall Co., Ltd., for the past dozen years, has gone to Ontario, where he expects to spend a week or ten days with friends.

J. Harvey Mann, head clerk in the wholesale department of Foster, Stevens & Co., leaves next week for St. Thomas, Ont., where he will spend a fortnight with his mother and the friends of his boyhood.

G. E. Turner, grocer at the corner of West Bridge and Pettibone streets, is closing out his stock and will retire from business.

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

PILES CURED

DR. WILLARD M. BURLISON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

A PRACTICAL JOKE.

Baleful Influence on Lives of Three People.

Written for the Tradesman.

She never quite understood why she married John instead of The Other One.

But John was never uncertain as to why he married Katharine.

She was the opposite of John in every respect. She was everything that he was not. In the first place, she was the soul of vivacity. He wasn't, and men always like cheerfulness in the women of their household. She was funny. He wasn't. She was demonstrative. He wasn't. She was a delightful conversationalist; she invariably said just the right thing at the right time in the right place. John possessed a remarkably brilliant intellect, but he was prone to forget the amenities of life in his intense desire to "have his say." Above all, Kitty had a warm, impulsive heart, while John's heart—well, it wasn't exactly made of leather, but it certainly couldn't have been of quite the right shape.

* * *

Four years before her marriage, another man had come into Katharine's life, a man to whom she could not be wholly indifferent. Yes, there was another one—there generally is. A girl may have a dozen admirers or only three—there's always one of them her heart goes out to more than to the others, that is, unless she be one of the most incorrigible of flirts.

The Other One, in this case, was a man she met "away out West," that summer of her girlhood when she visited her sister out in that breezy Colorado mining town. Kate's sister was at least ten years her senior, and was a fine specimen of healthy young womanhood. Thoroughly mistress of herself, she knew how to make herself interesting to men and women alike. She was a great favorite with both and was the social leader of the lively Western town. She had married a wealthy mine owner, and, being very, very fond of her husband, it was but natural she should look about her for an eligible parti for the young sister who was coming to make her a visit. So she planned any number of pleasant surprises for her, and upon Kate's arrival carried them all out to the letter. One of these was a trip to the Yellow Stone Park, when a congenial party of sixteen "did the geysers" together. All the expenses were borne by Kate's brother-in-law, so you may know he was worth a penny or two. At one of the "camps" they fell in with an old friend of the brother-in-law, upon whose hearty invitation he joined their number. He was a charming "man of the world," which he had seen a great deal of. Having gone about so extensively, he proved a very delightful traveling companion. He was the handsomest fellow of all the company and so it soon came about that he was paying marked attention to the prettiest girl, it happened to be Kate's sister's sister.

Leaving considerable to the reader's imagination, I will skip the details of the acquaintance and come to the recording of the fact that the hand-

somest fellow proposed to the prettiest girl the night before the party left the enchanted region of the Yellow Stone Park. Being already engaged to John, which fact happened to be unknown to her married sister, Kate deemed it her duty to refuse the offer, although she loved The Other One with all her heart—in fact it was a case of "love at first sight" with them both—and she didn't care two cents for the man she had promised to marry.

The reader will naturally ask why she engaged herself to John, in the first place, if she didn't love him. Well, it would take too long, in the Tradesman's space at my disposal, to explain the combination of circumstances that led up to that engagement. Enough to say that Katharine considered her duty to lie in that direction, and so took, what proved for her, the fatal step, and she married John four years later, who, poor fool, never so much as heard of The Other One.

* * *

Five years of their wedded life passed swiftly by. Katharine was now in the prime of young womanhood, a modern Juno. John had worshiped at the shrine of Mammon to some purpose, and had just bought a beautiful new home in the very pleasantest part of the town. The house stood in the center of five acres of ground, on an eminence commanding a fine view of the river and surrounding hills. The place had for many years been the treasured possession of one of the oldest families of the town, but, reverses overtaking them, they were forced to sell their beloved home. It went at a great sacrifice, and John and his handsome young wife were the gainers by many hundreds of dollars.

The house, as to size, was in keeping with the grounds. It was old-fashioned, to be sure. That didn't just exactly suit John's taste. He liked everything modern, "just up to the minute." But the rooms were of immense size—with the exception of a few "nooky rooms," Kate called them—and the ceilings lofty, which would mean plenty of air. The windows were many and large and of the very finest plate glass to be found. The stone foundation and thick brick walls were firmness itself. The cellar extended under the entire structure and was divided into furnace room, laundry, vegetable room, etc. The closets of the house had been planned by a woman, consequently were all large, with plenty of hooks, drawers and "shut-in" places for dresses, and above all every blessed closet had a window in it to ensure light to "find things" and as a preventive against those hated household pests, moths.

But the crowning glory of the house was its piazzas. Spacious as were the rooms inside, the verandas were even more commodious, being veritable outdoor rooms. And they were all so situated, with reference to the house, as to be entirely sheltered from the rough prevailing wind of the locality, and yet were suffi-

ciently open to be cool and comfortable at any hour of the day.

The house fronted the east and the lawn at the back sloped gently to the river. A piece of ground at the rear of the adjoining property was purchasable, so John added that to the place, moving the stables, so that the plat around the house was a square of green.

One feature of the house John changed: The large piazza at the west, which opened from the dining-room, and which was used all summer long in its place, he had made into what he called a "double-decker," enclosing the lower part of the upper piazza about four feet all around and screening and curtaining the rest of the space to the roof. Here broad hammocks were swung, and it was possible to sleep out of doors six months of the year. Kate had both the floors of the "double-decker" covered with a pretty matting, and all the furniture was of willow and bamboo, that were impervious to the elements, so there was absolutely "nothing to worry over," she said. In all the spaces around the diningroom part of this unique arrangement were Japanese portieres of tiny colored shells and bamboo, the strands of which could hang straight or be looped back, as one wished. Usually Kate had the four at each side all straight, looping back the five west portieres and having large hanging-baskets in each opening. This gave an air of seclusion, but still preserved the pleasant view of the river.

So much for the house itself, which

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.

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.



They Save Time

Trouble

Cash

Get our Latest Prices

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.

was the pride of all the town and which visitors were always shown as "the prettiest place in town—the house with the flowers and piazzas." John had a famous Western landscape gardener lay out the grounds, and the beauty of the place was then still more added to. Katharine loved color and in one sunny spot the long line of golden syringa bushes was flanked with flaming double geraniums, which in turn were thickly fringed with white candytuft. Everywhere the flowers ran riot as to color, until even Kate, who had always declared she "never had had enough flowers," now said she "had 'em to burn." She didn't burn them, but she did take "gathered brightness" to every old lady and sick person and "poor folks" that she knew. And no child ever said, "Can I have a posy?" or even looked longingly inside, without being sent on its way rejoicing.

So much for the surroundings of this "house beautiful." But the inside! Ah, you should have seen the inside. Here John gave Katharine carte blanche, and she "furnished" to her heart's content. Her taste running to "things of the Orient," one of the rooms—what would have been the parlor, but Kate thoroughly abominated a parlor—was entirely given up to its gratification. This she converted into a luxurious dusky den of the most pronounced type, where one fairly reveled in Turkish stuffs, rare old Japanese wares, mosaics, perforated brasses and whatnot. There was not a thing in that room that was not imported except the soft low couches—which Kate had a handy upholsterer fashion out of wood and curled hair and springs—and those "didn't show," she said. This place, Kate declared, when she designed it, was to be hers; but somehow John fell to taking his men friends in there, "just for a smoke," and it wasn't long before it became the favorite lounging spot of the home. Katharine's taste was exquisite and throughout the big house it was everywhere apparent, but still there was no room quite so "entirely comfy," John said, as "his den."

John was very proud of his lovely wife. Besides her great attractiveness of person, she was what women call a "perfect housekeeper." John left everything about the establishment to her supervision, even to the stables and the boat-house down on the water's edge. And she did all the marketing. She also attended to much of John's personal business for him. John wanted her to do all this, "for," he often said to her, "you may be a rich widow some day, and I want you to know how to be a good manager." Kate would smile, then, looking at her husband's robust figure, and say she "guessed there was no immediate necessity for alarm on that score."

Now, with all this comfort and prosperity, an outsider would never have dreamed that a third party, in the shape of a skeleton, lived in this "prettiest place in town." No, indeed! But it was true. Not as far as John was concerned—no. He was a prosaic, matter-of-fact young lawyer,

very sure of his affection for his wife and equally sure of hers for him. When he led her to the altar she promised to "love, honor and obey" him; and she honestly intended to do all three. As to the second and third part of the promise, she had faithfully kept her word, but in regard to the first—ah, there was where she had failed, failed most lamentably. Not that this husband and wife did not "get along well together." Each was too well bred to quarrel. But what John called his "love" for his wife was unworthy the name of love. It was an article of an entirely different character from affection pure and simple.

Katharine never so much as admitted to the world, by word or look or deed, that she did not care for John. She was scrupulous to the last degree as to the ordering of his establishment, giving strict attention to every detail, even the smallest. And she was the soul of honor as to all money matters. Everything she could possibly do to further his comfort or happiness was attended to always.

But love! She always told herself, in those searching silent communions which every woman holds with her soul, that she had absolutely nothing to complain of as to what the Fates had sent her. A kind husband, all the elegancies of life, plenty of money—what more could the most fastidious ask for?

Katharine was glad for these, but she was not contented. I don't mean she was actually unhappy, hers was too sunny a disposition by nature ever to be that; but deep down in her heart—so deep that not one of her dearest friends (and they were many) even so much as suspected its existence—was the feeling, the knowledge that somehow, somewhere she had been cheated out of the dearest thing on earth, the one thing beside which all else pales in comparison, the one thing that makes life wholly worth the living—Love.

I forgot to mention that John's greatest domestic fault was an ungovernable love of teasing his wife.

One evening, after a particularly good dinner, John stretched himself back in his big Turkish rocker in front of the cheerful grate—it was just before the warm spring days and a wee bit chilly in the house of an evening—and whisked out of his left breast pocket a cabinet size picture of a remarkably pretty young woman. He knew that his wife had gone upstairs a quarter of an hour before, and he knew, also, that she had come down again, for he heard her singing now out in the porch diningroom a gay little French chanson. Then he saw her punching up the down pillows on the luxurious davenport in the musicroom, which adjoined the den, where he was lounging—"stirring up the animals," John always called it. He pretended not to see her in the half-light while he tenderly kissed the photograph in his hand with just the faintest little smack.

What woman was ever deaf to that insinuating sound!

Turning quickly, Katharine saw him slowly remove a picture from his lips and press it rapturously to his heart with a deep sigh.

If he loved another woman!

She glided swiftly behind the heavy half-closed portiere and stood with beating heart and set face.

John had always been in the habit of talking to himself when he was alone. What was that he was murmuring?

"Dear little thing!" (Katharine, with her fine proportions, couldn't by the ghost of a possibility be called a "little thing.") "Darling little sweetheart! I can see her now just as she looked last night." (When John went downtown last evening he had said he "had to see a man!") "Just as she looked last night," he repeated tenderly, "when she wound her soft white arms around my neck, laid her fluffy golden head on my breast, looked at me with those lovely eyes of Heaven's own blue" (Katharine's hair was black and her sparkling eyes were not blue), "and said, with a sob in her voice, that she should love me until death—that she should never give me up to anyone else on earth. I kissed away the tears from her sweet eyes and drew her closer to me, while we vowed for the hundredth time that not even my wife should come between us."

John kissed the picture again and again and then put it carefully in his pocket—the unknown picture he had picked up on the street, on his way to his office, that very morning!

What fun it was going to be, to meet the blazing eyes of the enraged goddess, ask her tantalizingly "if she was jealous of her rival," laugh long and loud at her pale lips and trembling hands and then—gather her lovingly into his strong young arms and explain the "great joke on her!"

Instead, he rushed anxiously from room to room, called, "Kitty? Kitty? Kitty?" out into the darkness framed by the open doorway, and—never looked upon his wife's face again.

God pity the impetuous, voluptuous woman who considers, or imagines—it amounts to the same thing—she has reason for believing her husband faithless to her!

Beside herself with rage, self-pity and despair, Katharine threw herself into the night. On and on she blindly rushed, her teeth chattering and her limbs exhausted. Under an electric light she paused for breath.

There stood The Other One!
The Devil had sent him.

Jean La Vigne.

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E. A. STOWE, EDITOR.

WEDNESDAY - JULY 22, 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 July 15, 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 eighteenth day of July, 1903.

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

PASSING OF THE PIGTAIL.

Not many days ago the New York papers, with an incidentalism purely American, stated among the daily happenings of that city a fact which foreshadows the disintegration of the Chinese empire as inevitably as the handwriting on the wall at Nebuchadnezzar's feast foretold the swift-coming doom of that fated kingdom. The fact is to the effect that a certain number of Chinamen had a dinner at which they all sat down arrayed in the conventional evening dress, every man of them having sacrificed his pigtail to make emphatic the time and the occasion and the idea. Ordinarily the dinner party would have been a matter of but little moment; but when it is remembered that these gentlemen stand as representatives of a dynasty lasting for thousands of years, a dynasty that at one time meant the world's leadership in all that was worth following—in art, in science, in literature—strengthened by a religious prejudice that nothing modern seemed capable of overcoming, the New York dinner party is little less than miraculous. It shows that the Celestial empire, dead and entombed, has heard and heeded the "Come forth" of modern civilization; and it is hardly less than startling to consider that these Chinamen raised from the dead, having laid aside the ceremonies of the past, are teaching Christianity the sublimest lesson it has yet to learn: that prejudice overcome is only removing the greatest barrier to His everlasting kingdom.

Occasion is not wanting for the application of this impressive lesson. Since the Resurrection the Jew has been the object of "hatred, malice and all uncharitableness." No dungeon has been too dark or too loathsome

for him and for him no humiliation and suffering have been considered too great. Time has not dimmed his offense and the ages have not mitigated his punishment. He stands today exactly where he stood in the Dark Ages and the Kishineff incident, dreadful as it is, is only the repetition many times over of what has taken place too often to be remembered. How strange that a religion that Christianity came to replace and that antedates it by uncounted years should furnish it an object lesson in a New York dining room and that a handful of Chinamen, wide awake at last, by overcoming their own prejudices, should, by the passing of the pigtail, teach the foremost nation in all this world that it, too, must lay aside its prejudices if it is to be worthy of the leadership which in other respects it can most justly claim.

The press of the country is beginning to preach with increasing earnestness against the lawlessness now confined to no section or state. The text is a misnomer. The lawlessness is merely the inevitable result of the prejudice that conceived it and brought it forth. This is not the place nor is this the paper that cares to tell the hateful story. Heaven knows there is no need of it any more than there is a possibility of forgetting it by a reader of the daily papers. For Jew read black and the prejudice of the last two thousand years reasserts itself with the addition of modern kerosene to intensify the modern cruelty. The other day a distinguished Senator could find no terms severe enough to denounce the prejudice of that section or that people who can see no difference between Benedict Arnold, the traitor, and Robert E. Lee, the patriot) and that same unprejudiced statesman, who has done what he can to substitute for the black man's vote the stake and kerosene and who would limit the black man's future to thirty acres and a pair of mules, will fail to see in the passing of the pigtail anything in the doctrines of Confucius worthy the study or the following of this, "the grandest nation which the sun looks down upon."

Of course, one swallow does not make a summer and the dining together of a few Chinamen without their pigtails in dress suits is not per se the dismemberment of the Chinese empire; but it shows conclusively that the beginning of the end has come, because it shows that the prejudice once looked upon as insuperable is no longer and that time is all that is needed now for China to wheel into the procession of the nations. Nor is this all. If in the passing of the pigtail we can find encouragement as to the future of hide-bound China and are led to believe that the dinner foretells a future for the Celestial empire that will far outstrip her storied past, we must believe that prejudices not so old by centuries as China's may be also found less invulnerable and that the Jew's future and that the black man's future may as surely and as clearly be foreshadowed in that same passing of the pigtail.

THE REALLY PRACTICAL.

A number of moons ago the world, especially the industrial world, was exultant over a remarkable instance of the triumph of matter over mind. When the greatest industrial combination in the world wanted a President it was not in the mind-fields that a manager equal to the great emergency was looked for and finally found. Material interests upon a gigantic scale were to be set in motion and the materialism equal to such far reaching results could come alone from the practical workshop of experience. Some one whose feet had hardened by constant treading the ground upon which the ladder of success is based could only fill the responsible position and finally the personified materialism was discovered among the workmen who, with much rejoicing, was made President of the Steel Trust at a salary of a million dollars a year. At once the flood gates of flattery were opened and the poor, modern Christopher Sly, true to his instincts and lack of training and animalism, has proved to himself and to the world at large the often asserted maxim that "you can't make a whistle out of a pig's tail or a silk purse out of a sow's ear." The fact of the case is materialism in itself is nothing unless there is mind power enough behind it to control and direct it, and the recent removal of the million dollar President for cause is a practical admission that real culture only, another name for anti-animalism, can hope to manage successfully the gigantic undertakings of the world.

The removal of the untrained and so unfit manager of the Steel Trust has furnished the inhuman side of human nature an opportunity to show its inhumanity and it has not failed to improve it. Those loudest in the praise of the young President's elevation are now the most bitter in his denunciation. The flattery which went on by the trowelful has been superseded by the most unreasonable criticism, also put on with a trowel. The million dollar President, who at thirty has furnished to an admiring world what industry and indomitable will and perseverance and pluck can do and, above all, has crowned these with an annual million dollars, has shown how weak and foundationless are the claims of learning to those who are determined to get along in the world. More than ever will the supposed culture of the school room be something to laugh at and to shun in the blaze of this glorious example, and more than ever has real genius, unhampered by books, to give his days and his nights to the purely practical which brings in a practical salary of a million dollars a year; and yet, the very pens who have written that and the tongues that have said it with genuflections are showing their inhuman nature by calling down upon the ex-President's devoted head the extremest maledictions due to those persons who assume positions for which they are not fit and which, like the monkey, they invariably make use of to display those contemptible qualities which might have remained unknown

had they kept themselves in the obscure corner where everybody knows they belong.

These criticisms may or may not be called for. It is evident that the flattery was not. The point upon which stress at this time should be laid is that the old law has not been reversed and mind still continues to rule matter. If matter is worth a million dollars a year, there it stands quid pro quo; but the loss of the money in this case shows that it was intended to cover something besides matter and failing to secure that the contract was put aside. Now, then, with this instance to emphasize the fact, the practical side of life and of living may as well admit, once for all, that just in proportion as pure animalism is allowed to become a part of the practical, it detracts just so much from the financial value of whatever it has to do with. The ex-President's services were worth a million dollars. Had he been a man of culture—a man who had won the mastery over his animalism—he would have kept the position. That is the fact and from it the reader may draw his own conclusions.

For some reason, so far unexplained, the idea prevails that science stands to-day as the only thing practical. It deals with practical things. It begins with fact and draws reasonable conclusions from it and, therefore, it is the only culture worth considering. If, however, it be stated in a general way that that only is really practical in education which subdues or tends to subdue animalism it will easily be seen how science becomes a part of the whole in the world of training and only a part. The million-dollar salary called for character; with a practical knowledge of business it demanded a practical use of language to express that knowledge, and beyond it all and behind it all it wanted and insisted on having what it was paying for, a man cultured.

What the world needs to-day is exactly what the ex-President could not furnish—the really practical. Men are wanted who will not tell lies. There are in the world such practical things as honor, generosity and courtesy and they can not be met with too often. School, college and university should strive to turn out men "who are fitted for the largest uses of society and state," men, in fact, who are above the flattery and the criticism which the ex-President received and who consider the highest citizenship only as the highest ideal of the practical.

Diamond imports during the past year amounted to \$30,000,000. This exceeds by 50 per cent. the importation of diamonds in 1901 and more than six times the average during the period from 1890 to 1897. Here is positive proof of American prosperity. Diamonds are not much in demand during hard times. Diamonds are not necessities. They are ornamental luxuries, but they are readily convertible into cash and thus are good investments. The person who possesses a diamond is not destitute. His uncle will always help him.

FLOOD OF IMMIGRATION.

Next to the negro problem, which occupies much space in the newspapers and magazines of the country, comes in public importance the subject of the immigration of foreigners into the United States. That is also a race problem, and it therefore comes about that race questions are dwarfing all other themes in public attention.

The year 1903 is going to break all records in the importation of foreigners. There is no prohibition against the coming of people of any race or nationality, except the Chinese. They are excluded by law, although not a few manage to get into the United States by one way or another, but they are not counted.

The immigration for twelve months, ending with April, 1903, was 803,272. The contributions from Canada and Mexico would probably bring this up nearly or quite to 850,000. The figures from Europe include only steerage passengers. Among the hundred thousand or so persons who come over in the cabin there are many foreigners who intend to become permanent settlers, but it is impossible to estimate their number. It may be stated, however, that immigration is giving us this year between 850,000 and 900,000 new inhabitants. There are seventeen states of this Union, nineteen states of the German Empire, and six American republics, each of which has fewer people than that all told.

Not only is the volume of the immigration enormous, but its quality and character are being made the subject of grave discussion. Time was when the chief part of the immigration was from such English-speaking countries as the British Isles and Canada, but there was a large accession from Germany and the Scandinavian peninsulas of Norway-Sweden and Denmark. The bulk of the newcomers are from Italy, Austria-Hungary and Russia. A writer in the Review of Reviews for July compares the great influx of foreigners to the hordes of the so-called Barbarians that swarmed into the Roman Empire in its later period and brought its existence to a close.

The writer mentioned declares that our country is absorbing the entire increase of Italy; that is to say, the immigration into this country is greater than the yearly Italian birth-rate, and if this were to go on long enough, that country would be depopulated. Of course, foreigners are attracted to the United States by the reports of prosperity here. When times are not so good they do not come at such a rate.

Grouping the immigrants by races, for it must be understood that a country like Austria-Hungary sends people of several different races, it is seen that the classification is as follows: By far the largest single element at present is the Italian, numbering 180,535 in 1902—152,915 South Italian and Sicilian, and 27,620 North Italian—promising to reach or exceed a quarter of a million in 1903. The Poles come next, with 69,620, and the Jews third, with 57,688. The

Scandinavians rank fourth, with 55,780; and the Germans remain well advanced, with 51,686. The immigration from the German Empire has declined to one-ninth of its maximum of 1882, but the German Empire is not the only nursery of Germans. Austria sends us almost two-thirds as many, and we get considerable numbers from Russia and Switzerland. There are 36,934 Slovaks, 30,233 Croats and Slovenians, 29,001 Irish, 23,610 Magyars, 14,942 English, 14,455 Japanese, 13,868 Finns and 11,629 Lithuanians. These are the only elements that contributed over ten thousand persons each to our population in 1902. The English-speaking accession may be roughly estimated at 75,000, of whom 46,036 came from the United Kingdom and most of the remainder from Canada—the latter not being included in the immigration statistics.

To show how many races come from Austria-Hungary, it is noted that out of 171,989 arrivals in 1902 the largest single element was the Slovak, 36,931 strong. This nationality, as has been said, is being transplanted bodily to the United States. Next in order came 32,429 Poles, 30,223 Croats and Slovaks, 23,609 Magyars, 16,249 Germans, and 12,848 Jews. Austria sends us also perceptible numbers of Ruthenians, Roumanians, Lithuanians, Dalmatians, Bosnians, Herzegovinians, Bohemians, Moravians and Italians.

The case of Russia is still more deceptive. When we are told that the Russian Empire stands third among our sources of immigration, sending us 109,721 recruits last year, the natural impression is that we are receiving a huge influx of Russians. As a matter of fact, we are getting hardly any Russians at all. Russia's principal contribution to our population is Jewish—she sent us 37,846 Jews last year, mostly from the Polish and the Roumanian provinces. She also sent us 33,859 Poles, 13,854 Finns—a very desirable element—11,629 Lithuanians, and 8,592 Germans. Only 1,526 Russians cared to exchange their conditions for ours.

When it comes to noting the destination of the various groups of immigrants, it is seen Pennsylvania's mines absorb a clear majority of all the Croats, Slovenians, and Slovaks that come to America, more than a third of the Magyars, and nearly a third of the Poles. More Finns come to Michigan than to any other State; the Scandinavians continue, as always, to drift largely to the Northwest, although many of them stay in New York; and the Irish and the English go everywhere. But New York is the destination of great numbers. Nearly a third of all who come—203,824 out of 648,743 in 1902—stay in that State, and not a single race that sends any settlers at all fails to leave some of them there.

The writer mentioned notes that the South, despite its attractions, is still almost untouched by the stream of immigration. There are several populous Southern counties that do not contain a single inhabitant of foreign birth; and in 1902 only 2,278 im-

migrants went to the nine States of Alabama, Arkansas, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia combined—less than the number that has been brought to New York on several occasions on a single ship. Considerable numbers of Italians go to Louisiana.

Apprehension is expressed that so vast an influx of foreigners will exert a baneful effect upon the Republic and its institutions. It must be noted that the immense accession of strangers is not made up of a single race, but of many. If a million people of the same race were to come into the country in a single year they would be able to control any of the smaller states of the Union, and by becoming naturalized they would soon be entitled to vote. But no such condition exists. This million of people is made up of a dozen or more races with different languages, manners and customs and peculiarities, and they can never be got together for any purpose of organization.

Their children go to the public schools and associate with American children, and they soon become Americanized. This country needs people to till its soil and carry on its industries and work of development. These immigrants are white, and they will help to settle the negro problem. All that is necessary is to exclude, as far as possible, the diseased, the criminal and pauper classes, and then let the vigorous, industrious and able-bodied come and aid in building up a great imperial republic.

Judge Brewer, of the United States Supreme Court in Milwaukee, the other day said: "Every man who participates in the lynching or burning of a negro is a murderer, pure and simple." That is a straightforward and blunt statement of an indisputable fact. Ordinarily when one man goes gunning for another and kills him he is called a murderer and punished accordingly. It has come to pass that when several men get together and do the same thing, especially if the victim is a negro, nothing is done about it and the guilty all escape. There is no difference between the two cases in the eyes of the law. The difference is that in one case the law is enforced and in the other case it is not. Murder is looked upon as the worst offense for which the State provides penalty. To suffer it to go unpunished is to make a travesty of the criminal statutes and bring discredit and disgrace upon the community.

Beer has become the favorite beverage of Americans. In 1850 the consumption of beer in this country amounted to 1.58 gallons per inhabitant. In 1902 the amount had increased to 17.40 gallons. Meantime the consumption of whisky and other spirituous liquor has decreased. In 1850 it was 2.25 gallons per inhabitant. In 1902 it was 1.36 gallons. It is better that people should drink beer than spirits, but it would be still better if they could be supplied with better beer. Much that goes by the name of beer is vile stuff.

CONFLICTING SUGGESTIONS.

It was pretty warm last week and, in fact, those given to comparisons said it was as hot as this, that and the other thing or place. Incident to warm weather there is always a flood of advice and suggestions as to what should be eaten and what left untouched, what should be done and what left undone. A good deal of this voluntary counsel is offered on the authority of physicians more or less eminent, and there is always a class in every community who think that if a doctor says the moon is made of green cheese it must be true. The unfortunate thing about the situation is that the advice is very conflicting. Anybody who tries to follow all the suggestions for the preservation of health and strength during hot weather will be troubled tremendously and will be worse off perhaps than if the attempt had not been made at all. When the doctors disagree who shall decide? That is left to the common sense of each individual.

The most natural thing for a person to do when hot is to take a drink of water, or, if taste suggests, a drink of something else. One doctor says that a person should drink very little when warm; another says that it will be all right if the water is distilled or boiled, and a third suggests that boiling takes some things out of the water which should be left in it. Some urge that cereals should give place to meat in the diet and others insist that cereals are deleterious and that the people should eat plain but very substantial food in order to have strength with which to resist the heat. One says that lemonade and sour drinks are good and another says they are bad. Some advise drinking hot tea and others drinking cold tea, and in turn it is said that hot tea heats the system and that cold tea is poisonous. The truth about it is that each individual is put in the place of paying the money and taking the choice. What will do for some will not do at all for others. Circumstances alter cases, and every man should know and appreciate his own circumstances. There are certain well defined and established rules suggested by common sense which it is well enough to follow, but whoever undertakes to follow all the fads, alleged to have been suggested by physicians, finding their way into print, will have more than a handful and much of the information will prove valueless or worse. The main point is to keep as cool as possible, putting up with annoyances and making the best of it.

The Island of Formosa, 300 miles north of Luzon, has been so managed that it has been a source of revenue to Japan in each of the seven years since it was acquired by that country. A government monopoly on salt produces \$350,000 a year, and on camphor and opium about \$2,000,000 each. The camphor monopoly may suffer, as did indigo culture, from its production artificially in Germany.

Believe all you hear and die a fool.

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—Where buyers find that they are obliged to have spot goods, they show some signs of activity in the trade, but aside from this their operations are almost entirely restricted to the rarest instances. When purchases are made, the prices paid are invariably "the top." This is natural, because the sellers know that it is a case of necessity and they feel very independent in the matter. Colored cottons are particularly difficult to find even at top quotations. Ticks are in very small supply and with a small demand throughout. Stripes, plaids, chevrons and similar fabrics are all well conditioned, but with sellers showing very little inclination to induce any business. Bleached goods are quiet as a rule, although in the better grades the demand is said to exceed the supply; the consequence of this is that lines are well sold ahead. Wide sheetings are very hard to obtain, and the advancing tendency is very much in evidence here.

Prints and Gingham—The market has shown no material change in condition from our last report. Buying is restricted to a considerable extent, but stocks are not large and sellers are not worrying particularly over the situation. Prices have not been advanced as much as on other lines of cotton goods or as much as the condition of the raw material market would warrant. There are rumors afloat of important advances pending on some of the leading lines, but up to the present writing this has not materialized. The advance on red prints has put the leading lines of these goods on a somewhat more profitable plane. But as a large quantity of these goods was sold at the old price, this advance does not mean as much as it would if it had come a little earlier. The export demand has been active through the week, for a fair amount of prints have been shipped. Very few lines of print novelties are shown for next spring and those that are open do not attract very much attention as yet.

Wool Dress Goods—Conditions are not materially different in the initial fall dress goods market than they

were a week ago. It is apparent that it will be some little time before buyers will be ready to go ahead with the placing of their duplicate fall orders in an active way. There is a steady stream of fall repeat business coming forward, but according to most factors it is of a piecemeal order. The buyer, be he jobber or cutter-up, has not reached the point where substantial duplicate purchases appear warranted. There are certain lines of staples and certain goods of a fancy or semi-fancy cast which are attracting daily recognition through reorders—lines which have won greater recognition with the retailer than second hands anticipated. For the most part reorders are following along pretty closely in the beaten paths established in the placing of initial orders. The real interest in the fall goods market now centers in the secondary market. Both jobbers and cutters-up are trying out their trade and while they have met with very fair success in certain directions, their campaign has not been carried along sufficiently to warrant large additional purchases from first hands. Retailers have been too closely taken up with the details of their current lightweight season to enter heartily into fall season purchases. The cool wet weather of June had a staying influence on retail business in many states, thus lessening the retailer's interest in the showing of fall goods by second hands. The improvement so far manifested in the July weather is enabling retailers to work off a large quantity of merchandise from their shelves, etc., thereby bettering prospects for an improved interest in the fall selections of jobbers and garment manufacturers. There are many dress goods organizations which have little interest in the prospects for duplicate business aside from the strengthening and healthful effect it will have on the market, for the reason that their full output is already under order. In a number of instances sellers whose lines are sold up report begging letters from buyers desirous of getting down additional orders.

Hosiery—Although a large number of lines are open for the new season, very little business has accrued so far, and both the agents and manufacturers are beginning to be a little anxious about the buying. Of

course, the biggest drawback of the season has been the question of prices, but the agents are still hopeful that the buyers will realize the necessity of the present price basis and come into the market in good shape. Some men have been on the road for some little time with spring lines, but reports received at home are not especially good. Buyers are exercising great caution and many of them, in fact, seem to be absolutely indifferent. It is probable that a large number of the buyers will do a considerable portion of their business when they visit the market the last of July and the first part of August, and many of them will take advantage of excursions run for their benefit.

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 Mfg. & Carpet Co. Ltd.
Petoskey, Mich.

Michigan



Petoskey
Bay View
Wequetonsing
Harbor Point
Oden

Send 2c. to cover postage, mention this magazine, and we will send you this 52-page book, colored cover, 200 pictures, list and rates of all hotels, new 1903 maps, and information about the train service on the

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.

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:

Mackinac Island
Traverse City
Neahawanta
Omena
Northport



"The Kady"

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

The Ohio Suspender Co.
Mansfield, Ohio

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

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.

Exclusively Wholesale

Grand Rapids Dry Goods Co.

Grand Rapids, Michigan

Orders by mail receive prompt and careful attention.

Carpets—The large Eastern carpet mills report business as active with them. The initial orders have been so large that the mills are sold up for the whole season, and orders are refused, and there will be a slim chance for buyers to place duplicate orders later in the season. The strike in Philadelphia is a direct benefit to the carpet mills all over the country, and while only a few make ingrain carpets the demand for three-quarter goods has materially increased, as buyers find their full complement of ingrain slim. The Eastern mills do not care how long the Philadelphia strike lasts, as it brings a good business to their mills. They will not advance prices this season. The weavers in the Philadelphia Wilton, Brussels and tapestry Brussels carpet mills have accepted a compromise with the manufacturers on a basis of 58¾ hours, and all have gone to work. This means that a large number of other employes will be able to obtain employment, and the ingrain manufacturers no doubt would be willing to meet their employes part way should such an effort be made before it is too late to obtain a part of this season's business. Manufacturers in the latter line will use the same patterns for their spring goods, and in this way make quite a saving. Within the past few years considerable agitation has been given to the question of one sampling season for both carpets and upholstery goods for the year. Should this agitation succeed, it will be welcomed by manufacturers. A trip among the ingrain carpet mills in Kensington, Philadelphia, reminds one of a Sunday, everything is so quiet. Cut order stores report that while this is usually their dull season, they have in some instances found business from the country districts very good, the only difficulty having been in obtaining enough goods to fill their orders. Prices are firm to-day and on three-quarter goods are 15 to 20 per cent. higher than two years ago—on some grades.

Rugs—Continue in good demand, especially the body Brussels and tapestry. Carpet sizes in Smyrna rugs are not so active. The jute and wool Smyrnas are active in the smaller sizes, 30x36 inches, and are sold in excess of production. For brightness of color and originality of design there never has been a better display. Orders are reported by jobbers as coming in freely.

Against the Serpent.

Aside from mankind the snake has many enemies. It is as if half of creation were sworn to war against him. Even the tiny red robin fights him; so do the nightingale and the owl and many other birds. The mongoose, the ordinary house cat, as well as many wild species of the cat family and the pig, domestic or wild, all fight the snake and destroy it. But the most relentless exterminator of reptiles is a member of the family itself, the beautiful, lithe, yellow and black king snake, a friend of man and the avowed enemy of anything that creeps or crawls, regardless of size or poison fang. A native of our

own South, the king snake is between five and eight feet long and no thicker around than a man's thumb. Built in every muscle and bone for speed and tremendous constricting power, there is not another snake on earth that can withstand his assault. He is immune to the poison of the cobra and of the rattler alike, and the strength of a thirty-foot python has no terrors for him. Within five minutes from the opening of the fight the king snake could kill the biggest python that ever lived. Ferocious as the little constrictor is toward his own kind, toward man he is friendly, and rarely tries to escape when met afield. If picked up in the hand he will coil about his captor's arm, evidently pleased at the exhibition of friendliness.

Would This Scheme Always Be Resultful?

There is a store in Brooklyn where a possible customer never escapes until every means of making a sale is exhausted.

A few days ago a young man entered the store and asked to see a calf button boot, with Cuban heel, displayed in the window. His size was 5-AA, and being well acquainted with the stock, the salesman appeared doubtful as to whether he could supply the desired size in button, although he easily found it in lace. This was unsatisfactory to the customer, who was apparently determined to get what he asked for or nothing. Undaunted, the salesman brought forth another and still another style, and at last, when the young man decided to look elsewhere, the clever salesman brought the shoe asked for and the sale was made immediately.

When the customer went out the salesman was asked why he did not bring out the shoe at once and save time. He replied: "If I had shown that shoe first he would have asked to see the others anyway. With my way he was made to think that he had been exceedingly lucky and consequently bought the shoes without question."

What Brand?

A handsome young woman, wearing a close-fitting suit of blue, appeared at the corner of Broadway and Fulton street shortly after noon yesterday. She looked in despair at the sea of mud and water before her. Then she leaned over and clutched her skirt very low, and about twenty men stopped and rubbered. Very slowly the skirt came up, but instead of high-heeled shoes and a foot or two of open-work stockings, it revealed a pair of rubber boots. The rubber-necks tried to look the other way quickly when they saw how they had been fooled, but they were not quick enough to miss the sweet smile which the young woman sent back in their direction as she stepped out into Broadway.—New York Sun.

An Australian paper announces that there is a woman in that country who is 107 years old, and adds: "Her parents can point to her with pride as a sample of their success in rearing children."

BAGS

STARK A
AMERICAN A
NOX ALL
HERMITAGE
PAWHATTAN

Now is the time to buy. Bags are very scarce and very firm in price. They may be higher in a short time. Write for prices.

P. Steketee & Sons, Wholesale Dry Goods,
Grand Rapids, Mich.



WRAPPERS for Summer, WRAPPERS for Winter,
WRAPPERS for Spring, WRAPPERS for Fall,
But some merchants try to do business
Without any wrappers at all.
But the merchant who wants "something doing"
And desires to provide for his trade
Will make judicious selections
From the very best wrappers that's made.
We have them, you need look no further,
For experience proves this to be true,
That the "LOWELL" outranks every other
And will bring in good dollars to you.

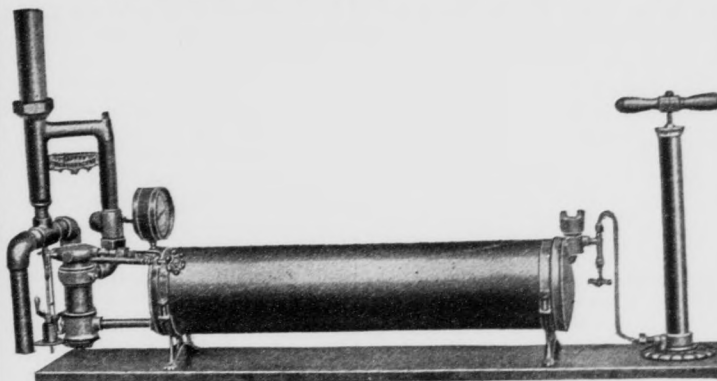
Our Fall Line of Wrappers, Dressing Sacques and
Night Robes is now ready, and you will do well to
see our samples before placing your order elsewhere.

Lowell Manufacturing Co.
87, 89, 91 Campau Street, Grand Rapids, Mich.

We Want Local Agents

Who are hustlers to sell

Safety Incandescent Gas Machines



Easy to operate and perfectly safe. Cut down light bills one-half or more and give a perfect, brilliant light. All machines guaranteed and our prices are right. Strongest testimonials as to the superiority of our machines.

Our special representative is now on the road and we will be pleased to have him call on you and give you a practical demonstration that will settle any doubts about the superiority of our gas machines. Territory is going fast. Interested parties should act quickly. Drop us a postal.

FRANK B. SHAFER & CO., Box 69, Northville, Mich.

WISCONSIN WAYS.

Cheese Output Large—Cheesemakers Scarce and Wages High.

Wisconsin, July 13—Although the dates of the twelfth annual meeting of the Wisconsin Cheesemakers' Association are a considerable distance in the future, yet active efforts have been started by the officers of the organization in the preliminary arrangements for the January, 1904, meeting to be held in the city of Milwaukee.

The readers of your publication and all others interested in the up-building of the cheese industry in general are most cordially invited to write the Secretary any suggestions as to their ideas of how these meetings should be planned.

If any one knows of a man in his neighborhood who they think has something of interest and up-to-date to offer the boys at Milwaukee and will give us his name and address so that we can place ourselves in correspondence with all such, we shall consider it a special favor. Remember this is a State association in name only. Every state in the Union and Canada are most cordially invited to join our ranks. Our educational cheese contest is open to the world. We especially court the suggestions and attendance of those in the same line of work and we are anxious to realize the benefits derived from their meeting with us. We appreciate that we shall be brightened by contact with others of our kind and we are especially anxious to get new ideas and lose some old ones, thus keeping abreast of the times.

It is not a selfish motive that prompts us to issue this invitation, but a desire to break away from the rut of individual work and mingle with the broader field of associated effort.

The cheese market of Wisconsin never had a brighter outlook for future trade than now. The cheese output of the State for the season up to this date is fully 15 per cent. larger than last year.

The quality of the milk up to the recent hot spell has been most excellent, enabling the makers of all kinds of cheese to produce goods of high standard and of unequalled uniformity.

Despite the fact that there is little or no export demand for Wisconsin cheese at the present time, the entire product is being disposed of in the United States at advanced prices and the domestic demand today exceeds the supply so that Wisconsin factories are taxed to meet the requirements of the home markets.

Our people are getting to be better cheese eaters. At the opening of the present season there was no surplus stock whatever in the State.

There are times when Wisconsin dealers can buy New York cheese, ship it in here and sell it as cheap as the Wisconsin article made at their doors. This is explained by the fact that the Southern States are taking most of the Wisconsin product.

Wisconsin cheese has in some in-

stances been shipped into several cities of the country and sold as the New York product. There is a peculiar taste to the New York cheese that makes it a favorite in some localities, but Wisconsin cheese is rapidly becoming the prime favorite in the general markets of the South and West at the present time.

Cheesemakers are in great demand in Wisconsin. Nearly every mail received at the Wisconsin Dairy School brings letters of enquiry from different sections of the country for young men of experience to take charge of cheese factories. The supply of available men for these positions has long since been exhausted. Several new factories erected last spring in the Northern part of our State have experienced great difficulty in securing competent makers and in some instances the farmers and patrons have been forced to buy hand separators, shipping the cream long distances to central churning stations because cheesemakers could not be found to take charge of the home or local plants.

These calls are not confined to those factories desiring to manufacture only Cheddar or American cheese, but the demand is growing for makers of foreign or fancy types of cheese.

The Wisconsin Dairy School is now offering courses of instruction in the art and manufacture of Cheddar, Swiss, Brick, Limburger, Edam and Gonda cheese.

The wages offered by factorymen for men in this capacity have been exceptionally high and should interest bright young men to embark in the profitable business of cheesemaking.

U. S. Baer,
Sec'y Wis. Cheesemakers' Ass'n.

Efficient Foes of Intemperance.

Preaching to the graduating class at Princeton University, the other day, Rev. Dr. Henry Van Dyke referred to the temperance question. Here are a few of his sentences: "I do not say that we shall not pass resolutions and make laws against intemperance. But I do say that we can never really conquer the evil in this way. The stronghold of intemperance lies in the vacancy and despair of men's minds. The way to attack it is to make the sober life beautiful and happy and full of interest. Teach your boys how to work, how to read, how to play, before you send them to college, if you want to guard them against the temptations of strong drink and the many shames and sorrows that go with it. Make the life of your community cheerful and pleasant and interesting, you reformers, provide recreations which will not harm them if you want to take away the power of the gilded saloons and the grimy boozing dens. Parks and playgrounds, libraries and reading rooms, clean homes and cheerful churches, these are the efficient foes of intemperance."

There is something wrong with a horse when he runs away from his oats.

A man not at peace with himself has none with anybody else.

SHIP YOUR

BUTTER AND EGGS

—TO—

R. HIRT, JR., DETROIT, MICH.

and be sure of getting the Highest Market Price.

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.



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.

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.

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

We Have Been In This Business For 38 Years

And have a long line of customers (both wholesale and retail) who depend upon us for their daily supply. Our sales are always at best prices obtainable. Personal attention is given each and every shipment. We do the best we can with what you send us. The better the quality and packing the better the price.

L. O. Snedecor & Son
EGG RECEIVERS

36 Harrison Street, New York

Reference: N. Y. National Exchange Bank

THE VINKEMULDER COMPANY
Car Lot Receivers and Distributors

Watermelons, Pineapples, Oranges, Lemons, Cabbage,
Southern Onions, New Potatoes

Our Weekly Price List is FREE

14-16 Ottawa Street, Grand Rapids, Michigan

When Huckleberries are ripe, remember we can handle your shipments to advantage.

ZANTE CURRANTS.

The Product To Be Handled by a Trust.

Zante currants, or "Corinthian raisins," as the Greeks call them, being produced from a seedless grape, form the main item of the export trade of Greece, wherewith that people must purchase whatever they receive from foreign countries. The industry was formerly very flourishing, Greece having a virtual monopoly of that product. The establishment of the raisin industry in this State, followed by the imposition of a substantial duty on currants, and latterly the invention of processes for seeding raisins by machinery, have virtually ruined the industry in Greece, whose producers are in despair. The loss of so important a market as the United States—our imports from Greece having fallen from \$1,174,981 in 1893 to \$75,408 in 1895 and \$26,308 in 1898—was a staggering blow from which, in the face of increasing competition of seeded raisins in all markets, the Greeks have never been able to recover. The Greek vineyards average but about two acres to each owner, and the peasantry are the virtual slaves of the small money-lenders who infest all Eastern Europe and charge from 1½ to 3 per cent. per month for small loans. Compared with their Greek competitors, our Fresno raisin-growers at their worst estate were opulent princes.

It is plainly impossible for 85,000 peasants, virtually all with liens on their crops, to voluntarily co-operate for bettering their conditions as our Fresno growers have co-operated, and yet something had to be done. The currant crop could not be sold for cost of production and there seemed no other available crop to take its place, even by the sacrifice of the capital invested in vines. The Greek government therefore took the matter up and restricted exportation to a certain amount fixed each year, according to the crop, buying the surplus of each producer at a low rate for resale to distillers. A so-called "currant bank" was created, largely with government money, to finance the operation. This gave some relief, but has not prevented the local price of currants from frequently falling to about 1¼ cents a pound, which all raisin-growers know would be ruinous. At this juncture an English syndicate has stepped in and proposes, if granted a monopoly of the product, to buy all the Greek currants up to 350,000,000 pounds per year, for twenty years, at £5 per 1,000 pounds, or a little less than 2 cents per pound, the government rigidly prohibiting sales to any other purchaser or export except by the monopoly. "Two cents a pound in the sweat box" would still seem ruin to our raisin-growers, but is eagerly jumped at by the Greek producers, who thus see a prospect of getting nearly double what they now receive. It is stated that the government has agreed upon the terms of the contract, which, however, must receive the assent of Parliament. There is some question as to the responsibility of the syndicate, and it is said that French and Ger-

man syndicates are prepared to "butt in" with an offer of still better rates. It is strongly opposed by British grocers, who desire to continue to buy cheap, regardless of the fate of producers.

His Note Was Coming Due.

A tall, thin man, who had been in the line before the window for some moments, suddenly found himself face to face with the teller.

"I've got a note comin' due here purty soon, an' thought I'd drop in an' see about it."

"What's the name, please?"

"Warner, Zerah Jedediah Warner."

"Whom did you give the note to?"

"Why I dunno."

"How much is it for?"

"I dunno's I can tell that exactly, either."

"I'm afraid I"—

"You see, 'twas this way: They had an auction down to the Corners, an' I bought a lot of stuff an' give the man my note fer it."

"We have several thousand notes there in the safe. It would take a good while to look them all over."

The thin man seemed to grow thinner than ever and began to look worried.

"Wait a minute," said the teller, "and I'll see if it is due to-day."

After an investigation he returned to inform the visitor that the note was not on the schedule for that day or the next.

"I'd like to know when it is due. I don't want it to go to protest."

"Well, I am sorry, but I cannot help you any," replied the teller. "Are you sure it was discounted at this bank?"

"Why the auctioneer said the Grand Rapids bank."

"Have you been to the other banks?"

"No. This is the fust one I cum to."

"Well, there are nine other banks in the city. You might try them," suggested the teller, and the man, thoroughly alarmed, took his departure.

Wishes He Had More.

An elderly rich man observed to the writer recently: "I worked like a slave until I was forty-five years old to make a fortune, and have had to watch it like a policeman ever since to save it. My life insurance policies have really given me the least trouble of all my possessions. They have never fluctuated, but have steadily increased in value, have called for no watching on my part and are worth more every year. I took the first ones in a half doubting way as to their ever being much good, except to my family in case of early death. But I was young then. I have taken a good deal since as a protection to them and an investment for myself in order that I might have at least one line of securities that would not keep me awake at night, nor my eye on the market reports by day. I suppose you would call me a pretty heavily insured man were I to tell you what I carry. But had I my life to live over I would cheerfully saddle myself with double the amount early in the game."

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

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.

National Fire Insurance Co.

of Hartford.

W. Fred McBain,

The Leading Agency,

Grand Rapids, Mich.

John G. Doan Company

Manufacturers' Agent For All Kinds of

Fruit Packages

And Wholesale Dealer in Fruit and Produce

Main Office 127 Louis Street

Warehouse, Corner E. Fulton and Ferry Sts., GRAND RAPIDS.

Citizens Phone, 1881



E G G S

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

S. ORWANT & SON, GRAND RAPIDS, MICH.

WE HAVE MOVED

Our office to our new brick warehouse on Second avenue, Hilton street, Third avenue and Grand Rapids & Indiana and Pere Marquette Railroads, between South Division St. and Grandville avenue. Reached by either South Division street or Grandville avenue cars. Get off Second avenue in either case.

MOSELEY BROS.

SEEDS, BEANS, POTATOES, FRUIT

GRAND RAPIDS, MICHIGAN

Butter

I always want it.

E. F. Dudley

Owosso, Mich.

SEND US YOUR EGGS

We will pay the highest market price for them.

We solicit consignments of HUCKLEBERRIES, and guarantee Honest Dealing.

JOHN P. OOSTING & CO.

100 South Division Street, Grand Rapids, Mich.

References: Peoples Savings Bank, Lemon & Wheeler Company

THE MERCHANTS' PICNIC.

Some Suggestions Based on Experiments at Muskegon.
Written for the Tradesman.

Those who contemplate giving a merchants' picnic in their own town this year will be interested in a history of the merchants' picnic as it has been worked out in Muskegon; and those who do not contemplate a merchants' picnic in their own town this year may be benefited thereby.

The merchants' picnic in Muskegon has been an evolution. Starting out with no more definite idea than the unquestioned belief that they were entitled to a day off, the grocers and meat dealers of Muskegon held their first picnic five years ago. The idea unquestionably came from Grand Rapids, where there was already a successful grocers' association and also an association of the meat men.

The first year the Muskegon grocers and meat men contented themselves with simply shutting up shop, hiring a special train and journeying to Grand Rapids, where they joined their Grand Rapids brethren in a picnic at Reed's Lake. The next year the idea had grown so in Muskegon that the Muskegon grocers and meat dealers came to the conclusion that it was their turn to play the host. They held their second annual picnic at Mona Lake Resort and their Grand Rapids brothers of the trade came over in a special train and helped them to make merry.

Up to this time the ordinary merchants' picnic had been primarily for the merchants and their families; but the Muskegon grocers and meat men evolved the idea of asking their trade and the public in general to join in, and this idea was first worked out in a small way at this second picnic. There were features that would attract not only the merchants and their families, but men of other crafts and interests as well. Manufacturers of grocers' specialties were invited to utilize the picnic as an opportunity to distribute their advertising matter; and they were given to understand that the more valuable or interesting their advertising matter, the greater the likelihood of these advertisements being preserved by the public as souvenirs. Many manufacturers availed themselves of the opportunity and several thousand pieces of advertising matter were thus distributed, adding an interesting feature to the picnic and undoubtedly doing the advertisers some good.

This picnic also saw the free coffee idea worked out for the first time. People had been invited to bring their lunch boxes along, with the assurance that they would be provided with coffee free. A well known coffee manufacturer was induced to supply the coffee. It was boiled and served and in consequence all the picnickers had hot coffee with their cold lunch. There were other features of the picnic which would require too much space in enumeration; but the two mentioned will afford suggestions to those who contemplate a merchants' picnic.

Acting on the experience gained in their previous efforts, the Muskegon

grocers and meat men the following year made further progress. The things which had already become features of a merchants' picnic in Muskegon were elaborated upon; but the greatest stride forward that was made was the beginning of the effort to make the merchants' picnic an universal holiday in Muskegon. A committee visited the other trade and enlisted them in the movement for a general holiday. In previous years only the grocers and meat men had closed their places of business; but when the hardware men were assured that all the hardware stores in the city would be closed that day they each and every one agreed to close. It was the same with the clothiers, the dry goods dealers and the rest. Now the traveling salesman who reaches Muskegon on merchants' picnic day thinks he has come upon a commercial desert or an abandoned town. Everything in the mercantile line is closed up tight.

It used to be the "grocers' picnic." Then it was the "merchants' picnic." Now it is the "business men's picnic." Not only do business houses close, but professional men also take a day off. The day is as universally celebrated as the Fourth of July—and with much less danger, noise and extravagance.

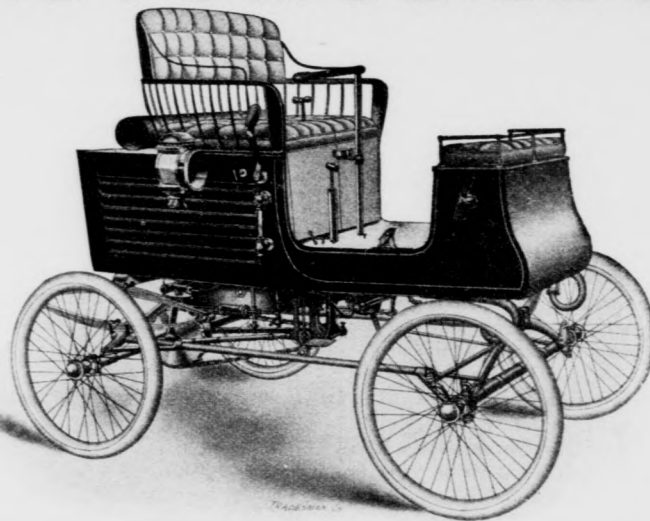
From year to year, other features have been added as the business men's picnic enlarged the scope of its operations. The free coffee idea is retained, but on a larger scale. This year a St. Louis house will send its own coffee-making expert to prepare "the cup that cheers but not inebriates." He will bring with him his own paraphernalia for cooking and serving the liquid. He will have the local assistance of W. J. Carl, who has had personal charge of this feature since its inception.

To free coffee have been added free celery and free watermelons. Muskegon has long been a heavy producing point for celery; and to spread Muskegon's fame as a celery producer and also give the picnickers pleasure the idea of free celery was worked out a year or two ago. Now all the picnickers are given a free bunch of celery and in addition a salt packing firm will this year give away 5,000 souvenir salt shakers to accompany the celery.

Of watermelons, two carloads will be carved up and passed out to the picnickers. It will be none too much for the 20,000 people who will throng Lake Michigan Park on the day of the business men's blowout. The services of the meat men have been enlisted in this regard and they will have actual charge of the carving, which is no small task. A small army of meat men with their long knives sharpened for the occasion will dispense the sliced melons to the multitude.

The souvenir feature has grown with each year. Manufacturers in increased numbers have availed themselves of the occasion to distribute their advertising matter. This year about 52,000 pieces of advertising will be distributed from a booth erected for the purpose. The ladies will be

AUTOMOBILES

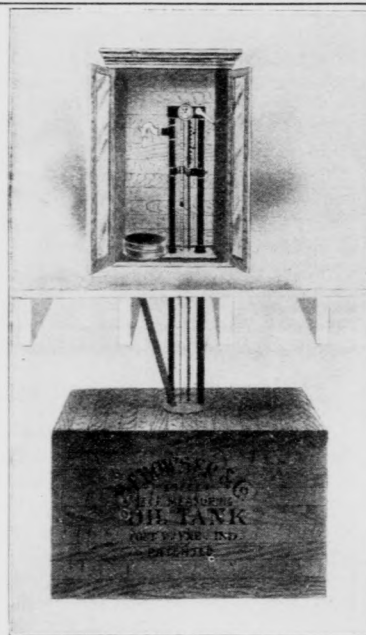


PRICE, \$500.00.

We can satisfy the most exacting as to price, quality and perfection of machinery. Will practically demonstrate to buyers that we have the best machine adapted to this section and the work required. Discount to the trade.

SHERWOOD HALL CO., LTD.,
GRAND RAPIDS, MICH.

IF YOUR OIL MAN



Our Glass Pannel Cellar Cabinet is a beauty and as good as it is handsome

PUMP Full Nickel or Black Enamel.
Grained or Antique Oak **CABINET**

Is this what you have been waiting for? Ask for Catalogue "M"—it's free

Should quote you a confidential price of two cents below the market he would be pretty sure to get your order because

**YOU ARE
IN BUSINESS FOR
PROFIT**

and that two cents per gallon means profit. Yet you hesitate to equip your store with a

**BOWSER
THREE MEASURE
SELF-MEASURING
OIL TANK**

which as surely means a saving greater than two cents on each and every gallon of oil you handle. It prevents loss from leakage and evaporation; it saves the oil you now lose from sloppy measures; it saves loss from pilfering while you are gone to the cellar after oil; it saves other goods from contamination from kerosene; it saves your time; it saves your back; it saves your labor, muss and dirt. All this it saves and more.

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

WHEN JOHNSON MAKES THE AWNING

"WE FOOL THE RAIN"
(trade mark)
Canvas Covers

for your store or office you have the satisfaction of knowing that your awnings are the best that money can buy. They are cut, sewed and finished by skilled hands. We also make Sails, Tents and Carpet Covers. Our prices on FLAGS are the lowest. Estimates carefully furnished. Established 1886. All orders promptly attended to. Try us.

JOHN JOHNSON & CO., 360 Gratiot Ave., Detroit, Michigan

permitted to estimate the number of fares collected during the day by the local street railway and nine prizes of silverware will be presented to those who estimate the most closely.

These features have been particularly mentioned as affording suggestions for those who would hold a picnic. There will be other features that will add to the attractiveness of the day, such as singing in the grove by two groups of singers engaged for the purpose, an all-day band concert by a band of thirty-four pieces and similar attractions. There will also be some "circus" features, but in this connection a member of the Executive Committee said to me the other day:

"I am coming more and more to the belief that the so-called 'sensational' acts are of very little value. They are a flash and then they are over. It is like shooting off your whole Fourth of July in one giant firecracker, for these sensational acts cost a lot of money. I believe the people prefer something that will entertain them all day and that they do not care so much about seeing some fellow attempt to break his neck."

This remark shows a further progression that the men back of the business men's picnic in Muskegon are making and it is likely that another year will see the neck-breaking performance entirely eliminated and the entire day given up to wholesome, harmless amusement. Two things the merchants of Muskegon are aiming at:

To make the business men's picnic a holiday not for the merchants alone, but for the whole people of Muskegon—the rich and the poor and the people who have just enough money to be happy and not so much that it worries them. The factory manager is urged to shut down his factory on that day and give his men a chance to get out in the fresh air with their families on some other day than Sunday, when they are restrained by long-taught precepts from indulging in the enjoyments that are considered perfectly proper on a secular day.

To make everything absolutely free. This year not a souvenir seller will be allowed on the grounds. Not a gambling device will be tolerated. The only expense absolutely necessary will be car fare to and from the Park. The people are expected to bring picnic lunch. The merchants will provide them with coffee, celery and melon free. These will not be provided in driblets. There will be enough melon to start a riot in Darktown and enough celery to strengthen the public nerves for a month. As for the coffee, all the public is asked to do is to bring pails to carry it away. Charles Frederick.

Fancy handkerchiefs with medallion designs inserted in colored linens are selling quite well to the best trade.

Few men have weak eyes from looking upon the bright side of life.

The man who wants it all never gets it.

Happy Disposition as a Safeguard Against Failure.

If a salesman has not within his heart the "milk of human kindness," he would better quit trying to sell goods and go into the banking business—where friendship ceases.

A happy disposition is to a salesman what fire insurance is to a property owner—it enables him to "bob up serenely."

As no two customers are exactly alike in their disposition, the salesman must rely on nature's law of "laugh and the world laughs with you."

When you are dealing with a customer who shows an inclination to be cranky and crabbed, remember that one of the strongest psychological laws is that of "Association," and as "Suggestion" is even a greater power, you will find that by keeping yourself in a happy mood before a customer, your smiling countenance will suggest to him that it is better to be pleased than otherwise, and by the association of the thoughts which naturally go with pleasant things the customer's mind will be very quickly filled with thoughts of a pleasing nature and his crabbedness crowded out to make room for them.

This fact will easily be recalled by many salesmen who have cultivated the art of story telling, for it is often the case that a crowd of very dull people have been fairly electrified in to a coterie of very happy souls by the advent among them of a "jolly good fellow" who "breaks the ice"

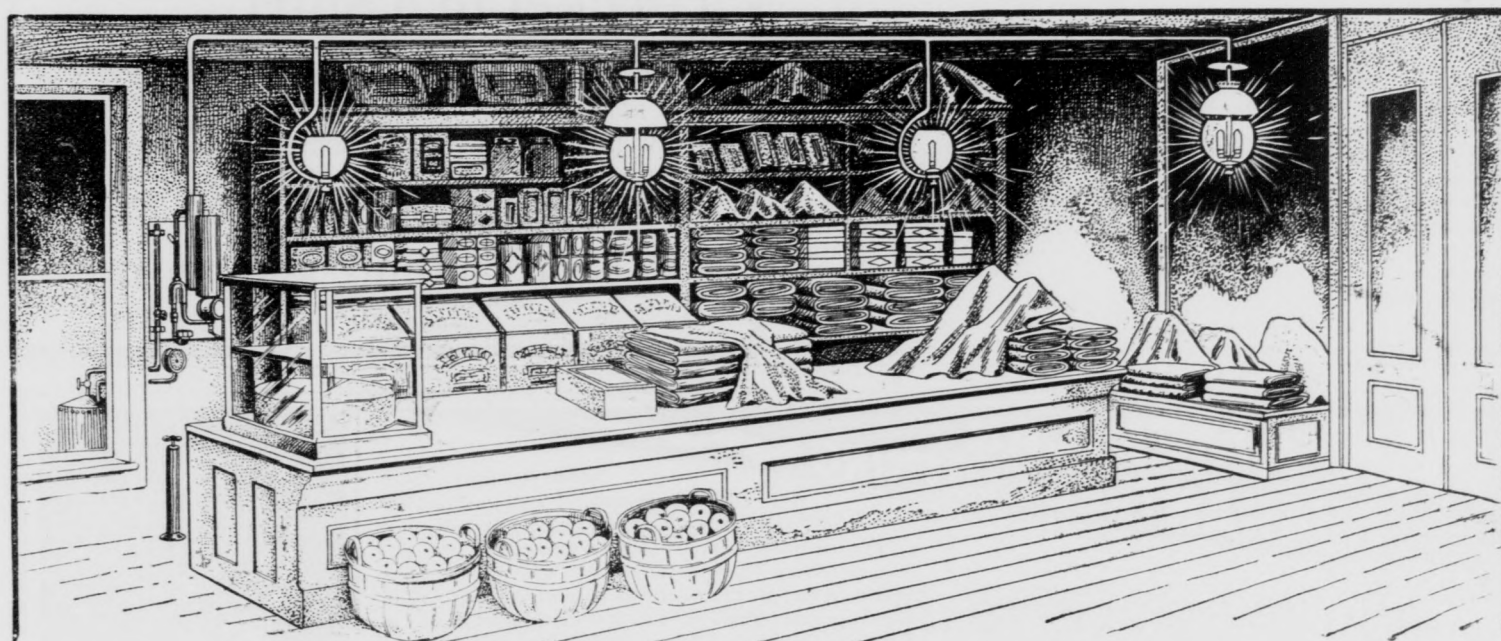
by shedding the luster of his sunny disposition in their midst.

While in this case the happy personality of the one individual is reflected by the crowd and while every one is not blessed with the faculty of being a "jolly good fellow," the tendency of a happy disposition is always to overcome moroseness wherever it is met with, and as the salesman's business is to separate a man from his money it is very plain that a man will spend money more freely when he is feeling happy than when he is the least bit "dumpy," and many a salesman has found that it is very much to his interest to "call again" on a customer whom he finds to be "out of sorts."

"If you can not be happy, be as happy as you can," is a rule that all salesmen will find to be a never failing guide to success.

When you rise in the morning and your head feels thick and the world looks black, if you will deliberately set to work to recall a few of the funny stories you have heard and earnestly try to put yourself in a laughing mood you will be surprised to find how easy it is to cast off what would otherwise be a bad case of the blues. Always remember that there are other days coming, and while to you "it may be cloudy to-day, the sun will be shining to-morrow." You can jolly yourself as well as others, and if you know how to make other people feel good and fail to work it on yourself you are not giving yourself a square deal—Salesmanship.

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.

Perfection Lighting & Heating Co.

24 Michigan St., CHICAGO, ILL.

F. F. HUNT, Michigan Agent,

17 South Division Street, GRAND RAPIDS, MICH.

Clothing

Status of the Clothing Market at Gotham.

The fall clothing situation appears to be in good shape all around. Manufacturing clothiers say that the buying for next season at the present time is as good as it was last year, while the early business shows gains. There is little cause for pessimism. During the month of June collections were a little more difficult. Merchants were giving less attention to the discount features. On this subject a large manufacturer said: "It is usually the best month for getting in money, but merchants seem to think that their manufacturers do not want money. But nobody refuses to pay up and so long as business all around continues to be so healthy we are not at all apprehensive."

Manufacturers look upon the fall season as favoring a variety of materials for suits, and say that there is no decided tendency toward any one fabric. Some sections, as is usually the case, take more kindly to one sort of a fabric, and another section to a different kind, but that in the aggregate the demand tends in no special direction. They say, however, that so long as more style can be had out of woollens at popular prices worsteds can not compete in suits to retail at the low prices which make up the greatest volume of business and sales in the trade. If slightly, serviceable worsteds could be had around \$1.50 a yard it would be another story.

So it is that for fall the heaviest business is being done on chevots in neat mixtures and wool goods in Scotch colorings and patterns. Manufacturers report that there is a perceptible increase in business on heavyweight clay and worsted serges in blue and black for fall, and that it comes principally from buyers located in large cities.

Buyers say that they are experiencing trouble in getting just what they want in crashes and homespun. Investigation among the manufacturers discloses the fact that there is not plenty of clothing of this kind, except in the very lowest grades, and the market is likely to be short throughout the remainder of the season, as no piece goods can be had to cut up. Flannels, on the contrary,

are quite plentiful, as are wholesale stocks of strictly specialty clothing for hot weather wear, such as tropical weight coats, duck trousers, linen, etc.

Manufacturers making a specialty of fancy vests found business coming in to them so fast, at the inception of this season, that their facilities were increased, but notwithstanding that they have already proven inadequate to meet the demands for vests for immediate delivery and for fall. Notwithstanding that stocks of staple vests are carried it is reported that during the last week manufacturers could not keep up with supplementary orders.

The fall season on this line will introduce some radical style departures in make and in colors; some of the shades have not heretofore been introduced in men's apparel. Manufacturers are getting style ideas from the vogue in women's wear.

It is predicted that for late fall and early spring next year prices will be higher. Some manufacturers have secured their supplies of vestings, linings and trimmings at old prices by placing their orders on these materials away in advance. Others say they have already had to meet advances. One of the leading vest houses says: "We will have to do a little switching, by which I mean that the pique we formerly sold at a dollar now costs us \$1.12½, and the linings and trimmings have also gone up, and we have already paid an advance of 10 per cent. on silks, which are going up again for next spring. Now we can not 'switch' or change qualities on the linings and trimmings, as good quality linings, backs, etc., and good workmanship are what constitute a good garment, nor can we sell at a dollar the same vest we made for that price last season, we will have to 'switch' fabrics around so that we can still make a satisfactory vest at a dollar, and put the fabrics we have to pay more for into a higher price class."

These advances apply to all fabrics for next spring, from woollens and worsteds to pocketings and linings, and are due to the higher cost of raw cottons, wools and silks.

Starting with the hot weather, which set in at the close of last week, retail clothiers have done an improved business. The few days

preceding the Fourth were particularly good, sales coming with a rush that called for the employment of extra salesmen. Public interest in three-piece suits was almost lost in the hurried demand for two-piece suits in the lightest weight summer fabrics, homespun and serges leading. The sale of serges has shown a marked betterment, so much so that buyers are talking of serges as decidedly stronger for next year.

Retail clothiers say that the inclement weather throughout June will be felt by the clothing trade next fall, as it was particularly hard on clothing and induced men to wear their old heavyweights to an extent that places them among the "worn-outs," and that they will want new clothes just as soon as they can get them in the fall. The stormy weather also helped the trousers demand, and will undoubtedly influence retailers to open their trousers sales this season a week or two earlier than has been the custom. Instead of waiting for August to begin his season's sale one shrewd merchant is going to open the sale the last week of the present month.—Apparel Gazette.

Reflex Action.

"Why ain't you at school, little boy?"

"I stayed away on account of sickness."

"Who is sick?"

"The truant officer."

A flea in a blanket can spoil a night's sleep.

Ellsworth & Thayer Mnf. 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

"Just as Handy as a Pocket in a Shirt"

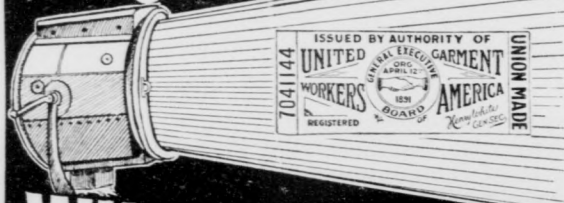
Have you seen the Handy Pocket in the Gladiator shirt? A postal card—one cent—will bring salesman or samples.



Clapp Clothing Company

Manufacturers of Gladiator Clothing
Grand Rapids, Mich.

PAN-AMERICAN GUARANTEED CLOTHING



WILE BROS. & WEILL BUFFALO, N.Y.

Stands the light—it bears critical inspection. It's all wool and well made, good substantial trimmings, haircloth, linen canvas, every seam stayed—and it's guaranteed. "A New Suit for Every Unsatisfactory one." We put the union label on it too—we can sell better finished clothing now for our old prices. Men's Suits and Overcoats \$3.75 to \$13.50. Boys' and Children's Clothing—a full line from lowest to highest grade. Every line with a little extra profit to the dealer.

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

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



Market Conditions in Underwear and Hosiery.

At 25 cents and 50 cents summer underwear will not show a profit next summer. In other words the goods usually retailed at these prices will have to bring more money next year. Other retail prices will have to be made if the advances of from 20 to 80 cents now asked for are maintained throughout the market. Combed Egyptian cotton was 24 cents last year; it is now 37½ cents, and so scarce that the mills are buying from hand to mouth. Where it was formerly used in fifty-cent underwear, combed peeler stained yarns are now substituted as being cheaper. The mills in figuring on their price lists for next spring have been trying to get below 10 cent cotton, and would like to figure on 9½ cents, but this is impossible at present, with August cotton quoted at 14 cents. Mills buying now to fill out orders in work have had to pay 16 cents, yet the orders were taken when cotton was figured at 10 cents. Balbriggan and other kinds of underwear selling at 50 cents retail will have to bring 75 cents next year. The goods will be improved to command more and leave a good profit. There will be less Egyptian cotton entering into spring goods than formerly. The mills are at present very reluctant to quote prices on Egyptian yarn goods, and even on domestic cotton underwear, owing to the rising market.

Most all of the underwear and hosiery mills are sold up for fall. Some are refusing to take additional business, even at a material advance. Those in a position to accept duplicate orders from jobbers are asking for advances from 25 cents a dozen up over the figures at which original orders were taken. Most all lines are affected, fleeces, Egyptian cotton and mercerized goods in particular, and in the higher grades. While some wholesalers are in position to be taken care of by their mills on deliveries, others are fearful of tardy arrivals. Salesmen on the road report that business is not altogether satisfactory, as retailers are buying only regular stocks and do not seem to care to understand the serious condition of the market regarding merchandise.

The fall market is quite active on staple lines. Buyers are according attention to new lines of cashmere and wool half-hose in Scotch plaids, and large and small checks and outline squares in black and white and colors. The same effects are out in lisle and balbriggan, but are considered rather "loud" by most buyers.

Grays, oxfords and black and white half-hose, on the style of mixtures resembling present vogue, are considered of least importance by the fine trade.

The fall selections in colors made by representative buyers East and West are black, iron gray, in which black predominates, there being very little white, serpent, myrtle and bottle greens, chocolate—a rich brown—and ox-bloods.

Effects—plaited boots, grounds of one and two colors with ribbed ef-

fects in black, jeweled embroideries on fronts, chintz effects in jeweled designs, vertical self and embroidered stripes, canille stripes, self, contrasting multi-color and ombre clockings.

Sales of summerweight underwear and hosiery show marked improvement at retail. Gauze weights in balbriggan and lisle are in excellent demand, and mesh goods in all grades are selling in greater proportion than last year. Buyers have taken advantage of the offers of wholesalers, made during the latter part of June, when they made extra discounts in order to clean up their stocks prior to stocktaking, and retailers are consequently well supplied with goods. In hosiery, the demand in New York is more for fancies than was the case earlier in the season. Summerlike weather has brought out low shoes, and grays, openworks, vertical and horizontal stripes and embroidered fronts and clocks are all selling about equally well.

With the hot weather underwear in all grades and prices has sold like hot cakes in Chicago. The demand for linen mesh is on the increase every day.

In hosiery openwork tans and the popular grays have been going fast in Chicago. All the low boot hosiery has been on the boom.—Apparel Gazette.

Refused To Indorse a Check.

While women cause considerable amusement and stir things up generally in banks every little while, there are men supposed to know better who also do foolish things.

One day a man who has since been in business, made money and retired, entered a Kalamazoo bank and presented a check, which was not his own, for payment. The check was drawn upon the bank where it was presented and had been duly indorsed by the maker, but the teller handed it back with the request that the man who presented it write his name across the back.

"Why, I never heard of such a thing," he exclaimed.

"It's a rule that must be observed," remarked the teller, who was peering around at the next fellow in line.

"What do you mean? Ain't this check good?"

"The check is perfectly good," replied the teller, "but before we can cash it you must write your name on the back as an indorser."

"What's that for?"

"It's so that we will have a record showing to whom we paid the money."

"Aha, that makes me responsible."

"Seems to me that you should be willing to bear a little of the responsibility—you get the money."

"Well, I won't write my name on the back of that check."

"Then you can't get it cashed in this city."

"Do you refuse to pay me the money on that check?"

"I do, until you indorse it."

"Do you say that check isn't good?"

"No, sir, that check is perfectly good."

"Then why don't you pay it?"

"I've told you why I won't pay it."

The man turned away, walked out into the entrance of the bank and there met a friend to whom he told his tale of woe. The friend tried to tell him that the bank didn't want to make him responsible for the amount of the check. What the teller insisted upon was only a requirement of all the banks, and if at any time the bank wanted to trace that check it could do so.

He was not satisfied, however, and went away.

Just before 3 o'clock he again appeared in line before the teller's window.

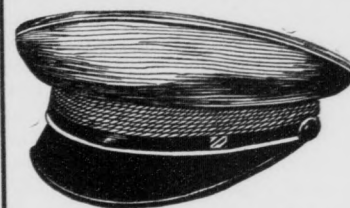
"Do you still refuse to pay that check?" he demanded.

"I refuse to pay that check until you put your name on the back of it."

The check was withdrawn, and although it was cashed somewhere and it floated in to the bank through the exchanges, the teller did not see it again."

DONKER BROS.

Manufacturers of



DUCK HATS

For Men and Boys

Also Duck Yacht and Flannel Golf Caps in all colors. White Pique Tams for resort trade; also novelties in Children's Tams for the millinery trade, in prices to suit. Price List sent on application.

29 and 31 Canal Street,
Grand Rapids, Mich.

Citizens Telephone 2440.

To The Trade:

When our representative calls on you look at his line of Fall and Winter Overcoats and Suits—medium and fine goods equal to custom work.

M. I. SCHLOSS

Manufacturer of Men's and Boys' Suits and Overcoats

143 Jefferson Ave., Detroit, Mich.

William Connor, President.

Wm. Alden Smith, Vice-President.

M. C. Huggett, Secretary and Treasurer.

The William Connor Co.

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

Wholesale Clothing

Established 1880 by William Connor. Its great growth in recent years induced him to form the above company, with most beneficial advantages to retail merchants, having 15 different lines to select from, and being the only wholesale READY-MADE CLOTHING establishment offering such advantages. The Rochester houses represented by us are the leading ones and made Rochester what it is for fine trade. Our New York, Syracuse, Buffalo, Cleveland, Baltimore and Chicago houses are leaders for medium staples and low priced goods. Visit us and see our FALL AND WINTER LINE. Men's Suits and Overcoats \$3.25 up. Boys' and Children's Suits and Overcoats, \$1.00 and up. Our UNION-MADE LINE requires to be seen to be appreciated, prices being such as to meet all classes alike. Pants of every kind from \$2.00 per doz. pair up. Kerseys \$14 per doz. up. For immediate delivery we carry big line. Mail orders promptly attended to. Hours of business, 7:30 a. m. to 6:00 p. m. except Saturdays, and then to 1:00 p. m.

"The Clothing that makes Rochester famous"

REGISTERED BY Solomon Bros. & Lempert, 1900.

It will be to the advantage of any clothing merchant to see our immense line of Overcoats and Suits for fall and winter of 1903.

Detroit Sample Room, No. 17 Kanter Building
M. J. Rogan, Representative

KNOW YOUR STOCK.

Handle It As Though It Were Diamonds.

We have recently had brought to our attention the harm that can result to a large and apparently very successful business through the absence of a unity of purpose and lack of co-operation between the advertising and selling departments. The firm in mind is one of the largest retail shoe companies in the country. It spends hundreds of thousands of dollars annually in advertising its merchandise in the daily papers and literary magazines. Its stores are most invitingly fitted up, and the windows are never without an interesting attraction. All of these well-directed endeavors at publicity are productive of good results, inasmuch as a large number of people are drawn to the stores. There it is nullified by methods which are at once injurious to business and the good opinion created in the mind of the public regarding the merchandise advertised.

The salesman make little effort to effect sales of shoes; they are rudely indifferent to the wants of customers and make no attempt to please. The customer calls for a certain shoe. It is handed to him, after considerable waste of time, and the salesman departs to busy himself with something else, returning, after the prospective purchaser has been waiting until his patience is about exhausted, to ask if the shoe will suit. Another is brought for inspection and the customer is again left to decide for himself. The salesman finally returns to urge upon him a polish they have for sale, and dwells long and eloquently upon its merit. He says nothing about the shoes, and when questioned about the footwear replies nonchalantly, seldom getting beyond the use of monosyllables in his replies. But over the polish he again waxes eloquent and the customer leaves in disgust, remarking that he did not enter the store to buy polish but shoes. It is said that at the store the sales of polish are the test of a salesman's ability, not his sales of shoes, hence his eagerness to sell the bottled stuff, as he is fearful of losing his place if he does not make a record in shoe polish.

When asked for an explanation of this method I was informed that the shoes were considered good enough to sell themselves, the polish required "talking up." Surely such a method of conducting a business can not pay.

A store in any line profits much by the way in which its goods are shown to customers. Indifference to one's wants is inexcusable. Inattention is an offense which merits resentment from the customer. Politeness costs nothing, and painstaking effort in the displaying of merchandise is seldom without reward. How pleasing it is to hear good salesmanship complimented, and how much more gratifying to the salesman and his employer to have a customer depart with a purchase with which he is satisfied.

The writer was in conversation with the manager of a large furnishing

goods store the other day when two gentlemen, who had evidently been in the store for some time, and one of whom had made quite a number of purchases, passed us on their way out, the purchaser remarking to his friend: "I didn't want all those things, but that fellow showed them so cleverly that they caught me; he knows his business."

I learned from the manager that the salesman was most dexterous in showing merchandise to the best advantage, was untiring in his determination to please, introducing the customer to new things in a way that secured attention and awakened interest and invariably resulted in sales.

The gentleman had entered the store with his friend and asked for neckwear. He did not know what he wanted, but would like to try a square, yet he thought it could not be worn with the style collar he had on—a double-fold. He had great trouble with his collars not setting right. If he got a half size larger than the shirt band it was too large, if he got the same size it was too tight. If they were half a size larger than the neckband it was not long before they came back from the laundry half an inch too big. He was at his wits' end to know what to do for comfort. The salesman first interested him in squares, and a pattern was selected which pleased him.

The salesman then took down a box of collars similar in style to that worn by the customer; said it was difficult to get collars alike in size; that they all varied, and throwing the dozen bound collars upon the case showed their variations in height and length, although fresh from the box. Yet he said the stretching of collars by the laundry could be offset if a quarter size was selected. This their best customers had found to be a very satisfactory compromise on the size. A quarter size larger than the neckband gave comfort, made the collar set well, and if stretched by the laundry the extra length, due to such increase, would not be greater than the size the customer was wearing. A dozen collars were added to the bill, and it was unobtrusively suggested by the salesman that oftentimes the set of the collar was spoiled by a poorly fitting shirt and a new shirt was introduced as a princely garment, equal to custom made in fit and proportions. Three shirts were included in the bill. A fancy waistcoat, matching the cravat purchased, was next brought to the attention of the buyer, who was informed that it was the newest pattern and a very correct style. This was likewise included in the bill.

That this salesman knew his business, and how to show goods, was evident by his successful sales. The shirts shown to the customer were jacket shirts with attached cuffs. He had never worn that style, doubted if he would like it, and as for attached cuffs, he detested them because he had tried them once and so badly soiled the cuffs inserting the buttons that he had no desire to try a shirt with attached cuffs again. The salesman said that the coat shirt had these

This cut represents our

Dickey Kersey Coat

of which we are large manufacturers



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

advantages over the other styles: that it could be slipped on like a coat, the hair was not disarranged after combing, the bosom remained uncrumpled and there was more comfort in the skirt to the wearer. This interested the gentleman; but he did not like a shirt opening in front, as he always soiled the bosom putting in the studs. Taking a set of studs from the case the salesman showed him how they could be inserted into the bosom, and links into the cuffs, by simply moistening the underside of the linen with the end of the tongue. It was a revelation to the customer and he hesitated no longer over the purchase, taking three shirts, links and studs. That salesman possessed the knack of interesting his customer.

Two gentlemen entered a cigar store and one of them called for a god cigar. The man behind the counter put out one, said it was a fine cigar for fifteen cents. The customer wanted a lot of cigars, but took the one and left the store with his companion. Entering a neighboring store the same request was made. Here the man asked the price cigar wanted, and then took out of his case box after box, until he had a row of them spread out before the customer. He said they were all good, some mild, some strong, and the gentleman bought a supply. He liked the way the goods were shown, the way in which they were described. One dealer knew his business, the other did not.

Know your stock. Become thoroughly impressed with its beauty and attractiveness. Enthuse over it and you will be able to interest others. An old merchant once said, in talking to his clerks, that they should handle their stock as though it were diamonds. He was imbued with the correct idea. Merchandise should be presented to customers as though it were worth more than is asked for it, never depreciated by indifference. The same merchant once asked the head of the shirt stock, "Suppose you were stricken blind suddenly, would you know where to find your stock?"

How many of your salesmen, Mr. Merchant, know where to find what a customer wants the moment it is asked for?—Apparel Gazette.

Status of the Piece Goods Market.

The piece goods situation is an interesting one, whether the present fall or incoming spring season of 1904 is considered. Just now the big successful clothing manufacturers are hurrying the mills along on deliveries of goods ordered, and upon which they have booked a very satisfactory amount of business for fall. Orders for fall clothing are still coming in, as is indicated by the fact that during the first week of the present month duplicates for fall piece goods showed improvement in volume. This does not imply that the reorder business is satisfactory to the selling agents; far from it. But clothing manufacturers are duplicating a little on everything, which is indicative of good business on all lines taken up by them, and that the trend of fall

styles is not fixed on any certain fabric or class of fabrics.

About the middle of the month the spring season in piece goods will be in full swing. Staple lines of serges and low grade woollens, the conspicuous lines, were opened up several weeks ago at last year's prices. On the cheap low-grade standard serges the mills have already sold up and withdrawn their lines. Owing to the apathy of buyers the American Woolen Company has, at this writing, deferred the opening of its thibets and similar fabrics, and will only show its crashes, homespuns and low-grade wool goods of a strictly summer character until the interest of buyers becomes more fully awakened. Other leading mills will undoubtedly follow this action on similar lines at a dollar and below.

From information we gather in the piece goods market in its present attitude toward the spring season of next year conditions are favorable to retailers having stocks of serges and flannels. Serges in particular have improved their own condition wonderfully this summer in the large cities, where the sales have somewhat exceeded expectations, and the good opinion of retailers regarding their vogue for next year is increased. This condition is further reflected in the volume of orders already placed with the mills by clothing manufacturers on serges for next year's consumption. Consequently the way things look now it seems as if serges and flannels are going to be better property for the future than homespuns. Yet the fact must not be lost sight of that outside of the large cities it is probable that a great many men have not yet had homespuns, which have been so fashionable in metropolitan cities this summer, and hence it is probable that in the country the homespun has a future, as it has yet to feel its way to popularity there.

A great many of the successful clothing manufacturers have been buying largely of low-grade wool goods. Yet if worsteds were to be had at a price, their serviceableness and desirableness are such that there would be big business done on them. But as considerable good styling is possible with wool goods, and they make attractive clothing at popular prices, the duplicate orders for fall are coming in heaviest on wool goods, such as chevots and cassimeres in neat patterns and effects.

Can Tell Typewriting.

It will come as a surprise to many people to know that there is a great deal of character in typewriting. Were half a dozen operators to use the same machine, paper and actual words, each printing off a dozen sheets, and were all these to be mixed up indiscriminately, a practiced eye could distinguish each operator's work instantly.

In a recent law case, where a lengthy typewritten document of many sheets was in question, it was alleged that one of the pages included had been substituted for another sheet. Although to a casual eye all these sheets seemed to be the work of one hand, experts showed that the

spacing was quite different, especially between the end of one sentence and the beginning of another, and on the substitute sheet the new paragraphs began in quite a different position on the lines, and the letters were shaky instead of upright and firm. And the punctuation—the crucial test—was wholly different.

The experts were unable to trace the person who had done the bogus typewriting, but they agreed that it was a woman, young, and only a beginner at typewriting; that she was nervous, not strong, and that her education was only moderately good.

The writer of the other sheets comprising the document was defined from the evenness, correctness and firmness of the typewriting to be an experienced "typist."

To a hungry man a fat potato is of more value than a silver fork with nothing on it.

A blind horse and a blind rider are apt to take the wrong road.

McLachlan University
BUSINESS

Summer School; Summer Rates; Best School

100 STUDENTS

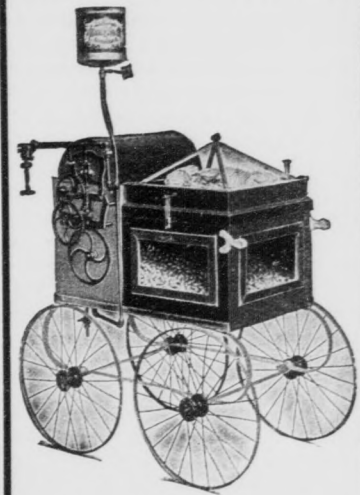
of this school have accepted permanent positions during the past four months. Send for lists and catalogue to

D. McLACHLAN CO.

19.25 S. Division St.

GRAND RAPIDS.

Little Gem Peanut Roaster



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

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/2 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



"Search"

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

McCormick

Manufacturing Co.

Chamber of Commerce,
Detroit, 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.

Shoes and Rubbers

Higher Priced Shoes Give More Wear for the Money.

The writer recently developed some interesting facts in an interview with a leading leather merchant. The discussion turned upon the enormous demand among the consuming public for cheaper grades of shoes.

The leather merchant contends that if the people who wear shoes would invest a larger sum of money in each pair, say, for instance, if a man would regularly buy a \$3.50 shoe for his one for \$2.50, and in like manner if women would buy more \$3 and \$3.50 shoes instead of the \$2 and \$2.50 kinds they would find the average cost of their shoes per year greatly reduced.

He states the case in this way: The tanners of leather have to take the hides just as they come from the animal. There is always about so much leather of each quality which can be had. Nature pays no attention to the public demand for cheap shoes. As he puts it, the most that a manufacturer can afford to pay for leather used in a woman's \$1.50 shoe is about 21 cents per square foot. When there is such a strong demand for \$1.50 shoes all the leather of this quality is consumed and the price is increased, not on account of the intrinsic wearing value, but because of the unusual call and other cheaper grades are substituted.

On the other hand, leather of better wearing qualities, suitable for making higher grade shoes, becomes a drug on the market and can be had for less than it is intrinsically worth, so that the manufacturer who can find an outlet for higher priced shoes can really give his customers better value.

When leather, and findings, labor and every other element that enters in to make up the cost of putting a shoe in the hands of a consumer were a good deal lower than they are at present certain popular prices were established which the consumer still insists upon having, and the retail dealer, on the other hand, insists that the manufacturer shall furnish him.

Meanwhile, the cost of everything has advanced and a shoe which could be put together to get the best possible wearing value, say at \$2.50, \$3 or \$3.50 five years ago, can not be built at the same figures to-day. Leather has advanced so that when the cost of other materials used in shoemaking is taken into consideration better qualities can not be used in making the old popular-priced goods.

The sensible way both for the consumer and for the retailer to look at the matter is to buy in the lines in which they can get the best wearing values and to follow the market, being content to pay a fair market price rather than to insist upon having a shoe at a given price.

There is always a large class of improvident consumers who must have something cheap for immediate use irrespective of value, but the man who has the price and who wants to get the most for his money should

be educated to buy in higher priced lines.

The careful buyer has already learned or he should at least be easily taught that a "cheap" article whether in shoes, hosiery, hats, dry goods, clothing or what not is the dearest in the long run.

The same thing which is true of leather goods is true of almost every other line; the strongest demand is for the cheaper goods and they are bid up so that the buyer can not get as much for his money as he can in better grades. The old saying that "It pays to get the best" has substantial proof in it. It is true, and shoe dealers who want to build up trade on a permanent, lasting basis would do well to consider this side of the question.—Shoe and Leather Gazette.

The Best Method of Buying.

Times have changed. A few years ago it was the custom of many shoe dealers to buy goods twice a year in sufficient quantities to last through the whole season. The practice is almost completely changed now and selections in the early season are confined to special styles and novelties, for which there is but a limited demand, and enough of the staples to answer the customers' needs until the season is fairly started, and give a fair choice in style and different makes.

The conservative retailer while purchasing the needed amount of "regulars" exercises precaution not to overstock on any particular line, nor does he place orders for larger quantities than he can clean up with profit at the end of a season and avail himself of most favorable cash discounts.

When it is needful, with this foundation stock on hand, he can replenish as often as he desires. With care and good judgment, his stock is kept so well in hand that he is in a position to take advantage of any offer which may prove beneficial to himself. These are frequently made by jobbing houses and manufacturers during the season.

There is additional advantage in buying in this way; the dealer has a new and fresh line of shoes always in stock.

While bills are distributed by frequent buying he has no trouble in meeting them at the proper time. If the purchases are thus made by the dealer as the demand may fluctuate, he will have no reason to complain if the weather is bad and trade is not good. The careful, cautious dealer will have fewer old goods in stock and they will be cleaner in every way. In this progressive age a well assorted stock is necessary in smaller towns as well as larger cities. With this in mind it would be well for the leader to comprehend that it is not entirely a matter of the size of the business, but the number of times it is turned during the year that makes the successful shoeman.

L. H. Hayt, dealer in general merchandise, Alma: We could not get along without the Tradesman.

The Lacy Shoe Co.

Laro, Mich.

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

Advertised Shoes

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

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



Our Shoes Are Good Looking

besides being solid, strong and comfortable. Increased trade comes without coaxing to a dealer who sells shoes which are as thoroughly dependable as those we make.

Our trade mark on the sole is a guarantee to your customer that they are right in every particular.

**RINDGE, KALMBACH, LOGIE
& CO., LTD.
Grand Rapids, Michigan**

Mayer's School Shoes

The merchant who can please his trade on school shoes usually does the shoe business of the town. Mayer's shoes for Boys and Girls are never disappointing. You can depend on them. They are made in every conceivable style and wear like iron. Write for prices.

F. Mayer Boot & Shoe Co., Milwaukee, Wis

My Hardest Customer and How I Landed Him.

I have had many years' experience selling shoes for one of the most reputable manufacturers of ladies' fine shoes, and at this moment my thoughts centralize themselves on a transaction with a large buyer South. Beyond any doubt, they were the hardest for me to land, and yet when landed were the most satisfactory customers I had on my lists of accounts. On my first visit to the city wherein they were located. I met them through the introduction and courtesy of a traveling salesman of whom they were customers. He informed me they controlled the larger percentage of the best class of trade in their city, but that I would experience great difficulty selling them, and by reason of their being extremely cranky and exacting.

I replied, "That is the privilege of any modern shoe merchant." I sought an interview with these gentlemen and secured an engagement to look my samples over. They were prompt in filling it, and at the conclusion remarked that there was some good lasts in my line, some good heel making and a few other complimentary allusions; for which I thanked them. Next day they called me aside and informed me that I had some lasts, etc., upon which they could do no small business if I would make for them certain shoes they were open for. I asked them to revisit my sample room. They made known their wants and I informed them it was simply out of the question for my house to make the lines they were looking for, especially at the prices they were figuring on, and that we could not deliver them in any condition which would prove satisfactory to their customers or themselves, delivered at such prices, but if they would concede certain modifications we would endeavor to please them. They, nevertheless, insisted upon my making them sample pairs as indicated, and submitting the matter to my firm. I informed them I would do nothing of the kind; that my people were modern, progressive manufacturers and sent me out to represent them, thinking I possessed sufficient intelligence, and that they had me thoroughly posted as to what they could and could not do. They replied they could get "So-and-So" to make them. I replied I did not care who they got, it was immaterial with me. One fact was certain, I was not going to attempt an impossibility, and when any salesman or firm were so keen for business as to go out and sell goods less than cost of production their days were limited, and we were in business to make some money, distribute good goods and stay.

They said I was standing in my own light, etc. So they passed me, and when in the market called to see me and my firm. They discussed various topics and brought up the question upon which we had disagreed. My firm replied: "Gentlemen, we want business. We are willing—yes, only too glad—to do anything within the bounds of reason; yet as Mr. Quarles informed you, we can not at-

tempt an impossibility. In your case he was correct. We post our representatives as to what we can and can not do. Whatever he promises you, we will endeavor to the best of our ability to fulfill, and when we send you goods, they will be right." Next season I again called on my Southern friends and made another engagement.

During our session and while building certain lines, we again ran on a snag. After a lengthy discussion, I informed them I would not send in any order as they indicated, as my house could not and would not attempt to deliver goods at such prices, and rather than send in the item, I would not send in any, and would simply defer the matter to a time when they could be reasonable. With a few modifications, we built the shoe and proceeded. The order was sent in, made, shipped, and in the course of a few weeks discounted, and mail orders began to come from them. The battle was won, and how? Because we attempted possibilities, and when the goods were shipped they went out right and pleased them. While other salesmen and houses were experiencing all kinds of trouble, etc., we were selling them many shoes, and they were my largest and most satisfactory customers South.

Our sending the goods out right was conclusive proof of possibilities, and the continual attempting of others to produce the same class at less prices, etc., and then sending them cut wrong, thoroughly convinced my friends of the true attitude which we occupied. We attempted only possibilities and succeeded. Others attempted impossibilities and made signal failures.

If all manufacturers would post their representatives, make them feel they were a part of the business, stand by them in their hours of trouble, if they would all do this, misunderstandings with customers would seldom occur. Too many manufacturers do not make it a mutual matter, and when you find one who does, you see a successful manufacturer.

Too many one-horse manufacturers and salesmen are continually attempting impossibilities. Such are a menace to good business ethics, and every method should be called into requisition to suppress such.

Post your salesmen, make them feel they are a part of the business. It will be your strongest factor for success. Fifteen years ago my employers were not in business, but working young men. To-day they occupy one of the largest factories in the shoe trade. They accomplished it by attempting possibilities and making their salesmen a part of the business.—B. F. Quarles in Shoe Retailer.

Past Grand Counselor F. L. Day, of Jackson, writes the Tradesman as follows: If there is any one thing that affords me more pleasure than another it is to comply with your request to renew my subscription for the Michigan Tradesman.



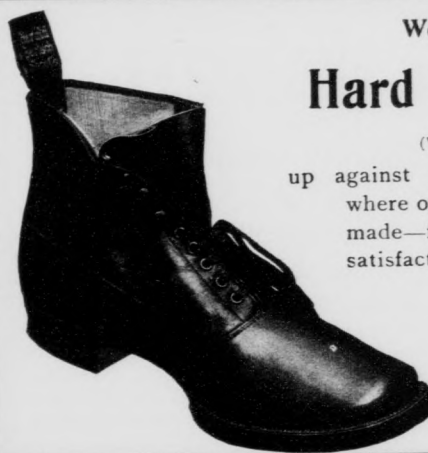
Our justly celebrated No. 104

Ladies' \$1.50 Shoes

are still having the greatest run of any \$1.50 shoe in the market. No 215 is much like it with patent leather foxing. If you haven't these two beauties send for them at once.

Walden Shoe Co.,
Grand Rapids, Mich.

Western Agents for Hood Rubber Co.



We'll Put Our

Hard Pan Shoes

(Wear Like Iron)

up against any shoes—no matter where or by whom they may be made—for wear and absolute satisfaction.

Herold - Bertsch
Shoe Co.

Grand Rapids, Mich.

Makers of Shoes.

Announcement

WE TAKE great pleasure in announcing that we have moved into our new and commodious business home, 131-135 N. Franklin street, corner Tuscola street, where we will be more than pleased to have you call upon us when in the city. We now have one of the largest and best equipped Wholesale Shoe and Rubber Houses in Michigan, and have much better facilities for handling our rapidly increasing trade than ever before. Thanking you for past consideration, and soliciting a more liberal portion of your future business, which we hope to merit, we beg to remain

Yours very truly,

Waldron, Alderton & Melze,
Saginaw, Mich.

Bathing Shoes and Bathing Caps

Write for Prices.

Goodyear Rubber Co.

Milwaukee, Wis.

Walter W. Wallis, Manager.

Good Time To Dispose of Odds and Ends.

Your business needs a clearing out and cleaning up about this time of the year. No matter if you do not need the money or the room, you ought to have semi-annual clean-ups.

It may be a special dispensation of Providence, and then again it may not be, but nearly every dealer finds it absolutely necessary to dispose of a good accumulation of odds and ends this month. It is a good thing, because it keeps you from getting rusty or lazy.

The average way of going at this is to issue a more or less spasmodic looking circular which gives your customers the idea that you are going out of business or into bankruptcy and then sitting around and waiting for the trade that does not come.

A whole lot better way, according to my thinking, is to get out a neat looking circular explaining why you are having a clearing sale and appealing to the prospective customer's good sense and ideas of economy.

Right here I am going to digress for a moment. Why is it that normally sane merchants seem to go crazy when they come to the question of advertising?

I know of men and know some of them, too, who never do a foolish thing in their ordinary business and who never do anything but foolishness in their advertising. Remember this, it is not generally wise to do anything in an advertising way that won't stand much the same test as any other business action.

To come back to the clearing sale: Some merchants, as I have said, make one last, long expiring effort in the shape of a circular and let it go at that. Others turn their whole shop upside down and succeed in doing little else but chasing away regular trade, which is not looking for odds and ends.

There is a "middle of the road" here as in everything. You want to make a strong, consistent effort, but you do not want to give the impression that you are going out of business in these days.

Go at the matter sanely and rationally. There is a good business reason for clearing sales. Tell folks what it is; do not be ashamed of it, and yet do not be too proud of it.

If you have two windows display your clearing out shoes in one of them and your regular goods in the other. In displaying goods marked down put your regular selling price and the reduced price on the ticket and do not exaggerate the reduction too much. You can not fool all the people even one time, and you may work up a large, enthusiastic reputation as a liar.

Do not set aside one corner or end of your store for the clearing out sale. Even stingy people do not like to advertise themselves as such. And bearing this in mind: instruct your clerks not to talk too loudly about reduced prices. Mrs. Smith is not particularly keen about having Mrs. Jones tell the sewing circle that Mrs. Smith's husband can not afford to buy anything but job lot shoes.

For the convenience of your clerks you should put some distinguishing mark on clearing out items. One of the best ideas I have seen is a little red or blue gummed label pasted on the carton front. If you use red this season use blue the next, yellow the next and so on; by this system you can tell at a glance just how long the stickers have been on your shelves. Right here the question comes up as to the advisability of paying clerks P. M.'s to sell out of date goods. Worked along the old principle of so much a shoe it is an unproductive idea, because the clerks simply sell the "easy stickers" and you lose that much profit without really affecting the "old timers."

A much better system is to award each week a prize for the largest sales of "stickers" in proportion to regular goods. If you have only one clerk you might pay a premium on sales of stickers up to \$10 a month, and an increase on a graduated scale from \$10 to \$20, etc.—Shoe Trade Journal.

Vary Your Interests.

The wise man keeps out of ruts. To be certain, however, that he will accomplish this he must begin early in life. He must not begin his life work by restricting himself absolutely to a single channel. This does not mean that he should scatter his that he does not become narrow and should not become a specialist. But the more strictly he specializes, the more carefully should he see to it that he does not become narrow and bigoted. The young man should early begin the habit of reading a newspaper. It should be a real newspaper, and not a yellow journal which will cause his mental and moral standards to degenerate. He will thus get a general education that he can obtain from no other source. But he can not get all the education he requires, even of public affairs, from the newspapers. Let him not make this error. Their news is necessarily fragmentary. He should read regularly one or two good magazines of the class devoted to the discussion of questions of public interest. He should read a little good fiction as well as history and general literature. While he should persistently seek the acquaintance of the best men of his own craft, who are usually the broadest minded, he should also seek friends outside of it. They will help him to see that there are other important crafts in the world besides his own. All this will broaden his views and help to keep him out of a rut.

Chicago has now a larger number of licensed saloons than ever before in its history. There are no less than 7,049 of these places. Reports concerning the contamination of the city water supply which is drawn from Lake Michigan are believed to have had an important influence in increasing the number of public places. Some of the temperance people intimate that there is method in the official representations concerning the condition of the water which they maintain is not as black as it is painted.

Looking For a Good Line of Women's Shoes To Retail at \$1.50?

If so, order sample dozens of following:

No. 754	Women's Dongola Lace, Patent Tip, Fair stitch, 2½ to 8, \$1.10
No. 750	Women's Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 2½ to 6..... 1.10
No. 7546	Women's Dongola Lace, Patent Tip, Single Sole, 2½ to 8..... 1.10
No. 2440	Misses' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 12½ to 2..... .90
No. 2340	Child's Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 8½ to 12..... .80
No. 2240	Infants' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 6 to 8..... .70
No. 2448	Misses' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 12½ to 2..... .80
No. 2348	Child's Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 8½ to 12..... .70
No. 2248	Infants' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 6 to 8..... .60



Hirth, Krause & Co., Grand Rapids, Michigan

Our Salesmen

Now have samples of shoes for fall with them, among which are some of the best this or any other house has ever put out for the money.



Geo. H. Reeder & Co.

Grand Rapids, Mich.

We have a catalogue—send for it.



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

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

Housecleaning

The spring house, store and office building cleaning season is now with us, and all retailers will find a good demand for Brunswick's Easybright. This is a combination cleaner that will clean all varnished and painted woodwork and metals, as well as cloth fabrics, carpets, rugs, lace curtains, etc. It is a cleaner and polisher superior to any and all others now on the market.

Four Kinds of Coupon 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.

Liability for Damage by Flood to Merchandise in Transit.

A good deal has been written and spoken about the appalling disaster by flood at Kansas City and other points, and now that the first shock has been somewhat recovered from, there remains the question of determining who is to pay the damage. Representatives of the railroad companies have visited a number of shoe manufacturers and jobbers and the question of damages has been discussed, but no one appears to be willing to make an overt act.

Under the common law a railroad company is not responsible for merchandise damaged or destroyed in transit if the cause of such damage or destruction was beyond human prevention or avoidance. Such damage is usually designated in the contracts as an "act of God."

Some interested parties have pointed out in this connection that the Kaw River has heretofore established a reputation for unruly acts and it is stated that the railroad companies in whose yards such tremendous damage was sustained in Kansas City have at different times considered the matter of moving their yards to higher grounds because of danger from high water. This is taken as a practical admission on the part of the railroads that they knew their yards were not a safe repository for merchandise. To what extent, if any, this would render the railroad companies responsible is a question to be determined.

It is understood that the Illinois Manufacturers' Association has taken this matter up and it is claimed that the Santa Fe, being the railroad most affected, or probably the traffic association, will agree to make a test case before one of the courts, and this amicable litigation will be used as a basis for settling the great number of other cases.

If it shall be decided that the railroad companies are not responsible for the damage, the question will then arise as to whether the consignee or consignor should suffer the loss. Shoe men say that it has been decided many times that goods shipped f. o. b. belong to the consignee when placed on board the cars, and that damage or loss sustained thereafter falls not upon the shipper, but upon the retail merchant to whom the goods are shipped. As a question of policy, however, it is thought that in a large number of instances the shoe manufacturer or jobber will be willing to make the loss good. He will ship new consignments of shoes and will take back the old goods, which can be dried out and refinished.

There are numerous instances where shoe retailers have themselves sustained an almost complete destruction of their stock and stores. There is, of course, no question of who suffers this loss, but there is a question as to what is to become of the dealer whose entire business has been either badly damaged or swept away. If the merchant has a clean record and the moral hazard seems good, it is more than likely that the jobbers and manufacturers with whom he has

previously dealt will encourage him to rent new quarters and begin again. They will, in all probability, give him a liberal credit and assist him in all ways that they can to get a fresh start. On the other hand, the tricky dealer who has been guilty of sharp practices, such as returning goods without cause, making unjust reclamations, etc., will find that without ample new capital he will be unable to remain in business.

Recent Business Changes Among Indiana Merchants.

Carthage—B. Leisure, dealer in groceries, has been succeeded by Lee R. Wooten.

Churubusco—G. W. McCoy & Co. have sold their grocery stock to McCoy Bros.

Fort Wayne—L. Freiburger succeeds Freiburger & Michel in the retail grocery business.

Fort Wayne—The Pottlitzer Fruit Co. succeeds the Pottlitzer Bros. Fruit Co.

Galveston—Doran & Rhinebarger have sold their meat market to Turley & Robinson.

Jefferson—S. N. Davidson has bought the grocery stock of S. N. Davidson & Co.

Kokoma—Kerline & Scott, dealers in drugs, have sold out to Wm. I. Scott.

Grass Creek—E. B. Cook & Son, engaged in the general store business, are succeeded by Jasper Judkins.

Lancaster—C. C. Finch succeeds J. B. McConnell in the general store business.

Linton—W. M. McFarlen & Son has sold their stock of dry goods to H. F. Low.

Mecca—J. M. Goshorn & Co. succeed J. M. Goshorn in general trade. Oaktown—Charley & Bushie have sold their bakery to A. Charley.

Peru—Ritchie & Endicott, furniture dealers, have sold out to Endicott, Murphy & Redmond.

Roachdale—W. C. Barnes has bought the grocery business of Frank Johnson.

Waveland—Hanna, Kritz & Co., dealers in jewelry and general merchandise, have been succeeded by Hanna & Kritz.

The Bishop's Lesson.

Bishop Nicholson, of Milwaukee, has a story of personal experience to tell to those who seem swamped in worries. It happened during the first years of his ministry, when he was rector of a Philadelphia church. The parish matters, social and financial, were in a bad way, and straightening them out was slow work. He was distinctly discouraged one day when, having gone to New York on business, he stopped to look at the Brooklyn bridge, then building. A man, covered with dirt, was working on the abutments.

"That's pretty dirty work you are engaged in," said the bishop.

"Well, yes," answered the laborer, "but somehow we don't think of the dirt, but of the beauty which is to come out of our work."

"It was the lesson I needed, and I went back to Philadelphia the better for it," said Bishop Nicholson.

"BEST OF ALL"

Is what thousands of people are finding out and saying of

DR. PRICE'S TRYABITA FOOD

The Only Wheat Flake Celery Food



Ready to eat, wholesome, crisp, appetizing, delicious.

The profit is large—it will pay you to be prepared to fill orders for Dr. Price's Tryabita Food.

Price Cereal Food Co., Battle Creek, Mich.

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.

SHAKER SALT

IS A WONDER

THIS WAY

NOT THIS WAY

WHY?
BECAUSE IT
POURS FREELY
THROUGH THE
REVERSIBLE
SPOUT OF THE
HANDY BOX

INTO SHAKERS AND CELLARS EVERY DAY IN THE YEAR HARD TO BELIEVE — ISN'T IT? FACT THOUGH

A ONE ARMED MAN CAN USE IT.

For sale by
All Wholesale Grocers.
Price \$1.50 per case of 24 boxes.
DIAMOND CRYSTAL SALT CO., St. Clair, Mich.

Woman's World

Nothing Like Getting Off on the Right Foot.

Once upon a time there was a beautiful young Gnu who was about to be married, and all the female animals in the forest assembled to inspect her trousseau and hand her out a few bunches of good advice about the best way to manage a husband.

"We congratulate you," they said, as they embraced her, "for while it is true that henceforth you will have to work for your board and clothes, without any tips thrown, and will have to stand for any sort of back talk, still it is better than being on the anxious seat. Furthermore, even if you find that matrimony is not all that it has been tooted, you can put up a bluff at being happy, and nobody will dare to call you and show down their own draw. Thus shall you escape being pitied as a got left.

"You will also ascertain that before marriage a masculine creature can not get enough of your society, but after marriage a little of it goes a long way, and that instead of desiring to sit up and hold your lily white hand he will prefer to hold four kings in a little game downtown. Thus it becomes a wife's sacred duty to corral her husband in a place he does not desire to stay, and to force upon him a domestic brand of conversation that works like knock out drops, and puts him to sleep in his chair before 8 p. m.

"Up to now you have had the cen-

ter of the stage, and have gotten the calcium lights and the glad hand," put in a hyena, "but all this will be changed when you hike down the frosty side of the altar, and before you hit the cold trail I should like to give you a few points about the best way to glue a husband's affections:

"Always meet him with a glad, sweet smile. This may be a trifle wearing on the facial muscles when he rolls in with the rolls in the morning, but never forget that it is a wife's place to be cheerful, and keep a few property grins in stock that she can turn in at a moment's warning."

"There is doubtless much in what Mrs. Hyena says," observed the Tiger, "although I regret to observe that her smiles do not appear to stick Mr. Hyena to his own fireside much, but the best way by which to cinch a husband's love is by feeding the brute.

"If you will spend your time doing stunts on the cooking stove your husband will be too agreeably occupied to notice that you have gone off in your looks, and that your figure is not what it used to be. I am wise to the fact that no one voluntarily parts with a good cook, and I opine that the female who is long on gravies, and strong on sauces, has her husband sewed up in a sack."

"That may be," replied a mangy little bearess, who wore a last year's motheaten fur coat, "but, fortunately while Mrs. Tiger's system of tying a husband to the leg of the dining

table is a beaut, it does not work in real life, for after the domestic wife has made corns on her paws cooking hubby a good dinner he is apt to hornpipe off after some female who has not burnt her face purple over the kitchen stove.

"Now, I apprehend that a wife's long suit is economy, and that the best way to graft your husband's affection is by helping him stack up the dough, instead of whistling it away on marked down remnants and French confections. If there was no financial question, there would be no breakfast table spats, and it has not gotten past me that the masculine creature who marries for money treats his wife with more consideration than the one who marries for love."

"I do not like to howl over so many interesting theories," remarked a bespectacled leopardess at this, "but you are all dead wrong. The only way by which a husband's love can be permanently annexed is by intellectual companionship, and the reason so many wives play to empty benches is because the only subject they take a real heart interest in is the best brand of baby food, and how to keep a servant.

"Now, I hold that a wife should read the daily papers, keep up with all the new novels, be up on the magazines, and preserve all of her accomplishments, so that when her husband returns in the evening she will be able to discuss the Ibsen drama, the philosophy of Maeterlink, the last problem novel, the state of the mar-

ket, the baseball score, and the tips on the racing with him."

"Come off," cried an old lioness, who had been listening to them, and who was the real wisdom, "for you have all slipped your trolley. The only way to keep a husband's affection is by being IT. Every bride starts out in life on a pedestal, and it is her own fault if she climbs down. As long as she does the goddess act, her husband will stay on his knees, and burn incense before her, but when she starts out as an incense burner, he gets up on his hind feet and begins knocking her because the perfume is not strong enough. Take this, my child," continued the lioness, turning to the Gnu, "as a dead straight tip from one who knows; play yourself as a favorite in the race of married life, and you will never have to be the nag that harrows the track for others to run over."

The Gnu, being a wise creature, did as the lioness advised, and lived happily ever after, for her husband thought he was so honored at getting such a wondrous being that he did all the smiling in order to make home bright for her; he never knocked her cooking, for he did not like her to have to work for fear it would harden her paws; he dressed her in glad rags in order to show off her beauty, and he never wandered from his own fireside for fear some one might come along and steal his treasure.

Moral—This fable teaches there is nothing like getting off on the right foot.

Dorothy Dix.



You use a scale in order that you may not lose money by giving a customer more of your goods than he is entitled to. Yet the hard-earned money for those same goods, weighed with such infinite care, is dropped carelessly into a box under the counter, unchecked and practically unprotected.

Isn't it true that in handling that money a mistake costing you ten times the profit on the sale could be made and it would never be known? Think of the mistakes in change, the forgotten credit sales,

the price-cutting, the dozen other ways in which errors lessen your profits.

Isn't this the kind of economy that saves the pennies only to waste the dollars?

Isn't it even more necessary to protect the money than the goods?

A National Cash Register protects the money. It gives you a check on every penny received and every penny paid out. It stops losses which cannot be stopped without it.

Let us tell you other ways in which a "National" quickly pays for itself. Detach the coupon, fill it out and mail to us today.

A Fine Booklet Posted Free
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 _____

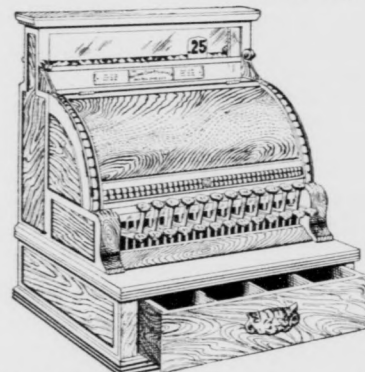
NATIONAL CASH REGISTER CO., DAYTON, OHIO

"Most Valuable Fixture"

We consider this register the most valuable fixture in our store. It will do more work than a cashier; it is absolutely correct, and can't be tampered with by the clerks. We depend on it for nearly everything, and have never yet been able to catch it making any mistakes.

Hutchinson, Kan.

KANSAS PRODUCE CO.



Only \$25 for this thoroughly practical National Cash Register.

392 styles at higher prices.

Fully guaranteed second-hand registers for sale.

The Grocer's Contribution to the Pastor's Aid Society.

Written for the Tradesman.

Goodwin, the proprietor of the Up-to-date grocery at Avondale, glanced at his evening paper and threw it impatiently down with something that strongly suggested a swear.

"What in the world's the matter now?" was the question that came from the kitchen with some very savory smells that followed the opening of the stove oven door.

"O, there's going to be the annual supper of the Pastor's Aid Society and that means that every blessed she member of that society is coming to me separately and I can't get rid of one of them for less than five dollars."

"Why, we don't have anything to do with that society. What do you let that bother you for? If you mean to tell me that you let a dozen or two of those beggars come in and wheedle you out of ten cents when you don't want to give it, I'd be ashamed of myself and say no just to see how it seems. Come to supper."

He came, but he did not eat. Mrs. Goodwin talked, but he did not hear her. Visions of a little drying-up old lady with gentle tread and gentler tongue came to him with a sweet smile on her lips and a now-you-will-won't-you look on her not unkind face and the long story he'd got to listen to and then the longer list he'd got to give her for an old dried-up specimen of a minister who couldn't preach for sour apples. He simply could not do it and he wouldn't. He'd get a younger man who hadn't been hatched to death year in and year out by the whole blamed lot! When he had reached this conclusion he began to eat and to talk and so told his wife all about it.

"Well, Edward, I don't know as I blame you; and I believe after supper I'd wire to Wood River for Jesse Coomes to come up on the morning train. He'll manage it without any getting mad and he'll get ahead of the whole lot of 'em and they never'll know how it's done. Better than that you go to Wood River and stay a few days. You've been looking peaked all the spring. Theobald can run things until Jesse comes and he'll be here by 2 o'clock. There, that's a good idea and the quicker the performance begins the better."

Two o'clock brought the man for the occasion and he did not come a minute too soon. He had hardly got settled down into his place, a process made easy by a year or two of clerk service some two years back in that same store, when that soft swish of silk skirts, which means so much to the woman and alas! to the masculine heart as well, announced that the battle was on.

"I came in to see Mr. Goodwin on particular business. Would you kindly tell him that Mrs. McVain would like to see him."

"Mr. Goodwin is in Wood River and will possibly be gone a month; but if there is anything I can do for you, Mrs. McVain, I'll do my best. I don't believe you remember me, do you?"

The little head with its pretty bon-

net and gentle face leaned forward something like the inquisitive hen and soon the pleasant voice, "an excellent thing in woman," said hesitatingly, "Is it Mr. Coomes?"

"You hit it, the first time, Mrs. McVain."

"Well, then, Mr. Coomes, we're going to have a supper for our pastor's benefit and I have been appointed to get contributions. Mr. Goodwin has always been so kind that I always come to him first. Now I have a list made out and if you'll please take down the items I'll soon get through with my bother. All ready?"

"Let me see your list. I have to go at this thing a little gingerly because I'm doing it with another man's money. 'A ham, a few pounds of mince meat, raisins, spices, some canned pears, ditto peaches, ditto pineapple, baking powder, sugar,' a dollar's worth, I suppose, 'peck navel oranges, good ones, a dozen loaves of bread, five pounds creamery butter, pecan nuts, hickory, English walnuts, filberts and candy.' Going to have quite a supper I should judge."

That man Coomes was a study while he was reading slowly and thoughtfully that long list. Built on the square order nature had taken care to hide the corners by an abundant supply of avoidupois judiciously arranged, so that only the envious ever thought of calling him "Fatty." Soft brown hair partly covered a broad forehead and from under his dark eyebrows a pair of eyes looked out that just then, Mrs. McVain thought, could see quite through the deeds of women and made her uncertain as to the result of her mission. One feature alone gave her comfort: the whole face was permeated with good nature and as she looked upon it there seemed to settle in the eye-corners and mouth-corners something halfway between fun and keenness which encouraged her with her age and experience to try conclusions with his youth and inexperience.

"How much money do you want to raise?"

"Why, all we can."

"How many tickets do you expect to sell—how many have you printed?"

"I think we had five hundred struck off. The Star furnished them, so they didn't cost anything."

"What's the price of your tickets?"

"Twenty-five cents."

"Then you expect to take in \$125. Let me see what you have down for the other storekeepers to give."

"Oh, now, Mr. Coomes, that would not be fair, you know. We want every one to give what he feels he ought to give. There isn't to be any compulsion, you know."

"I didn't know that Goodwin went to your church."

"He doesn't; but, you see, he does business here and so, you see, he has the good of the town at heart and there is nothing so, so humanizing, I might say, as for all citizens in times like these to help along these home enterprises, don't you know; and there is nothing which so shows the milk of human kindness, it seems to me, as the liberal giving of a man

of one denomination to his brothers who are toiling in another vineyard of the Master."

"How large a membership have you in that particular 'vineyard?' and the eyes began to show signs of mischief."

"We have a small enrollment."

"How many?"

"Why, really, Mr. Coomes, I don't think that matters."

"Everything depends on it that you are going to get out of this store. Now, Mrs. McVain, this isn't a matter of sentiment, it's business. I'm an old resident of this town and I know that society to a dot. You have fifty members and they are all able to pay \$2 apiece. That leaves \$25 to be raised by the supper. Now this list that you have just given me would make that \$25 look sick if I should fill it out, and you know it. Your list made it look that way last year and the year before that. Now I want you to call for some of that milk of human kindness over at the other stores and make them give you something besides skim milk; and as for that humanizing business you were just telling about—by the way, Mrs. McVain, how much are you, personally, going to give to help on the humanizing?"

"Well, really, sir, I—don't think—"

"That's what I supposed. Now, ma'am, you bring that outrageous list to me and your manner and your tone say, not 'please give what you will,' but 'you do that or we'll talk you up and boycott you, there now!' After I had given you all you ask

for—and you know you have on that list about enough for all the suppers you'll sell—you'd urge me to come to it because it'll cost me only a quarter. Now we'll begin this business 'back end to,' as they say in Yankee land. You give me two tickets for Mrs. Goodwin and me and I'll give you a ham; and if I should happen to hear any disparaging remarks about the lack of public enterprise among the tradesmen of the town I'll write up the whole affair as it has taken place here this morning and publish it in the Star. Shall I send the ham and will you leave the tickets?"

The tickets were not laid down gently, but they were left and the ham was safely delivered. The supper realized \$30.25, which the ladies declared was "doing pretty well, considering;" and for some reason or other when Mr. Jesse Coomes read that in the marked copy of the Star the Goodwins sent him at Wood River a week later there was something about that "considering" that kept him on the broad grin for a week.

Richard Malcolm Strong.

Difference of Opinion.

"What is genius?" asked the man who has a liking for abstruse questions.

"There is a difference of opinion on that question," answered Mr. Sirius Barker; "some people think that genius is an infinite capacity for taking pains; others that it is ability to get on without doing any work worth mentioning."

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

NO BETTER TRAINING

Than Comes From Experience as an Advertiser.

To effectively advertise a business is one of the most important elements in successfully conducting it. The competitive enterprise that attempts to do without advertising has no chance whatever to attain great success. It is all very well to "let one tell another," but that sort of thing, while the very best of advertising, can only be inspired by observing and made enthusiastic by large activities.

There is a tendency on the part of so-called "advertising experts" to throw a mantle of mystery over the art and practice of advertising, and to claim that only a transcendent genius can properly present the attractions of a business to the public. To my mind this is simply rubbish.

The very heart and soul of a good advertisement are to hold up such a phase of the proposition as will present a feature to appeal to the reader's interest or cupidity. There must be sound business sense on the part of the writer or he can not do it. He must have the capacity to be a good talking salesman or he can not do it. Mere words prettily strung together, grammatical, rhythmic, sententious or what not, are not enough. Many years ago the late Eben D. Jordan, of Boston, said: "You must love your goods or you can't sell them." There is a world of business truth in the thought.

The salesman who believes in his goods, who "loves" them, can surely sell them. He would not love them except for their fitness, timeliness, beauty or value. If he is enthusiastic for them he can make a possible customer enthusiastic for them. Nothing is more contagious than enthusiasm. Without study, without special thought, he will say just the right thing to stir the interest of the visitor, or, if that visitor is at all inclined to such a purchase.

This is one of the biggest secrets of the advertising business.

There must be belief and enthusiasm behind the advertisement if it is to do the best possible work. There must be the feature of individual effort behind it. Any advertisement, no matter how widely circulated, is, in effect, no more than a talk to one person. There may be a million readers, but to all intents and purposes each one is singly and alone absorbing what the advertiser says.

The words may be joggly, the grammar may be limp, but if there are earnestness and enthusiasm in the work, based on knowledge, it will be effective.

Of course, if the language is crisp and snappy, if there are quaint and striking expressions, pat and pointed, so much the better. Those things help, but they are not fundamental.

So much for the writing of an advertisement—the part that to the tyro seems about all there is of it.

As to whether an advertisement should be wordy or not depends. If the desire is to explain as well as to attract there must be some talk. Ordinarily, explanations are necessary—

a shout, as it were, to call attention, then an argument or a statement. If a new proposition is being presented, or new phases of an old one, there should be some elaboration. How much? There is, there can be, no hard and fast rule. The safest plan is to err on the side of saying too little rather than too much. Better leave the grain of wheat a little too bare than bury it in a mass of chaff. It is always safe to credit the reader with a fair share of comprehension.

The vital thing is to have such a presentation as will arrest attention, and such a sentence introductory as will pin it, if but for a moment. If the story is one that the reader is interested in he will read the rest of it, even if the type be small and the space crowded.

For instance, the word "Rheumatism," in bold capital letters at the head of a story in solid agate will be sure to command the attention of any rheumatic sufferer who chances to see it, and the more acutely he feels the twinges of his ailment the more carefully he will read it.

But a very large percentage of all the advertising that is done is meant to appeal to the general reader rather than to a special class. That is why brief statements, in easily read type, with strong, eye catching head words, are so necessary for the best results.

Contrast is a feature that is often made of great value in the presentation of an advertisement. Indeed, unless there is some degree of contrast with surrounding matter, the strikingness of the advertisement is largely lost. In the 70's John Wanamaker adopted old style pica as the type for his announcements, using this for a plain, straightforward daily talk on store features of interest. There were no display lines, no eye catching features; the matter was set in single column, and without leads.

Probably no more effective style of advertising was ever devised. The matter could be read at a glance; it was conspicuous by contrast with either the usual reading matter of the paper or with the usual display advertising. It was made still more effective by always appearing in the same part of the paper. This advertising wrought something of a revolution in methods for presenting the news of stores. It was imitated and copied from ocean to ocean. In time there was very little distinctiveness to old style pica put up in single column. It could be seen in the advertising of maybe a dozen houses in the same paper. Then came a general movement away from that type, and now it is very exceptional to see any announcement in plain old style pica.

The rise and fall of this type in advertising favor illustrate the importance of novelty and contrast in such publicity. That particular face of type is just as good now as it ever was, just as easy to read, just as conspicuous in contrast with the body type of the paper; but it is no longer novel in an advertising makeup, and so it has lost its greatest claim to advertising interest.

Illustration is another feature that has been very helpful in giving an advertisement striking prominence. If the picture has merit enough, either artistic or descriptive, to arrest attention, it is a valuable addition to the story. In many instances the merest bit of a drawing will convey a clearer idea than many times its space in descriptive wording could. In department store advertising there are multitudes of instances when a drawing, of a size no greater than clearness demands, will tell the entire story except price with a completeness unapproached by any other method. In other phases of department store publicity work the only mission of a picture is to catch the eye and please the reader either by its beauty, its quaintness, or its airy lightness.

As daily newspapers are now printed, illustrations are much more satisfactory if made from outline drawings, the coarseness of the paper surface and the rapidity of the work, as a rule, making halftone pictures very unsatisfactory.

But the wide awake advertiser will not get his inspiration by looking backward. He will care for precedents no more than to learn whatever lessons they may teach, without any willingness to slavishly follow them. The standard of advertising expression and treatment has been raised very much in the last fifteen or twenty years. When a good advertising model appears its features are public property. If there are happy expressions or pat verbal illustrations, the merchant reader in cities miles or thousands of miles away can catch them up, work them into his own announcements, and so wing them along in a persistent flight through the advertising literature of the day. That is precisely what happened in the case of the Wanamaker advertising during more than half a score of years. Copies of the Philadelphia papers containing it were taken by mercantile houses all over the country. The matter was reproduced and sent to thousands of subscribers by syndicate managers. A monthly publication was established mainly to reproduce this advertising in facsimile. Terms, sentences, characterizations of goods, reasons, excuses, every phase of treatment of special or general cases where crisp or unusual expression or description was employed were snapped up and passed along, until they have become a recognized part of advertising, very much as certain forms of expression are a part of the legal formula everywhere.

The same principle operates with other advertising, but it is mainly in forms of display, in type selections or in illustrations that recent advertisements have been suggestive of improvements and imitation. So far as verbal expression is concerned, there has been no notable wellspring of inspiration since the old style pica days of the Wanamaker advertising.

As to the opportunities afforded by advertising for a career, I am enthusiastic. I know of no calling so easily within the reach of a bright person, male or female, that offers equal

promise of money return. There must be fish or you can not catch them. There must be a field to sow, or there can be no harvest. A glance at conditions will prove that there is a great and multiplying opportunity for the competent advertiser.

I estimate that fully \$4,000,000 is paid out annually in New York and Brooklyn for department and specialty store advertising. Philadelphia and Chicago put out at least \$4,000,000. Boston, Baltimore, St. Louis, Cincinnati, Washington, Cleveland and New Orleans expend a total of not less than \$5,000,000. It is probable that the other cities of this country with stores large enough to warrant the employment of advertising writers or managers put out more than as much more. All of this counts to upward of \$18,000,000 paid out for this class of advertising alone in the United States in one year.

Patent medicines, food products, drinks and tobacco in various forms are articles on which a great amount of advertising money is annually expended. One concern has made an advertising appropriation of not less than \$750,000 for the current year. Several others rise to \$500,000 each, and the number that expend anywhere from \$150,000 to \$350,000 is surprisingly large. Then there is a wilderness of others, many experimental, some struggling to the front, and others well established, that devote from \$10,000 to \$100,000 a year to advertising. I would not be surprised if more than \$12,000,000 annually were put out in this country on these lines.

Another class of advertising that at times occupies large space in the papers, and is always in evidence to some degree, is that devoted to financial propositions—mergers, reorganizations, bond issues, mining ventures, oil properties and the like. It is the most impulsive and erratic advertising of all, and its amount is very difficult to estimate, even approximately, but my guess would be that it equals the total of the preceding group, or, say, \$12,000,000.

Here we have a grand total of more than \$42,000,000 paid each year for advertising, practically all of which is prepared by hired talent. My belief is that more than \$50,000,000 worth of advertising in the United States is put out every year by individuals or concerns, for the preparation or placing of which salaries are paid.

This amount will increase rather than decrease as the years go on. There will steadily be more advertising and better advertising. And there seems to be little prospect that the ranks of the strictly first class advertisers will ever be overcrowded.

I have been in the very storm center of department store advertising for more than eighteen years. I have seen the entire development of modern methods in such publicity, and to-day if I were asked to recommend a man for a leading store I would not know where to turn to find a competent man out of a job. I do not know of ten advertising managers who are strictly first class. Yet

there are salaries of from \$10,000 to \$15,000 or more at the command of such people.

The writing facility is only one of the equipments a department store advertising manager should possess. He must have the mercantile instinct, or he can never be a great advertiser. It is not necessary for him to know merchandise familiarly, but he must have such a commanding sense of conditions that he will instinctively realize what presentation of the case will be wise for the seller and attractive to the buyer. Such a man has the capacity to be at the head of a big business. One without that capacity could not rise to the necessary level as an advertiser. In the few instances where men of that grade are at the head of advertising departments, they are exceedingly significant factors in the outfit.

Coming down to the mass of advertisement writers, it will be found that a certain command of language and a superficial knowledge of type faces are their principal equipment. For such people it is not at all difficult to make a fair showing as advertisers. Stock phrases abound in the advertising of the day, and with eyes open they can see good models in all branches of the work. They can command from \$15 and \$25 to \$50, \$75 or even \$100 a week—according to the size of the house and the advertisers' skill in adopting and adapting.

Several years ago an advertiser of country wide fame said to me, "When I was preparing to go into the advertising business I took a copy of a Philadelphia paper every day and cut from it your Wanamaker work. This I clipped and pasted in scrapbooks according to the general subject. In the course of four years I gathered matter in this way to make half a dozen fat scrapbooks. Then, when I went into business and got an order for a series of advertisements on clothing or boots and shoes or carpets or jewelry or dress goods, or any one of sixty or seventy titles, I took down a volume of Gillam and dictated to a stenographer the matter I required." Lots of them do it.

What is most needed in the advertising business to-day is men or women of originality of method and expression, and with the trading instinct as well—minds that are impatient of precedent, that see nothing attractive in moss grown methods, that can grasp conditions as they exist and say the right thing instinctively. The late Charles B. Rouss, of New York, afforded an instance of the advertising strength of earnestness, even although tied to ragged, peculiar and ungrammatical language. His advertising was simply a setting forth of his business talk—odd, quaint, jerky, but stuffed full of hard common sense. His business methods and his business talk went hand in hand to great success.

I know of no training better for a young man who wishes to get a clear view of business conditions and possibilities than would come from experience as an advertiser.

There are great opportunities for

the ambitious, wideawake young man or young woman. To any such who feel that they have a call to the advertising business, and who do not know where or how to begin, I would say: Take any advertising in your vicinity that you think you can improve. Write the improved version. Write other advertisements that will hold up new phases of the business, or hold the familiar ones up in a better way. Study the enterprise. Try to know why one method of presentation is better than another, and why this or that particular idea should be put forward. Then go to the management. You will be sure of a hearing, at least, and if your ideas are valuable rest assured that the chances are they will be appreciated. In any case, do not be discouraged. Keep pressing against the crust, and sooner or later you will surely break through upward. M. M. Gillam.

Not Built That Way.

David Warfield was playing recently in "The Auctioneer" in a Western city, where the part of Levi attracted a group of giggling seminary girls. They admired his acting and scribbling their names on a program, wrote underneath:

"May we see you apart?"

When the message was delivered, Warfield was taking off his makeup. He seized a red pencil, one of his "props" in the auction scene, and dashed off the following reply on the same program:

"Many thanks. Don't come apart. Was born in one piece."

Commercialism is reaching the condition of the cabbage, when there is more caterpillar than leaf and less leaf than heart.

What good does it do if a child is born with flaxen hair to dye it black?

MEYER'S RED SEAL BRAND SARATOGA CHIPS

Have a standard reputation for their superior quality over others.



MEYER'S Improved Show Case

made of metal and takes up counter room of only 10 1/4 inches front and 19 inches deep. Size of glass, 10x20 inches. The glass is put in on slides so it can be taken out to be cleaned or new one put in. SCOOP with every case. Parties that will use this case with Meyer's Red Seal Brand of Saratoga Chips will increase their sales many times. Securely packed, ready to ship anywhere.

Price, filled with 10 lbs net Saratoga Chips and Scoop, \$3 00

Order one through your jobber, or write for further particulars.

Manufacturer of
Meyer's Red Seal Luncheon Cheese
A Dainty Delicacy.

J. W. MEYER,
127 E. Indiana Street,
CHICAGO, ILL.

Condensed Energy

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



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

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

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

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



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

HAND SAPOLIO

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

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

Hardware

Lot of the Hardware Clerk Not a Happy One.

"Show mesome stoves," demanded a middle-aged woman of a clerk in a hardware store the other day. The weather was a trifle warm and she fanned herself with her handkerchief. "I want to see parlor stoves," she continued, looking expectantly toward the nail counter.

"The stoves have been packed away in the storeroom for the summer," replied the clerk. "However, if you wish to buy one, I can tell you the different styles and prices."

"Of course, I don't want to buy one now," the woman retorted. "What do you suppose? Why the hot weather is just coming on and what good would a stove be now? I want one next winter, though, and it is very funny if I can't look over your stock."

With indignation plainly inscribed on her face, the woman strode away. The clerk glanced furtively around and uttered a sigh of relief, as he sank back on a stool for a two-minute rest.

"Now there is one woman in a thousand," he remarked to a mild-featured man, who was waiting for his change. "Most of the sex would have spent half an hour in telling me that I did not know my business. She is all right. There are lots of 'em worse. We stack up against all kinds of propositions in a day's work. Most of us take them philosophically, but the wear and tear on the nerves make some clerks moody. We call the worst of such customers 'disposition diversifiers.' The worst to get along with amicably are the door and window screen cranks. The season for them has just arrived and their numbers grow every day. First, they ask how much window screens cost. When told the prices range according to size they seem astonished. 'Do you have more than one size?' they ask. Then we learn that they thought all screens were made the same size and they don't know which size they want. Sometimes they think it will be easy to tell the right size by looking the screens over. We get out the eleven different sizes that we carry and then the fun begins. Some customers try to describe the dimensions of their windows with their hands, at the same time asking our advice. We politely decline to advise and finally a certain size is decided upon. When the purchaser learns it is wrong the next day he or she swears that we did not deliver the size that was picked."

"The other day one woman went home to measure the windows. She came back with two pieces of string, explaining that she did not have a footrule or a tape. As she did not remember which string was for the length and which for the width, she had to go back again. A man who came here on the same errand knew just what size screen he wanted. He ordered fifteen, but when delivered found only three would fit. He had measured only the parlor windows and they were larger than the others."

"We have more difficulty in regard to sizes than in anything else. Only yesterday a woman wanted to buy a chairseat. She wanted a plain, ordinary sized seat of no particular pattern for a kitchen chair which didn't vary one iota from any other kitchen chair in the world!" When asked whether she wanted a round seat or one that had square corners in front she solemnly vowed she would never enter the store again. I tell you, I never played in such good luck before."

The clerk's narrative was broken at this point by a young woman who wanted to buy a hatchet. His auditor seemed interested and stayed to hear more. The clerk produced several hatchets, which varied in price from 50 cents to 25 cents.

"Oh, haven't you anything cheaper than that," exclaimed the young woman, "I only want it to chop wood."

"Now, there is an example," remarked the clerk, after he had sold his customer a twelve-cent tool and she had departed. "I'll bet in a couple of days her husband will come after me with an ax."

"Do you know," continued the clerk, relapsing into his reminiscent mood, that I and my compatriots down here waste hours on castors. Castors are an abomination to the hardware clerk, and a blight upon his naturally happy disposition. They never fit, never work right, always break, and, according to our customers, the several kinds we sell are always inferior to some other kind. In the vernacular of the trade, castors are 'ornery critters.' Mouse traps are another source of endless trouble. Probably one-third of the mouse traps we sell are brought back, and each one is presented with the verdict: 'It's no earthly good, I want my money refunded.' There was quite a mouse trap controversy here the other day between two women, who were total strangers to each other. A lady returned the trap with the remark that it 'wasn't worth shucks.' Another woman, who happened to be standing near her exclaimed that it was the best kind made, and she never used anything else. Then they had it out and it made me happy to think that I wasn't engaged in the argument."

The tale of woe was again interrupted by a woman who asked for a bolt. "What kind of a bolt do you mean, madam?" inquired the clerk.

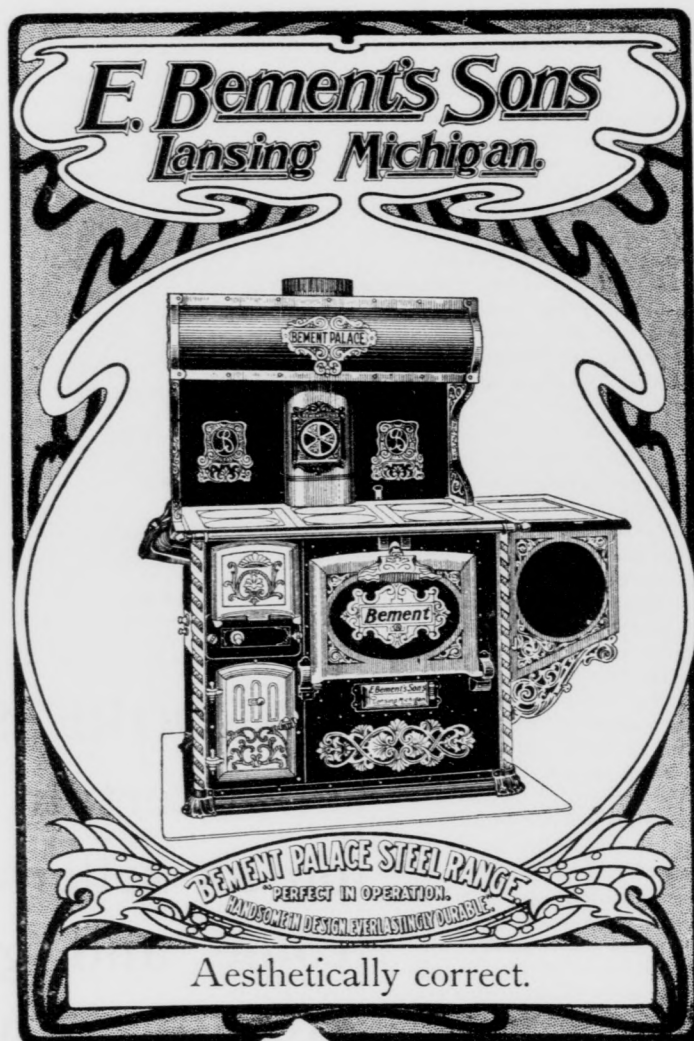
"Well, I declare," was the reply; "I guess you are new in the business. There is only one kind of bolt and that is a door bolt."

After the customer was disposed of the assumed smile faded from the clerk's face and the habitual careworn look returned.

"Don't customers ever say anything to amuse you?" asked the mild-mannered man.

"Occasionally," replied the clerk, "but our mirth must be suppressed for fear of giving offence. Yesterday, a man whom I really think was sincere, asked me the price of postholes. I told him we didn't carry the manufactured article, as there wasn't much call for it, most persons preferring

BEMENT PALACE STEEL RANGE



We would like to explain to you our plan for helping the dealer sell Palace Ranges. Write us about it. Ask for large colored lithograph.

E. Bement's Sons Lansing Michigan.

the home-made kind. But the people who try to spring worn-out gags earn our enmity more than all the rest. One class we won't stand for are the cheerful idiots who ask for paper-stretchers and left-handed monkey wrenches."—Newark Call.

Learned What Checks Are For.

A Saginaw woman recently opened an account at one of the banks by depositing \$500. She got a fair sized checkbook and went away. The novelty of the use of a checkbook impressed her so well that she gave a check for about everything she purchased. After depositing the \$500 she kept away from the bank with the single exception of calling for her book after it had been written up by the clerks. She had given many checks, but did not know just how many, and when she opened the book she was glad to find that the total amount of her withdrawals was not more than \$375.

She accepted the bank's word that it owed her \$125, and did not take into consideration the fact that possibly some of her later checks had not reached the bank in the regular channel of business.

She was rather anxious to use the checkbook up, so she sent checks right and left in payment for purchases, but did not take the precaution of depositing more money.

One day she found a note from the bank in her mail and it was to the effect that her account was largely overdrawn.

"I don't know what this means," she said to herself, and dismissed it from her mind while she endeavored to dispose of the score or more of checks remaining in her book.

The next news she got from the bank was to the effect that her check had been protested, and it was made plain to her that in addition to adjusting her account there was a charge of about \$1.50 arising from the protest on her check.

Hastening to the bank she accosted the teller and demanded to know what the bank meant by such proceedings. She was told that her account had been overdrawn and that the bank had advised her, but she had paid no attention to it and the bank was compelled to protest her check as her actions were a little out of the ordinary.

"Why, here," she exclaimed, and she almost threw her book at the teller, "by your figures you owe me \$125."

The teller took the book and opening it called her attention to the fact that the book had been written up some three months before, and that since that time she had given checks amounting to over \$200.

"Well, what on earth are these things for, then?" and she exhibited a half dozen blank checks still attached to her checkbook.

The teller only smiled.

"Well, what are they for, if they are not to use?" she demanded.

The teller then told her a few things about banking.

He is a lone man whose sins have forsaken him.

SUCCESSFUL SALESMEN.

A. B. Jourden, Representing Fletcher Hardware Co.

Archie B. Jourden was born in Colfax township, Wexford county, July 8, 1872. He enjoys the distinction of being the third white child born in Wexford county. His father was born in Ireland and his mother was of Irish descent. He attended the country schools of Wexford county, completing his education at the Ferris Industrial School, at Big Rapids, where he pursued the English course, taking a third grade certificate with a view to fitting himself for a teacher. One month's experience in wielding the ferule convinced him that he did not care to follow his chosen profession and he accordingly took a clerkship in the general store of the late H. M. Patrick, of Harrietta, where he remained two years. He then con-



cluded to become a dentist and devoted a year to learning the business with Dr. A. W. Eldredge, of Big Rapids. At the end of that time, he concluded that he did not want to be a dentist after all, and engaged in the mercantile business in the capacity of clerk in the general store of Joseph Matevia & Son, at Boon. Nine months later, he resigned to take charge of the agricultural department of the Wexford county poor farm, which position he occupied two years. He then entered the employ of Thomas Wilson, hardware dealer at Sherman, where he remained two and one-half years, retiring to take charge of the implement department of E. Gilbert, of the same place. Two years later he engaged with the Deering Harvester Co. to travel on the road, covering Northwestern Michigan and at the end of his first season, he was offered a position as traveling representative for the Fletcher Hardware Co., of Detroit, which position he still retains.

Mr. Jourden was married Feb. 17, 1895, to Miss Hattie A. Taylor, of Sherman. They have one child, a daughter 4 years of age. He is an attendant of the Methodist church and a member of the F. & A. M. and Eastern Star lodges of Sherman and also of the K. of P.

Mr. Jourden attributes his success to hard work. While he has no particular hobby, he is a crank on base-

ball, although his crankiness exhibits itself as a spectator and not as a player.

In many New Jersey villages women are wearing lighted Chinese joss sticks in their hats and in their hair to keep mosquitoes from attacking them. The fad is likely to spread as there are few localities that are not afflicted by the insects this year.

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

NEY HAYING TOOLS

Pulleys, Slings, Carriers, Forks, Etc.

Scythes and Snaths

OUR STOCK IS COMPLETE
Send us your mail orders

WE HAVE A FULL LINE OF

HOT WEATHER HARDWARE

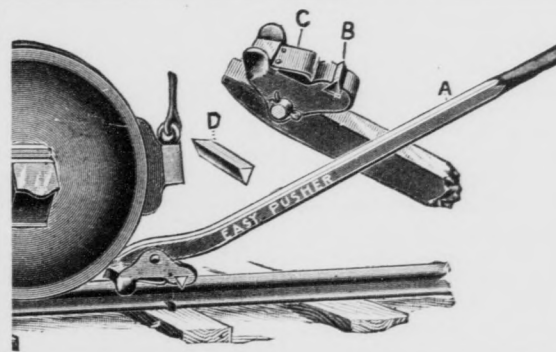
Screens, Screen Doors, Wire Cloth, Freezers, Etc.

At prices that will interest you.

FLETCHER HARDWARE CO.

DETROIT, MICHIGAN

The Easy Car Pusher



Everybody who loads or unloads cars NEEDS one.

Price, \$5.00 Each.

Foster, Stevens & Co. Grand Rapids, MICHIGAN

CASH OR CREDIT.

Where the Consumer Stands on This Question.

Written for the Tradesman.

The "Cash or Credit" question is one that I have heard discussed a great deal by the merchants of Michigan. I have heard it talked about at their association meetings. I have known it to be the subject of impromptu speeches at their annual bangups—banquets, I mean. I once delivered an impromptu speech on the subject myself, with the back of an envelope carefully concealed in one hand. I will digress sufficiently to say that, if a man is clever at the art of palming, he can deliver impromptu speeches at these banquets that will win him the title of the Chauncey Depew of the grocery trade. If he is an Adams or a Hermann or a Keller or a DeBiere he can palm an impromptu speech, that it has taken him two hours to prepare, in one hand while he puts in the gestures and the champagne with the other; or he can palm off an old speech written by somebody else.

I have heard the question discussed pro and con, but mostly con, by those who have been conned out of grocery bills of the first magnitude. There are those who will contend that it is better to have no trade at all and have it cash than to have a lot of trade that never pays up. I have heard others contend that it is better to lose a few accounts and no-accounts than to have a beautifully bound set of blank books stay blank; because, if a few fellows don't pay, you can always take it out of the fellows who do.

While I have heard the question discussed a great deal by merchants who favored a cash system exclusively and those who believed that a credit system was all right, if properly handled and there was enough cash trade to make up for any little slips of memory on the part of recreant customers who move away and forget to speak about it to the grocer, although I have thus heard it discussed from several different angles and cussed in several different languages, I have never heard it discussed from the standpoint of the consumer. As one of the great army of consumers, I propose to take up the "cash or credit" question and consider it from the viewpoint of the man who runs these bills and who has to pay them if they are ever paid. It will be conceded at once that the merchant stands in a much more enviable position in regard to the credit question than the customer—for it is the customer who has to pay the bill while, at most, all the merchant loses is the pleasure of writing a receipt. Whether it is more joyful to give than to receive depends very largely upon whether the subject in hand is spring medicine or money.

If the merchants of Michigan, Indiana and Ohio, and any other states worth speaking about that may occur to the mind of the reader but that do not occur to me now, if these merchants have been in any doubt whether it is advisable to extend credit or wiser to insist on cash, the great

consuming class in this country is ready to settle the much mooted question for them without the merchants having to strain themselves with a single additional moot.

The consumers are heartily in favor of the credit system.

Personal experience has led me to favor it myself. I used to be a cash customer. Whenever I moved into a new town I made it a rule to pay as I went—and sometimes not then. In my youth I moved a great deal. I was not to blame for these migratory characteristics. Often I would locate in a new location with the fixed determination to remain there and make it my home. The new residence I had chosen would often be ideal, the scenery beautiful. I am a great lover of scenery. I have sat on the beach hours at a time just to admire the scenery. I love to gaze at the limitless sea and the great peaks that puncture the azure sky. Although of course the Rocky Mountains are not up to the scenery we get at the opera house, they are not near so rocky. And the lakes! I am a great lover of water—when used for lake purposes.

As I say, my new home would often be ideal; but finally something would come to me and tell me to move. Sometimes it would be an indefinable impulse, and sometimes the sheriff.

Originally, of course, I was a credit customer. No man ever enjoyed greater credit than I—I have had it extended to me in pretty nearly every town in Michigan, Ohio and Indiana. If anyone doubts this statement, I have the papers to prove it—many of them under the seal of the court. I also have a large collection of autograph letters from well-known merchants in the States mentioned to prove that this statement is true—as well as a large number of statements to prove that the autograph letters are true.

I was a great believer in the credit system in those days. But the merchants of the towns in which I had my spasmodic residence finally won me over to the cash trade idea. They told me they thought a strictly cash system in my case would be better for me and more profitable for them. They found me quite open to conviction—in fact, they threatened with it. They did not have to use much argument. The minute the hired girl came home from the store without the sardines (the house was full of company who had come to supper at the time) I realized that perhaps the cash system was better after all—after all the grocers had got on to me.

For a long time after that I clung to the cash system. I came near to letting go and dropping back to the credit system several times, but my friends, the merchants, always helped me take a better hold. Whenever I got the credit idea into my fevered brain they didn't give me fever medicine; they put me on a water and sawdust diet and the credit hallucination disappeared without a spasm.

The result was that my credit, which had grown somewhat emaciated during my migrations around the



Agency Columbus Varnish Co.

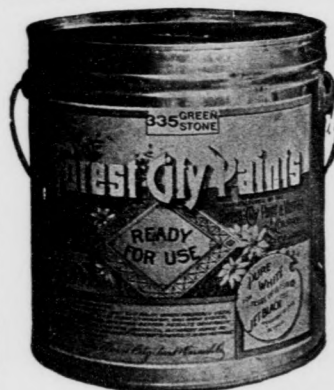
Miles Hardware Co.

113-115 Monroe Street, Grand Rapids, Mich.

White Seal Lead and Warren Mixed Paints

Full Line at Factory Prices

The manufacturers have placed us in a position to handle the goods to the advantage of all Michigan customers. Prompt shipments and a saving of time and expense. Quality guaranteed.



The FOREST CITY PAINT & VARNISH CO.
Established 1895. CLEVELAND, OHIO

WE WANT YOU

to have the agency for the best line of mixed paints made.

Forest City Mixed Paints

are made of strictly pure lead, zinc and linseed oil. Guaranteed not to crack, flake or chalk off. FULL U. S. STANDARD GALLON. Our paints are now in demand. Write and secure agency for your town. Liberal supply of advertising matter furnished.



BAKERS' OVENS

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

Hubbard Portable Oven Co.

182 BELDEN AVENUE, CHICAGO

Tents, Awnings, Flags, Seat Shades, Umbrellas
And Lawn Swings



Send for Illustrated Catalogue

CHAS. A. COYE, Grand Rapids, Michigan

11 and 9 Pearl Street

States of Michigan, Indiana and Ohio, grew robust and healthy again. It was not until then that I got back to a credit plan again.

But it was a new kind of credit system—one which has awakened the enthusiastic commendation of the merchants. It is really a combination of the cash and credit ideas. During the week I operate on a credit system; Saturday night I go back temporarily to the cash idea. The result is eminently satisfactory to all parties concerned. The grocer across the street now treats me with a consideration and respect that has increased my chest expansion $7\frac{1}{2}$ inches in four years.

I am a credit customer and I love to watch the antics of the meek and humble cash customer. The cash customer pays for what he gets when he gets it. He has no claim on the grocer, at least no such claim as the man who is owing him \$7.11. The cash customer is all right; but he has to stand aside for the man who is owing the grocer money. The cash customer gets no cigars Saturday night; but the credit customer revels in the smoke of a choice Havana. The cash customer buys his Sunday vegetables and departs for his cheerless and passbookless fireside unwept, unhonored and unsung. But the credit customer pockets his receipted bill for the week's groceries, helps himself from the cookie case and the peanut bin and goes home with a halo of honesty on his brow bright enough to show him the holes in the plank sidewalks.

The man who pays cash enjoys no reputation in the community; but the credit customer is pointed out to little children as a great and honest man. The man who pays his debts is a hero; the man who never has any debts is a cipher.

That is why the merchants who are in doubt on the cash or credit question will find the consuming public in favor of the credit system. For the credit customer is loved and honored by the trade for his many qualities. He gives the grocer all his custom; he gladdens the heart of the grocer occasionally with what he owes him; and he generally leaves the grocer something to remember him by when he departs forever to locate in the realms above or Grand Rapids or somewhere. Douglas Malloch.

The Futility of Expecting Something for Nothing.

That is what a large number of people are looking for, and they generally get what Uncle Silas got when he bought the glitterin' brick. Naturally one says a man's a fool to offer for sale what he can not possibly deliver. It would seem so, yet he is not so big a fool as the one who believes his statement. There are many incidents in business life which lead a thinking man to wonder whether or not a large number of supposedly intelligent people have any intelligence, or, if they have, whether or not they do not keep it in cold storage a good deal of the time. Most everything is sold nowadays according to its value, if it is sold right. In other words, value governs price. If

a man were to tell you he would sell you eggs which, when you got them home, would be full-grown and healthy hens, you would at once class him as a lunatic or a liar. Yet just as improbable and dishonest claims are made regularly in advertisements which gain entrance to the columns of the numerous newspapers and magazines. For instance, a publisher will, in advertising a book, state that it is equal to a complete course of instruction in any established school or college, and doubtless to those who are foolish enough to believe such a statement it would be, for neither one nor the other would be of much use to any one weak enough to take stock in such rot.

A good many men are just sufficiently eager for knowledge to make them feel as though they wanted to know something, and when they realize they must buy it they begin to look for "job lots," and they generally get what they are looking for—i. e. the job lots—but the knowledge is still ahead of them. They are lucky if they are wise enough to know they have been "faked."

The writer's attention has been called to several advertisements of small books, sets of charts or like devices purporting to be equal to complete courses of instruction in established schools. The falsity and absurdity of such claims should be apparent to any one who possesses anything approaching an average quantity of gray matter. If such were the case, why have any schools? What need of colleges or institutions of learning in any line? Buy your child a few inexpensive books and let him figure out a common school education. Two or three dollars' worth more and he's "college educated," a volume on law or medicine and he's a lawyer or doctor. Sounds foolish, does it not, when you figure it out a little? When a man hunts for cheap education he generally finds it. He's a cheap man and he'll stay cheap. Books are all right as accessories to education, but they'll never fill the place of actual instruction.

A horse must have food in order to live, but once turn him loose in front of an unlimited quantity of grain and you won't have to wait long before you'll have a dead horse on your hands. A tool placed in the hands of a novice is of little use until he's taught how to use it. If you "scrimp" on the price of knowledge or information which you need, don't be surprised if your employer "scrimps" on the salary he pays you; and just bear in mind, if you're looking for something for nothing, you're likely to pay the something and get the nothing.—Spur.

As It Was Printed.

There is one woman poet in New York who will read proof carefully until the edge of a recent error wears off. She spent two days on a touching poem, the pivotal line of which read: "My soul is a lighthouse keeper." When the printer finished with it the line read: "My soul is a light housekeeper."

Hyde, Platt & Co., clothiers, Hart: We can not do without your paper.

Patent Steel Wire Bale Ties

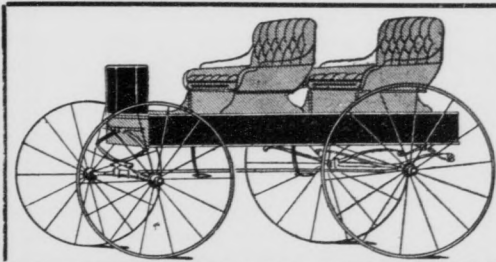


We have the finest line on the market and guarantee our prices to be as low as any one in the United States, quality considered. We are anxious that all those buying wire should write us. We are also extensive jobbers in Hay and Straw. We want all you have. Let us quote you prices f. o. b. you city.

Smith Young & Co.

1019 Michigan Avenue, Lansing, Mich.

References, Dun and Bradstreet and City National Bank, Lansing.



WHEN IN NEED OF VEHICLES

OF ANY KIND

investigate our line before going elsewhere. They are built on the principle that it is better to have merit than cheapness in price.

Wood's VEHICLES are Stylish, Strong and Durable
CHARGES WITHIN REASON.

Write for our illustrated Catalogue and Price List—A pleasure to send you one, so write.

ARTHUR WOOD CARRIAGE CO.,

Grand Rapids, Mich.



M. B. ALLEN

Successor to M. B. Allen Gas Light Co.,

Makes the best Gasoline Gas Plant on the market to-day. Never has had a fire loss. Three years on the market. Write for further light. Responsible agents wanted in every town to handle the Allen Light.

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts

It earns you 525 per cent. on your investment. We will prove it previous to purchase. 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

Manufacturers' Agents for all kinds of Manifold or Duplicating Sales Books
105 Ottawa St., Grand Rapids, Mich.
Both Phones 87.

Pat. March 8, 1898, June 14, 1898, March 19, 1901.

Clerks' Corner.

Some Problems the Clerk Is Compelled To Face.

"There is no chance for a clerk to advance nowadays. It is a continual grind day in and day out with the man or woman who works in a store, and the firm cares mighty little about your future. The clerk is a mere tool, or machine perhaps would sound better, with which the merchant works out his financial salvation. It is dig and hustle all the time, but the pay we get is mighty slim for the amount of work we do. It is the meanest work on earth."

This is the way a good many salespeople talk, and one who listens would be led to believe that the life of those employed in stores is full of sorrows in great profusion. It would seem that, judging from the standpoint of many of the people who sell goods over the counter, they are the most abused people on earth, that there is nothing better to look forward to and that they are leading a dog's existence.

The merchant looks at the matter in a different light. He asserts in positive terms that there was never a time when the people behind the counter had more to look forward to than now. He likes the business in which he is engaged, takes delight in watching the crowding and jostling in the vicinity of the bargain counter, listens with well-trained ear to the merry whir of the cash and bundle carriers as they whiz here and there about the store. To him who has breathed the mercantile atmosphere for lo these many years the interior of the modern store contains all that is really good in life. His heartstrings have become attuned to the things that go to make up this busy center of trade, and he can conceive of nothing greater in all the universe.

And so, when he is approached regarding the prospects of the man who toils behind the counter, he expresses the opinion that there is much to work for—if the salesman or saleslady sticks to the business and does his or her level best. Perhaps as we query him regarding the subject in question his mind wanders back to the time when he stood behind the counter in a little country store. It may be that as his mind's eye pierces the veil that hides the past from the view of man he imagines that once again the smell of new mown hay comes through the open door, while the sound of tinkling cow bells breaks the monotony of the silent afternoon. He sees again the long line of village wise men drawn up along the sides of the room and hears their lofty flights of bucolic oratory as they kick "agin the taxiz." Two measly curs engage in a bloody encounter in the middle of the street, and a robin twitters merrily in the lone maple that stands in front of the rural trading mart. Flies buzz industriously about a barrel of blackstrap molasses standing by the back door, and true as in the days that used to be he notes the calm and peaceful expression of the "old

man's" pet cat as he silently sleeps on the topmost sack of "genuine roller process flour" that is piled near the kerosene tank.

Then, with a sort of mental start, he again lives in the present. Hustle, bustle, noise and excitement are everywhere. He is in his own store, a metropolitan institution out of whose doors pass annually hundreds of thousands of dollars' worth of merchandise. All his! and but a few years ago he hired out to Bill Higgins, of Scrogginsville, to work a year for two cart wheels a week and keep. All his! gained by steady application to duty, by untiring effort, by careful attention to all the little details that go to make up successful merchandising, by hard work when his fellow clerks were assembled around the table at the saloon, toying with the pasteboards and ringing for the drinks. All his! No wonder a feeling of pride comes over him, and he says with a firm voice: "The young man who enters a store today with a determination to work his way to the top will succeed, provided that he is capable and honest."

The writing of this article was suggested by the experiences of a lady, which were recently related to me after she had returned from a tour of the stores in the downtown district of one of Michigan's hustling cities. The observations made during this trip shed considerable light on the clerk situation and have a tendency to show why some of the salespeople in our big stores do not advance more rapidly in their chosen profession.

In one of these stores she enquired of a young woman if they had a certain kind of mercerized cloth. The young woman was not posted. She did not know whether they had any of the desired goods in stock, nor did she know whether they had ever kept any. But she made an effort to find out. This fair maiden was blessed with a voice with a megaphone attachment, so she yelled at a clerk at the farther end of the store and enquired regarding the matter. The answer was to the effect that none of the goods were in stock. The lady turned to leave the store, but before going twenty feet discovered what she was looking for. She afterwards told me that she had a very poor opinion of clerks whose interest in their business was so slight that they would not keep themselves posted regarding the stuff they were supposed to sell. It was a kind of material in universal use which she called for, so there was no excuse for the ignorance displayed.

I know of another lady who entered a store to buy a spool of thread. It happened to be about closing time, according to the laws laid down by the clerks' union, and as she came through the door a young lady who carried a large portion of pepsin chewing gum in the entrance to her speaking tube shouted in a Carrie Nation voice:

"John, why in the world don't you shut that door? We won't get out of here to-night."

The lady turned abruptly and left



The First Step

This man is writing for our 1903 catalogue; something has happened in his store that has made him think, and when a man gets to thinking once, something generally moves.

This time it is that pound and ounce scale that's going to move; he's tired of having his clerks give overweight.

Tried it himself and found it was the scale, not the clerks' fault.

Now he is trying to find out what this Near-weight Detector is we have been talking about so much.

Suppose you do the same thing. Our catalogue tells it all—shows you how to

Save three Pennies.

too. Do it today, only takes a postal card.

Ask Dept. K for catalogue.

THE COMPUTING SCALE CO.,
DAYTON, OHIO,
MAKERS.

THE MONEYWEIGHT SCALE CO.,
CHICAGO, ILL.,
DISTRIBUTORS.



the store and has not been in it since. Furthermore, she says she will never go there again. She found her thread at another place and did not have to fight to get it.

I think most people who have frequented trading places have at some time or another met with just such individuals who hold down jobs behind the counter. Ask one of them how they like the business and you will get an expression similar to the one with which this article opened. If the clerk is a young lady it is dollars to doughnuts that she is working in a store because she considers it beneath her dignity to cook and wash dishes. If it is a man he is doing that kind of work because he can sport a "biled shirt" and pass himself off as a man of affairs at times when he is on the street. These people are not selling goods because they like the business, and probably they will always remain behind the counter. They are the ones who wail because somebody else goes up to a high position and is given a seat next the "throne." They can not see for the life of them why the other fellow was struck by the lightning of promotion.

My father was a man who loved to read books. He was a book worm of the most pronounced type and nothing pleased him more than an opportunity to enter a book store and purchase some desired volume. But many a time have I heard him say that it seemed as if the salespeople in these stores knew the least about books of any of the people with whom he came in contact. If he chanced to want a book that had been on the market a few years the clerk generally had never heard of it, did not have any idea what kind of a book it was and could not tell whether it was in stock. This was far from pleasing, and goes to show how little some people know about their own business.

The trouble with clerks is that they do not keep their minds on their work. Beyond the drawing of their weekly envelope they have little interest in their occupation. In fact, many times their tasks are displeasing to them. They do not try to please employer or customers, with the result that they never get anything better. In this age of commercial activity good men are in great demand. They are sure to be advanced sooner or later, which goes to show that there is a screw loose somewhere with the person who is continually bewailing his fate. If a man is worth \$25 he won't hold a \$10 place long. If the "old man" does not advance him some other concern will be after him sooner or later.

Moral—No man has time to kick on the workings of fate. The "old man" does not dole out salaries for that kind of goods.

Raymond H. Merrill.

Dealer Put in the Way of Making More Money.

I had a talk yesterday with a man well posted in the shoe business, both making and selling, that is so interesting and contains so valuable a lesson to all retailers as to be well worth printing. He and a large retailer had

been discussing the question of grades and profits and had come to the point where the retailer complained of the small profit he was making on the most of the shoes he handled.

Manufacturer—What price are the shoes you say are sold so close?

Dealer—Three dollars mostly.

Manufacturer—But you advertise them the most, don't you?

Dealer—Yes, more than any others.

Manufacturer—You say in your advertisements, don't you, that these shoes are smart, snappy, made in all the leathers and good fitters?

Dealer—That's about it.

Manufacturer—So you leave nothing that could be said about shoes to sell at \$4 or \$5.

Dealer—Couldn't make our advertisements much stronger, no matter what their price.

Manufacturer—That's just the point. You admit that you make a small profit on \$3 shoes, and still you go on advertising them, using up your money, your adjectives and your patience so as to be able to give away more sales on them.

Dealer—But the people will not pay more.

Manufacturer—Oh, yes, they will, if you go after them right.

Dealer—That's easy to say, but you will have to tell me how to do it. I've tried and tried to think up some plan that would increase my trade on \$5 shoes and must confess that I've given it up.

Manufacturer—Will you listen, think, understand and have the nerve to follow a plan that will win?

Dealer—Let's hear it.

Manufacturer—I'll make you for \$3.25 a pair a line of shoes that shall contain special features that will be distinct, attractive, and that you can make women understand and appreciate by advertising them intelligently. And then you can sell them for \$5.00.

(Here the manufacturer put in an hour giving explicitly what the special features are to be. The two men met at lunch the following day.)

Dealer—I've talked over your suggestions with my partner. We spent three hours discussing it. We have agreed that it is the most practical and most feasible way of getting away from those confounded three-dollar shoes. Go ahead. We agree that you may make every shoe we use at above \$3 and will push hard to induce our customers to pay \$5 and get their money's worth in the better shoe you must make.

Manufacturer—It's a go. I'll put you up shoes that will command and hold the best trade in your place and you are to let the people know these shoes differ from others.

Now, is here not a lesson to retailers who are so tied to low priced shoes that they don't know how to get away from them? Why not try the plan outlined above? Get in touch with a competent, responsible manufacturer, let him suggest what special features he can introduce and then make a try to put shoe retailing on a higher plane.

The man who borrows ends in being a man who sorrows.

In Everybody's Mouth

Honeysuckle Chocolate Chips

Packed In Pails and Boxes

Putnam Factory
National Candy Company
Grand Rapids, Mich.

Beware of Imitations

The wrappers on lots of Caramels are just as good as the S. B. & A., but the proof of the pudding is in the eating. Insist on getting the original and only

Genuine Full Cream Caramel

on the market. Made only by

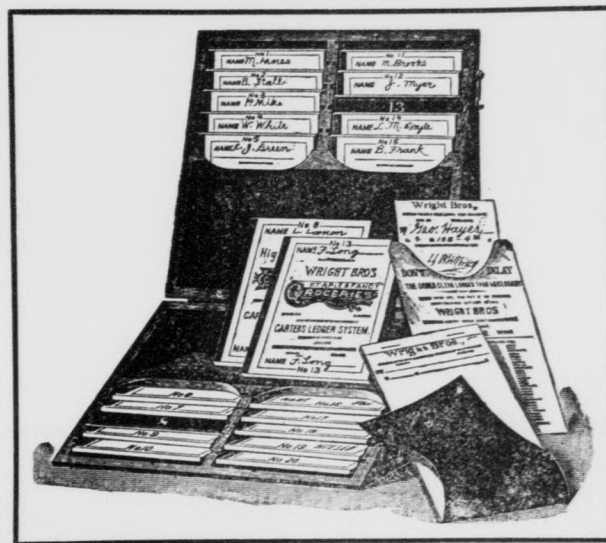
Straub Bros. & Amiotte

Traverse City, Mich.

S. B. & A. on every wrapper.

CARTER LEDGER SYSTEM.

Patented May 30, 1899.



SAMPLE SIZE CABINET—Regular No. 1 size, has 4 rows of 30 pockets, each holding 120 Small Ledgers.

ONCE WRITING of the items, takes the order, charges the goods, gives customer a duplicate and keeps the account posted "up-to-date" with every order. Costs less for supplies, than any other system on the market, where a duplicate is given with every order. One ledger costing three cents, contains as much business as five of the ordinary duplicating pads, costing 4 to 5c each. Besides you have your customer's account in one well bound book, made of good writing paper, instead of in five, cheap, flimsy pads made of news print paper.

Send For Catalogue and Prices.

The Simple Account File Co.,
FREMONT, OHIO.

New York Market

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

New York, July 18—The receipts of coffee at primary points continue very large, and notwithstanding an "advancing market" in Europe and a firmer feeling here there is certainly nothing to justify the belief that we shall see higher quotations. On Tuesday and Wednesday the receipts of Rio and Santos aggregated 68,000 bags, and the interior receipts on Thursday of Santos amounted to 36,506 bags. The spot market is simply dragging along from day to day, with buyers taking only enough to tide over, and so far as can now be seen there is little likelihood of any change. No. 7 is worth 5½¢. In store and afloat there are 2,361,110 bags, against 2,591,763 bags at the same time last year. In mild grades we note quite large recent arrivals, and a sagging market. Supplies of Bogata have been ample and sellers are reported as making some concession where necessary to effect a transaction. East Indias are meeting with only the usual light call.

An advancing raw sugar market and much better demand for refined have strengthened the market and at the close the outlook is decidedly better than a week ago. Buyers do not hesitate to take pretty good supplies ahead and business under old contracts is showing improvement. We hear of little, if any, delay in filling orders.

The best and about the only thing that can be said of the tea market is that quotations are well sustained. Little actual business has been done, and it seems rather difficult for buyers to get up any enthusiasm over new crop goods. Still, dealers seem to have faith in the future and look for a good fall trade.

Medium grades of rice have been mostly called for, and with supplies not very large, the outlook is in favor of well-held quotations. Holders are not disposed to make any concession and, indeed, would-be purchasers do not ask it. They realize that nothing is to be gained by shopping around. Prospects for crops are excellent, it is said. Foreign sorts are firm and steady.

There has been a fair jobbing trade in spices during the week and quotations remain firmly sustained, although not quotably higher. Singapore pepper, 13@13½¢; West Coast, 12½@12½¢. Amboyna cloves, 13@14¢; Zanzibar, 8½¢. Nutmegs, large, 40@43¢.

No new business in molasses has been done and the little trading that has taken place is in withdrawals on old contracts. Stocks are not large and prices are steadily held. Syrups are steady and a fair amount of business has been done during the week.

Canned goods seem to be "between hay and grass." The supply of fresh fruits naturally restricts the call for canned stuff, and buyers are showing no special anxiety about the future. The canning of berries is in full blast and the output is excellent both as

regards quality and quantity. Some future gallon apples sold at \$2, but the seller withdrew. Tomatoes are reported as doing well down on the Peninsula and the pack will probably be good.

Hardly a bit of change has taken place in the butter market. The lower grades are hardly as firmly held as last week, but top grades bring the same figure. A good deal of speculative buying is going on and there is also a pretty good actual spot business. Extra Western creamery, 20½¢; seconds to firsts, 17½@20¢; imitation creamery extras, 18½@19¢; seconds to firsts, 15½@18¢; factory, 14½@16½¢, the latter for fancy; renovated, 15@18¢.

The cheese market continues quiet. Exporters are doing most business with Canada, and the home trade is simply engaged in a mid-summer effort not to go to sleep. Not over 10c can be quoted for New York State full cream.

There is a good call for really desirable eggs and the best Western will fetch 18@18½¢. Most of the arrivals, however, will not come up to that grade, and the range is around 13@14¢, the latter being top for seconds.

Not Always Soulless.

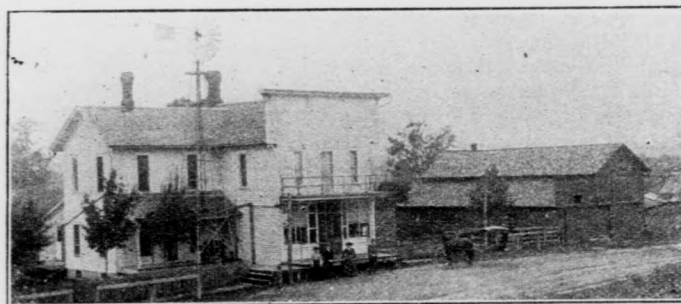
The Courtland, Kan., Register tells an interesting story of how a railroad company saved the life of a little child. The child lay at the point of death at Courtland, and the services of a surgeon at Concordia were needed. The only train by which the surgeon could make the trip was a freight, already over an hour late, which had not yet reached Concordia. When the railroad authorities heard of the child's plight they ordered the freight crew to quit, cut the cars loose and with a locomotive and caboose carry the doctor to Courtland in the shortest possible time. "And this," adds a local newspaper, "was done by a 'soulless corporation,' not for money, for they got none; nor for possible political influence, but just to help in trying to save the life of the child of a humble farmer."



H. M. R. BRAND
Asphalt Torpedo Granite
Ready Roofing.
THE BEST PROCURABLE

MANUFACTURED BY
H. M. Reynolds Roofing Co.,
GRAND RAPIDS, MICH.
Write for Samples and Prices.

Are You Looking For a Bargain?



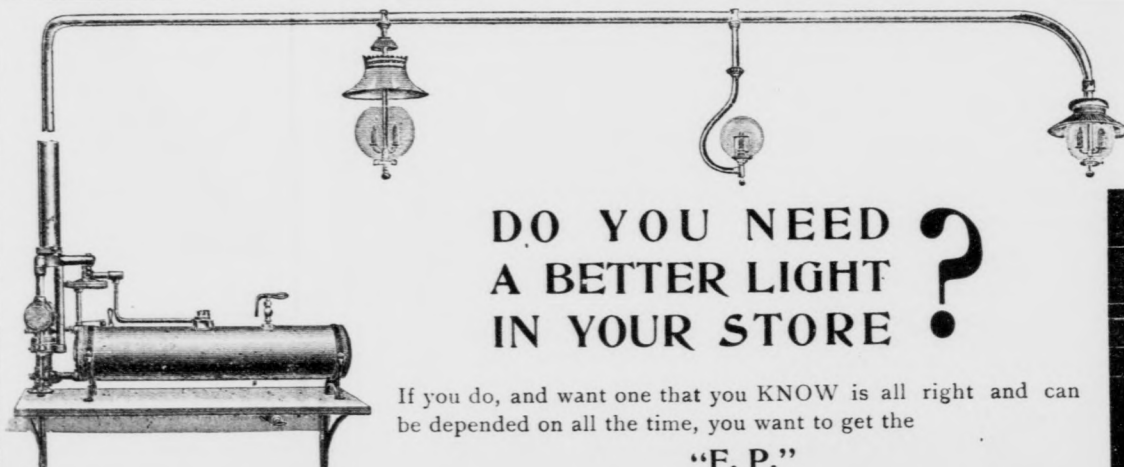
Located 17 miles south of Grand Rapids, 4 miles southeast of Moline, in the center of Leighton Township, Allegan County, in the best farming country, church and school near by.

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, one injector, one 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.



**DO YOU NEED
A BETTER LIGHT
IN YOUR STORE ?**

If you do, and want one that you KNOW is all right and can be depended on all the time, you want to get the
"F. P."

manufactured by the Incandescent Light and Stove Co., Cincinnati, O. 25,000 plants now in use attest its superiority and popularity over all other systems. We are making an unusually generous offer during the next 30 days. Write us about it. If you want a good light it will surely interest you. It is a GREAT OPPORTUNITY.

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

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

SUCCESSFUL SALESMEN.

E. S. Wiseman, Representing Hazel-tine & Perkins Drug Co.

Emmet S. Wiseman was born in Lisbon, Mich., September 27, 1865. When he was four years old his parents removed to Big Rapids, where, at the age of thirteen years, he entered the drug store of Dr. A. W. Hendryx, where he remained five years, until the store was sold to Webber & McGregor. He then entered the employ of Willard Jelts, with whom he remained seven years, when he purchased the drug stock of C. H. Smith, of Stanwood, which he continued for three years, when he sold the stock to C. O. Boynton and returned to Big Rapids to take charge of the undertaking business of his father, which he carried on in a satisfactory manner for five years. He



then purchased the drug stock of A. L. Hawk, of Remus, which he continued four years, being succeeded Hoppough & Purdy.

On January 1, 1900, he engaged in travel for the Hazel-tine & Perkins Drug Co., covering Central Michigan every two weeks.

Mr. Wiseman was married April 13, 1889, to Miss Georgia Armstrong, of Big Rapids. The family reside at 399 Jefferson ave., Grand Rapids.

Mr. Wiseman is a member of the United Commercial Travelers, the Knights of the Grip, the Maccabees, the Woodmen, and he is a Mason up to and including the Templar and Shrine degrees.

Mr. Wiseman had one decided advantage in having learned his trade early and thoroughly, so that he was a practical retail druggist by the time he was eighteen years of age. This advantage, together with the knowledge on the part of his customers that he could be depended upon to do just as he agreed, at all times and under all circumstances, gave him an advantage many traveling men do not possess, particularly in the drug line. Having been reared to manhood, and done business in that portion of the State in which he now travels, he naturally obtains and succeeds in retaining a large portion of the patronage of that territory. Mr. Wiseman's strongest point, probably, is the fact that he is the same every day; that he seldom changes

his opinions or his methods or his practices. He goes on every day in the even tenor of his way, fully convinced that the pleasures and rewards of this world come to the man who is stable and steadfast and not to the man of meteoric disposition who is enthusiastic one day and downcast the next.

The Drug Clerk of a Generation Ago.

The young of to-day hardly realize what was the life of the drug clerk of not so very long ago. They opened the store before six in the morning and tended to business till midnight. They swept and scrubbed the floor and scoured the fixtures and did all other cleaning; they shoveled the snow from the sidewalks; they pumped oils and other nasty stuff from barrel to barrel—in fact, they did all the heavy and dirty work now mostly attended to by boys, porters, or the machine. They pounded away at heavy iron mortars and labored at the old worn out drug mill for days at a time, until their hands were blistered, and their muscles cramped with pain; they slept underneath the prescription counter on couches a twentieth-century convict would sneer at, and they were rung out of bed a dozen times a night to compound medicines in unheated rooms with the thermometer fooling around the 20-point.

This and more is what the poor drug clerk of yore did, and his pay on the average was less than what they of to-day earn; and with all this he filled in his leisure moments to cram his cranium with useful and agreeable lore. But hard and exacting as it was, it proved a good school to the embryo pharmacist, for there is nothing better than experience, when manual work—actual doing—goes hand in hand with intellectual exertion. The education received in that school to those men was of inestimable value, and brought forth those great men who constitute the galaxy of bright luminaries in American pharmacy.—Western Druggist.

Men Were Deceivers Ever.

Hicks—We had a great time at the club last night. Sorry not to see you there, Charley.

Mrs. Potter (after Hicks had gone)—Why, Charles, you told me you spent the whole of last evening at the club.

Mr. Potter (with great presence of mind)—So I did, dear. The reason Hicks did not see me was because he wasn't there himself. Trying to deceive his wife, probably.

Mrs. Potter—The wretch! And he would try to rob me of the confidence I have in you! I always did see something about that man I didn't like.

Like a Moses on Sinai.

In contrast with the agitators, the grafters, the blackmailers, the extortionists, the boycotters and the cheap politicians that infest the ranks of tradesunionism to-day, P. M. Arthur stands out in a halo of clear light like a Moses on Sinai. Organized labor will not soon see his like again! —N. Y. Commercial.

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

PAPER BOXES

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

Cereal Food, Candy, Shoe, Corset and Other Trades

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

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

WOULDN'T THAT JAR YOU?

A QUART MASON FRUIT JAR
FILLED WITH THE

FINEST TABLE SALT
ON EARTH--For 10c

Purity Guaranteed Will Not Get Hard

ASK YOUR GROCER

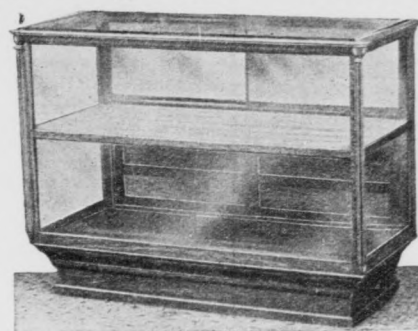
MANUFACTURED ONLY BY
THE DETROIT SALT CO. Detroit, Mich.



"YOU SAVE THE
JAR FOR FRUIT."

Grand Rapids Fixtures Co.

A
new
elegant
design
in
a
combination
Cigar
Case



Shipped
knocked
down.
Takes
first
class
freight
rate.

No. 36 Cigar Case.

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

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

**WALL CASES,
COUNTERS,
SHELVING,
ETC., ETC.**

Drug Store Fixtures
a Specialty

Estimates Furnished on Complete
Store Fixtures.

Geo. S. Smith Fixture Co.
97-99 North Ionia St.
Grand Rapids, Michigan



SHOCKING REVELATIONS.

The Inside Workings of a Shoe Store.

We had an experience meeting in here the other day and it has done me a lot of good.

It was on the subject of how much the average shoe dealer or shoe clerk really knows about the leather he is selling. Ever since I've been in business I've been accustomed to seeing shoe store slaves do a lot of wise things with shoes.

A lad will be in a shoe store nine days, having previously worked on a farm or in a flour and feed store, and he will get in that short time so that he will admit to anybody, preferably to the other lad who works in the grocery store, that you can't fool him on shoe leather.

When the grocery clerk or a particularly hard customer, or a traveling salesman happens to be around it is a circus to see him pick up a shoe or slipper and examine it. He'll first pull it straight with a little jerk and hold it straight out in front of him. Then he will turn it over, hold it sole up and squint along it from sole to heel and then from heel to toe. Then he'll tip it sidewise and let it lie on his hand while he gazes at it with his head a little on one side and then with his head a little on the other side.

It is now time for him to press on the counter with his thumb just before he holds the shoe in both hands and gives the shank a little twist in opposite directions.

I suppose he knows why he does all of these things. I know now why I do some of them, but it was a long time before I really learned, even when I was giving star exhibitions.

It is now time for him to test the leather. He will wrinkle a bit of the top between his finger and thumb, make a little fold in the leather, a very little one, and then let it straighten out slowly. Sometimes he will do this twice like school boys used to breathe on the blade of a new jack knife to see if it was good steel.

It is now time for him to place his open hand in the shoe and gently smooth the leather on the outside with his other hand. If he is very young and new, or if he is quite experienced and it is an agent's sample he is handling he will pinch the vamp together with a rubbing motion and if it is a turned shoe he will bend the sole up as no human foot ever did, could or would bend one, and if he is very, very new he will weaken the shank quite a lot this way and if especially industrious he may succeed in breaking it.

He will now try to dent the edge of the sole with his thumb nail, in several places and he will repeat this up and down the front of the heel lifts. If especially enthusiastic he will now hold the shoe off by the top, at arm's length in front of him and squint at it again, with half closed eyes and then he will rub the upper gently, oh, very gently, against his cheek—I forgot to say that between each of these proceedings, if he is a sure enough shoe store expert, he will smell of the leather, critically.

George Stark told me that he took advantage of this failing one trip he made for a firm selling fine kid women's lines, and perfumed every one of his samples with a different sort of perfume, very delicate and insinuating, and that he thinks it increased his sales three per cent. on that particular trip.

So much for the outside. He will now get down to an investigation of the true inwardness of things and with an air, always with an air, as of one casting all aesthetic feeling to the winds and getting right down to business he will give a practical jerk which will unbutton every button with one rip, if the shoe chances to be a buttoned one, and with a jerk motion of both hands he will turn the upper out and down over the shoe proper. With an inquisitive first finger he will poke up the stock lining and get a look at the insole and the stitching and pick at the inner sole with his finger nail. His next act will be to turn the shoe around and look into it from the front as it were to see what sort of a back-stay it has and he will finish with a little testing rub of the lining and a critical glance at the fancy top lining.

Isn't that about the way it goes, boys, and you other inhabitants of shoe stores?

Well, this kid we've got in here delivering bundles before and after school and on Saturday and other holidays is beginning to get the airs and graces. He was showing off to the grocery boy the other day when Mr. Ball of the other store was in here calling on Mr. Laster and we were all back by the office listening to the two veterans talk.

"Now, that boy," said Mr. Fitem, "doesn't really know any more about a shoe than a meat market tender. All that exhibition is imitation and for effect, and it's the way with about eight out of eleven shoe men who are a good deal older."

"Do you mean to say," broke in Hi Ball, "that the most of us can't examine a shoe intelligently and critically and pass an opinion on it?"

"Practically that," said Fitem. "You can pass an opinion all right, and it will probably be tolerably intelligent if you know who makes the shoe and if it's a good looker."

"Well, I want to tell you," said Hi, "that you won't find many shoes that you can fool me on if I get my hands on it, smell of it, rub it and look it over."

Old Mr. Ball was smiling a little. "Let me see," he said, "how long have you been connected with the business, Hi?"

"Four years," said Hi, with an air. I could see what was coming and I was grinning to myself and keeping awful still.

"Well, Laster," said Ball, "how is it? You and I are the oldest shoe men here, how much do we really know?"

Laster thought a minute. "Let me see," he said, "I began when I was fifteen and worked eight years on the bench, and I've been selling goods considerably over thirty years, and while I wouldn't want it to go out of

just us five. I'm free to confess that, to-day, I judge a shoe a good deal more by the way it looks and the firm I am buying it of than I do by any examination of it in detail that I can make, yet I suppose I always go through most of the motions. In the old days I was quite a judge of calf and kip stock and there are quite a good many things I look for in a shoe from force of habit, but with all these new kids, and leathers, and dressings, I am beginning to depend a good deal more on the word of the firm I buy of and experiences of our customers with the shoes in question than I am on my own detail examination of a sample."

"Confession is good for the soul," said Ball, laughing, "and while I don't admit it very often, that's just the way it is with me. In the old days I used to think I was a 'purty good judge o' luther,' and probably some sort of stock in the skin would mean something to me, but when a manufacturer gets a shoe all made up and plumped up and dressed up nowadays, as Laster says, I look a good deal more for the maker's name and at the general style and appearance of the shoe than I do for little detail points to be judged by expert knowledge."

Say, it did me good to look at Hi Ball about that time.

"How is it with you, Fitem?" says Ball.

"Well," said Mr. Fitem, pulling away thoughtfully at his pipe and grinning in a way that must have been horribly galling to Hi, "I was looking at an agent's sample the other day and I remarked, 'That's a good plump piece of vici.' 'Em-eh-we call that velour calf,' said the agent."

"Do you mean," said Hi, spunking up, "that you can't tell the different leathers by the smell?"

"I can tell the different cheeses easier," said Fitem.

And all the time yours truly hadn't been saying a word.—A. Small Sizer in Boot and Shoe Recorder.

She Would Have Stayed For \$10 More.

I am going to relate an incident this week which shows the idiocy of letting a good employe go when once you've got him.

A lot of employers reason this way: "Oh, well, I can get just as good a man to fill his place. What's the use of paying him any more? I might even get as good a man for less than I'm paying him now."

And so the penny before their eyes hides the dollar a few feet away, the good man goes and the scramble begins to fill his place.

Very often his place isn't filled at all. Or if it is filled, it is only after a maddening series of uneasy ups and downs.

A few years ago there was a small retail dealer doing business in Chicago. He had a bright young girl clerk whom by and by he married. Whether to save her wages or not I don't know, but she continued to clerk in the store right along. Three children came, but the woman was strong, she had her husband's inter-

ests at heart, and she continued to help out in the store.

The city of Chicago, like other large cities, is cursed by department stores. In this little dealer's line of business they had cut an especially wide swath, and the little man began to feel his foundations crumbling under him. He got weaker and weaker, and finally went to pieces.

A man with a wife and three children without a business; without an income!

After a pretty hard struggle, this man was offered one day a position at the head of the department handling his line of goods in a Chicago department store. He knew his goods, in a studious sort of fashion, although he would probably never have made good as a shrewd, keen buyer.

Whether that would have been true or not, he refused to accept. "I will never work for a concern that destroyed my business!" he repeated over and over again, and not even the sight of his wife and children in actual need of the necessities of life could change his view.

"Well, here," said his wife, after she had repeatedly tried to bend his poor pride, "these children have got to live. If you won't support them, I'll have to."

She went after the department store job herself and got it. As a matter of fact, she had more business ability in her little finger than her husband had in his whole body, so she made good from the start. She got a force of girl clerks in her department and drilled and redrilled them in the art of selling goods. It was the crack-a-jack department of the whole store and the business in it doubled the first year she had charge.

The husband separated amicably from his wife, but saw her now and then—a curious arrangement, but one that had no connection with the rest of the tale.

By and by the ability of this clever woman began to get noised about among the other department stores, as such things do. Maybe you don't know, but I do, that the fiercest competition in business to-day is the fight among department stores to get good heads for their departments.

One day a Philadelphia department store, much larger than the one in Chicago, offered this woman \$80 a week to manage the same department. She was getting \$40 in Chicago, and although her employers admitted that she was far and away the best they had ever had in the position, the fools refused to advance her a dollar when she laid the Philadelphia offer before them.

And I happen to know that she would have stayed in Chicago for \$50.

Of course she took the Philadelphia position, made a strike to have her department moved to the first floor, got it done, and then quadrupled the business the first year. Wasn't she a crack-a-jack?

This woman can literally buy the eyes out of your head if you don't look out. I'd never go up against her—I'm too susceptible. She's a wholesome, jolly, good-looking girl, good company, as keen as a whip, but as

straight as a die through it all, and she can jolly the boys into giving her snaps that they would never offer a man. She's living in Philadelphia now with her three children, in a home of her own.

The Chicago store, since she left, has had its own troubles. Two men, one after the other, have essayed to fill her position, but both have fallen down completely. They got one yap in the department from South Bend, Ind. All the experience he'd ever had was in a country retail business, and when he went on to New York to buy, the boys didn't do a thing to him. They took him out and filled him so full that his hair smelt of gin for three months afterward. When nice and mellow they persuaded him that he was the hardest nut to crack, in the shape of a buyer, that had ever come down the New York pike. When they had him well persuaded they brought down from their shelves, dust-covered and moth-eaten, the worst lot of old back numbers you ever saw.

They weren't back numbers to the buyer—he was from South Bend. But maybe the department store people weren't sick when they saw that raft of old stuff coming in.

The New York salesman still talk about that poor dub. One of 'em said to me not long ago:

"We only get such things once in a while, but oh, how we did push him along!"

The fellow was fired, and another man was installed. He was a little better, but still wasn't what they wanted. The girls wouldn't work with him, and the department became disorganized and went all to pieces. That's the condition it's in to-day.

And meanwhile the clever woman who might have been held by a paltry \$10 a week is going on merrily in Philadelphia, increasing her business and doing well for herself and everybody else.

I'm going to send a marked copy of this article to the Chicago department store people. Not that they need the lesson—they know every word of it by heart!—Stroller in Grocery World.

To-day.

So many of us make the mistake of wasting the time of to-day by planning ahead for to-morrow.

Frequently opportunities are lost to us because of this habit. We are so busy planning that we are blind to what might be done this very hour.

A wise adviser says: "To-day is, for all that we know, the opportunity and occasion of our lives. On what we do or say to-day may depend the success and completeness of our entire life struggle."

They Are Agreed.

"Women feel where men think," said the female with the square chin. "Yes," sighed the man who had been married three times; "that's why men become bald."

The average woman does not wish to see her thirtieth birthday; yet when she has seen it she would like to see it again.

Hardware Price Current

Ammunition			
Caps			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	80		
Cartridges			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers			
No. 2 U. M. C., boxes 250, per m.	1 40		
No. 2 Winchester, boxes 250, per m.	1 40		
Gun Wads			
Black edge, Nos. 11 and 12 U. M. C.	60		
Black edge, Nos. 9 and 10, per m.	70		
Black edge, No. 7, per m.	80		
Loaded Shells			
New Rival—For Shotguns			
No.	Drs. of Powder	Size Shot	Gauge
120	4	1 1/2	10
124	4	1 1/4	10
128	4	1 1/8	10
132	4	1 1/2	10
136	4 1/4	1 1/8	10
140	4 1/2	1 1/4	10
144	4 3/4	1 1/2	10
148	5	1 1/4	10
152	5 1/4	1 1/8	10
156	5 1/2	1 1/2	10
160	5 3/4	1 1/4	10
164	5 1/2	1 1/8	10
168	5 3/4	1 1/2	10
172	5 1/2	1 1/4	10
176	5 3/4	1 1/8	10
180	5 1/2	1 1/2	10
184	5 3/4	1 1/4	10
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Levels	
Stanley Rule and Level Co.'s.....dis	7c
Mattocks	
Adze Eye.....\$17 00.....dis	60
Metals—Zinc	
600 pound casks.....	7 1/2
Per pound.....	8
Miscellaneous	
Bird Cages.....	40
Pumps, Clster.....	75
Screws, New List.....	85
Casters, Bed and Plate.....	50&10&10
Dampers, American.....	50
Molasses Gates	
Stebbins' Pattern.....	60&10
Enterprise, self-measuring.....	30
Pans	
Fry, Acme.....	60&10&10
Common, polished.....	70&5
Patent Planished Iron	
"A" Wood's patent planished, Nos. 24 to 27.....	10 80
"B" Wood's patent planished, Nos. 25 to 27.....	9 80
Broken packages 1/4c per pound extra.....	
Planes	
Ohio Tool Co.'s, fancy.....	40
Scolia Bench.....	50
Sandusky Tool Co.'s, fancy.....	40
Bench, first quality.....	45
Nails	
Advance over base, on both Steel and Wire.....	2 75
Steel nails, base.....	2 35
Wire nails, base.....	2 35
10 to 16 advance.....	5
8 advance.....	10
6 advance.....	20
4 advance.....	30
3 advance.....	45
2 advance.....	70
Fine 3 advance.....	50
Casting 10 advance.....	15
Casting 8 advance.....	25
Casting 6 advance.....	35
Finish 10 advance.....	25
Finish 8 advance.....	35
Finish 6 advance.....	45</

SMALL ECONOMIES

Necessary in All Sorts and Sizes of Industries.

A story recently told by a leading merchant has interest for all business men and employers of labor, albeit its immediate theme was apparently a trifling detail of management.

"In our store," he said, "we found that the wrapping desks had been using paper out of all reasonable proportion to our business. Investigation showed that the girls who wrap several thousand packages, big and little, every day, had got into wasteful habits, not only using more paper than was necessary to wrap the bundles, but throwing it about and recklessly destroying large amounts of it. We took the head of this department into our confidence, and, after she had admitted the waste, asked her how much she deemed a reasonable and economical monthly allowance for paper. She named \$100. We at once told her that if she could make any reduction on that amount she should have one-half the difference between the actual outlay and the figure she had named. Within a few months she received \$80 in addition to her regular salary."

This incident was narrated to a group of business men and made such an impression on them that they have been discussing it ever since. It goes straight to the heart of one of the greatest difficulties found by every employer who has to face fierce competition in his business, and to use every economy in order that he may be able to employ labor at all. Employees are likely to be wasteful of other people's property. Success often depends on the employer's ability to arouse the interest of his help sufficiently to stop just such leaks as that described by the merchant.

This merchant has a partner, who told a reporter the other day how his firm had extended what he called "the expense-saving plan" to other and more important branches of their establishment. The women's suit and cloak department, he said, had been causing trouble by its extravagant outlay in making alterations. Material and time wasted ran into far larger sums than at the wrapping desks. The head of this department also conceded that there was too much expenditure, and fixed what she thought a reasonable allowance. This amount she reduced so much that she, too, earned a large sum out of the saving on her own estimate.

Then came the furniture department. Formerly, whenever a suite was sent to a customer's house the telephone would bring back complaints of imperfections. Castors would be missing from the bed or the heavy chairs. The bureau would be badly scratched and require revarnishing. All this meant outlay for new parts, for the time of the help and for forwarding charges. Still more important to the dealer, it meant dissatisfaction to his customers and the possible loss of their trade.

"We talked the matter over with our packer and finally agreed to allow him \$15 a month to cover the cost of mislaid articles and their forwarding

charges. He was to have all he could save out of that sum. At the end of the very first month he drew the whole amount as part of his own pay."

These are small economies, but they are many times the foundation of great business achievements. More than one important failure has been traced to the neglect to watch expenditures that were eating up the profits without an adequate return. The successful man in business is he who spends at the right time and without stint, but can be a very miser when it comes to useless outlay. In such success it is necessary that the economies be rightly placed. "It is not economical to spend \$5 in saving \$4.50," is a shrewd maxim current in the establishment of which the foregoing experiences have been related. These far-sighted merchants have neglected none of the larger economies that cost money and give results only in the long run. They have introduced labor-saving appliances in every possible direction. They have supplanted the nuisance of cash boys and cash girls with cash baskets which travel overhead on trolleys, saving money for the concern and time for the customer. They economize on their lighting by using separate currents which enable them to turn on few or many lights as the conditions may require. They have introduced a parcel elevator in different parts of their establishment which does everything except talk, for it comes to any floor on the simple pressure of a button, then rings a bell until it is relieved of its load, and when it starts back to its headquarters closes the door after it, refusing to return until called again by the proper button. All these devices save outlay for human hands which would render less perfect service. But they are, besides, the text of this little sermon on the smaller economies that are equally essential to prosperity.

Such economies are necessary in all sorts and sizes of industries as well as in mercantile enterprises. The manufacturer must enforce them or go to the wall. The railway manager must not neglect them if he would pay dividends to his shareholders. The hotel proprietor, the ship-builder and even the farmer—perhaps most of all the farmer—can not afford to forget them. Take, for instance, great industrial establishments like big iron works. Some of them have over 6,000 men on their pay rolls, and the managers find no more serious problem than that of preventing the growth of the "scrap pile." This is checked both by care in ordering materials and by inspiring watchfulness among the foremen and other employees.

"If we could effect a profit of 10 cents per day for each man we employ," said the head of one of these industries, "we should be making a satisfactory dividend. At least 54 per cent. of our total outlay on every ship built or other large job done is for labor. The economy of time is, therefore, the matter of greatest importance. But there are many

other things to be considered. We have to see that our designers plan to utilize all 'spares,' as we call the extra parts that accumulate in the yards after the completion of every great piece of work. Care in ordering has material effect on the size of the scrap pile. The foremen in charge of different parts of a job are debited with every piece of iron, every casting, that goes out. It is just as if we were selling them. The materials are charged up to that particular job. Thus we find, at the end of the work, the difference between the weight of the completed work and the materials that went into it. This averages about 12 per cent. With bad ordering it would run up to 14 per cent. or more. The best of care might reduce it to 10 per cent. or even less. This alone will show how indispensable to success in a great enterprise is the care of the scrap pile. As to the other economy, that of the time consumed on a job, we have found it of value to have each man, at the close of the day, before he leaves the yard, write down on a card the job on which he has been engaged during the day, with the number of hours so spent. Of course, we get the same information from other sources, but this requirement tends to make the men reflect. They look back over their day's work, and, as most of them are honest, they do not like to put down time when they have been loafing."

You can't always tell how to doctor up a broken-down wagon by looking at its tongue.

40 HIGHEST AWARDS
In Europe and America

Walter Baker & Co. Ltd.

The Oldest and
Largest Manufacturers of

PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES



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

Walter Baker & Co. Ltd.
Dorchester, Mass.

Established 1780.

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.

Grocers

A loan of \$25 will secure a \$50 share of the fully-paid and non-assessable Treasury Stock of the Plymouth Food Co., Ltd., of Detroit, Mich.

This is no longer a venture. We have a good trade established and the money from this sale will be used to increase output.

To get you interested in selling our goods we will issue to you one, and not to exceed four shares of this stock upon payment to us therefor at the rate of \$25 per share, and with each share we will GIVE you one case of Plymouth Wheat Flakes

The Purest of Pure Foods
The Healthiest of Health Foods

together with an agreement to rebate to you fifty-four cents per case on all of these Flakes bought by you thereafter, until such rebate amounts to the sum paid by you for the stock. Rebate paid July and January, 1, each year.

Our puzzle scheme is selling our good. Have you seen it?

There is only a limited amount of this stock for sale and it is GOING. Write at once.

Plymouth Food Co., Limited

Detroit, Michigan

Teaching the Country Merchant to Advertise.

There are splendid opportunities for failure in the newspaper business and perhaps there is no phase of making a small newspaper which contributes more to either failure or its success than the neglect or the cultivation of the local advertiser. This is a subject of interest even to the successful publisher, for one must be constantly at work to keep his columns filled, even after he gets them up to the mark. Because the field of a country newspaper is limited, to make a financial success of his venture, a country publisher must cultivate to the limit every possible source of revenue, and especially the prolific and most profitable field of local advertising. If in looking over the business interests of the town, I found my columns were not carrying a satisfactory amount of advertising, I should consider it worth while to give the situation and the conditions existing careful study from every point of view. I should first get better acquainted with my old advertisers. I should call upon them oftener, urge the merchants to change their advertisements every week, and if they were late in getting their copy in I'd see that the advertisements were changed even if the foreman did get huffy. If they persisted in neglecting their advertisements, I should keep right after them and perhaps prepare copy for them and submit it. It would please them to be relieved of a task difficult for most merchants. I should provide them with clippings of good advertisements and articles on advertising from the trade journals and with any material along the line of their business that would furnish them with helpful ideas. I should show such an interest in their business and in their advertising that they would soon think their space was really of some account and that if I was interested in their getting value received for it, they ought to be. The point would be to inspire renewed interest in their advertising and to keep on doing it. Soon the new, bright, talking advertisements appearing every week in the old spaces would interest my advertisers' competitors who were accustomed to look upon the advertising of their rivals in business as a harmless but expensive diversion. Later on I should drop in on these fellows who didn't advertise. I should talk about their business—not mine—and about everything else but advertising. I should compliment their goods, any special display, or the appearance of their windows. Should not stay over ten minutes—perhaps only five. After a few visits, without appearing very anxious for business, I should make some suggestions and say that I thought it would pay to try a bit of advertising and that if it did not pay the advertisement could be stopped at any time desired without previous notice.

I should have no hard and fast contracts with local advertisers for time or space and should not hold them up with the intimation that it was their duty to "give" me an ad-

vertisement, or to keep it running if they did not think it paid. There is a great deal in a little judicious show of independence to arouse keen interest and appreciation.

In the meantime I should discard my old rate card and make a price of so many cents, net, per inch, per insertion, for three inches or more for three months or more. With this arrangement a merchant can arrive quickly at an intelligent conception of the cost of a display advertisement.

I should be careful not to load up a confiding advertiser with more space than he could profitably use.

The small advertisers need to be encouraged and assisted in their advertising plans. They like to be represented among the business announcements in the local paper, but often they think they can not afford it. I should show these people attention and should not put a prohibitive price on small space. In this connection the one-inch card may be developed into profitable business for all concerned. After getting every merchant who could utilize a reasonable sized space, I should have a double column box head set up—"Some Reliable Business Concerns of Progressville." Beneath I should have set a half dozen inch cards, including carpenters, upholsterers, blacksmiths, piano tuners, etc. In showing proof of these cards it would be easy to close with them all, quoting a rate of fifteen cents a week. Don't say anything about what it costs per year. I know this plan works well from experience. I should collect every three months, as \$1.95 is much easier to pay than \$7.80 at the end of a year.

The "want" advertisements and paid locals, which are a very profitable source of revenue, are frequently allowed to become a drag on the publisher's efforts to build up his advertising. This is caused through carelessness in continuing dead advertisements. I should keep a careful check on them. New short-time "want" advertisements and locals emphasize the value of the advertising columns and encourage merchants to use them. Dead advertisements let run discredit the paper and the office.

I should never run any advertisements a week overtime, and if by mistake it was done I should not charge for it. And if careless advertisers forgot to order out an unseasonable advertisement I should take it out anyway. This saves the paper's reputation and adds to the confidence the advertiser has in you.

A publisher can not assist in educating his local merchants to advertise unless they respect his paper and his business methods. I should have no long accounts on either side. They do not like to pay bills for advertising and it is easy to establish the custom of quarterly settlements. I should not cheapen my space by promising to trade out the advertising account, but I should spend my money with my advertisers.

I should constantly guard the advertising columns and give the mer-

chants and the public to understand that the space was worth the money and that I expected to get it. The business men will then have more respect for the value of newspaper space, will want to use it more and be willing to pay a legitimate and reasonable rate for it.—Newspaperdom.

True courtesy and tenderness toward others' feelings are passports to success in life.

WE CALL ATTENTION TO OUR
SPLENDID LINE OF

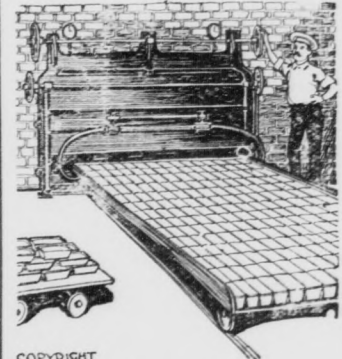
LIGHT AND HEAVY HARNESS

OUR OWN MAKE

We fully guarantee them. Also remember our good values in **HORSE COLLARS**. Our line of **Lap Dusters, Fly Nets, Horse Sheets and Covers** is complete. We give special attention to Mail Orders.

BROWN & SEHLER
Grand Rapids, Mich.

Everybody Enjoys Eating Mother's Bread



COPYRIGHT

Made at the

Hill Domestic Bakery

249-251 S. Division St.,
Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

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

A. B. Wilkink

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.

Commercial Travelers

Michigan Knights of the Grip
President, E. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, J. C. EMERY, Grand Rapids; Grand Secretary, W. F. TRACY, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. HOLDEN; Secretary, Treasurer, L. F. BAKER.

HIS PLAN OF DEFENSE.

Experience of a Traveling Man With a Rival Line.

A shoe salesman traveling in Tennessee writes the following description of a deal he went up against, as he thinks successfully:

"I came around to one of my steady customers one day last month, who was in a puzzled state of mind. He had something on his mind, I thought as soon as I saw him, and I proceeded to try to get it out of him. It seemed that one of his customers had seen a shoe advertised in a daily paper, by the makers. He had written for a pair, and the makers had written, stating that they had an order from some person in that town, and would prefer to fill the order through a dealer, and throwing in a lot more hot air, hinting at the advisability of putting in their whole line, since it had been made so popular that the public were crying for it. I don't mention the firm, but it is located west of the Mississippi.

"I said, 'Well, old man, I suppose I might as well take my medicine. You want to try this line, I see that; and I have got to whirl in and have the fight of my life all over again, to convince you that the line I am selling you is as good stuff, take it all through, as any line that ever came to this town, or ever will. You remember the original fight I had with you eight years ago, when I got you to put in my line? I think it aged us about five years apiece. But I won out. Now, if I have it all to do over again, just lock the front door, or come out in the yard, and we will call round 1.'

"He laughed. 'You are wasting a lot of air—and it's a close day. H—!! all that is troubling me is, how to sass that concern to a standstill, so that they won't bother me any more. I don't want their goods, never had any use for them. If they think I am fool enough to think that one customer makes a shoe store, then we are so far apart we will never get together.

"I don't want their line, and I want it still less since I learned who the old skinflint was who had written to the manufacturer—all that lurked in his mind was getting a pair of shoes without paying a retail dealer a reasonable profit.

"Now, because he wanted that pair was no reason for me to want the line. It was only one more reason why I didn't want it.

"I would think just as much of the scheme if you had come here in the first place, and hired some one to come in and ask for a pair of your line of shoes. Do you think it would have helped you win your 'fight' as you call it? I am here to tell you it

would not, and I guess you do not think it would, yourself.

"I admire enterprise, and am appreciative of help, but I hate to see a house get too darned smart. But it seems when some of the shoe houses can not get a hearing for their salesmen, they are going to try to bribe the mail order fiends to say a word for them, or rather give them the opening to say a word for themselves. I do not want that one pair order, and the old stand-by stays, if you keep sending the stuff along the way it ought to come. You know it's got to come right, and I am at least square enough to say that it has been reasonable—very reasonable."

"I felt relieved. I felt so happy over the unexpected turn that in order to do something to show my interest, I plugged that house good and hard—led him to believe that they were trying to put him out of the business, by first getting him to put in their line and give it a good start, when they would snatch it away from him and leave him hung up. O, I put up a choice lot of talk, for the attempt to get in the game in that way made me as hot as it did him.

"Inside of a week, I ran across another case where they had tried to play the same game, and since then I have cut loose along the line, plugging that house every chance I got—whenever I would see the line I would gently let drop the confidential information that the house was going into the mail order trade direct, was establishing branch stores, etc. Mail orders and branch houses are a sore point with the Western shoe dealer.

"I have wondered how many other fellows had run across the scheme, and how they met it. I suppose it can not be called unfair, of course, because everything goes in the shoe trade these days, and different firms can pick their methods. I know, though, that I am going to pick my method of defense to suit myself. I am not recommending it on any grounds except as justifiable warfare. And when there is any war I propose to fare as well as the rest. Just watch me. I will let you know later developments."

Eight Great Secrets of Success.

A man with a mania for answering advertisements has had some interesting experiences. He learned that by sending \$1 to a Yankee he could get a cure for drunkenness. And he did. It was to "take the pledge and keep it."

Then he sent fifty cents to find out how to raise turnips successfully. He found out: "Just take hold of the tops and lift."

Being young, he wished to marry, and sent thirty-four one-cent stamps to a Chicago firm for information as to how to make an impression. When the answer came it read, "Sit down on a pan of dough."

Next advertisement he answered read, "How to double your money in six months." He was told to convert his money into bills, fold them and thus double his money.

Next he sent for twelve useful

household articles and got a package of needles.

He was slow to learn, so he sent \$1 to find out "how to get rich." "Work hard and never spend a cent." That stopped him.

But his brother wrote to find out how to write without pen or ink. He was told to use a lead pencil.

He paid \$1 to learn how to live without work, and was told on a postal card: "Fish for easy marks, as we do."

Making Money Easy.

"It's easy enough to make money," said Nuritch with a self-satisfied air. "That's so," replied the counterfeiter, absent-mindedly, "the trouble is to get it into circulation."

A man is never fully conquered until his wife has succeeded in making him say before company that he likes to push the baby carriage.

He who wants a dollar's worth
For every hundred cents
Goes straightway to the Livingston
And nevermore repents.
A cordial welcome meets him there
With best of service, room and fare.

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

The Warwick

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

A. B. GARDNER, Manager.

\$12,000 Per Month for 40 Years

According to the figures of the "Scientific American" the Pocatello Gold Dredging Co. will be able to pay that amount for that length of time in cash dividends to its stockholders, commencing with the opening of the dredging season next spring.

We have the best gold dredging ground in the West. Michigan people have thoroughly investigated the proposition in person, and Michigan's most conservative business men are taking advantage of the ground floor proposition now offered on its stock.

For full particulars, references and list of stockholders address

Pocatello Gold Dredging Co.

31 Peninsular Bank Bldg.,
Detroit, Mich.

A few local agents wanted

When in Detroit, and need a MESSENGER boy send for

The EAGLE Messengers

Office 47 Washington Ave.

F. H. VAUGHN, Proprietor and Manager
Ex-Clerk Griswold House

The Latest Sensation

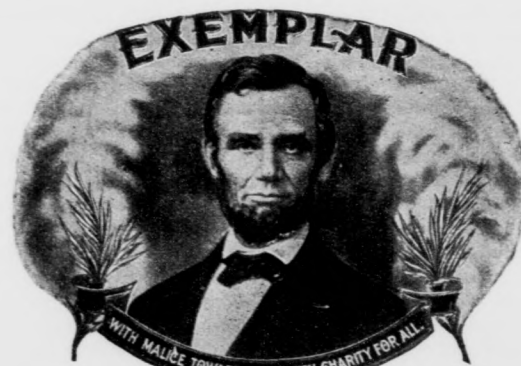
in the gum line is the



The most healthful antiseptic chewing gum on the market. It is made from the highest grade material and compounded by the best gum makers in the United States. Five thousand cartons sold in Grand Rapids in the last two weeks, which proves it a winner.

CELERY GUM CO., LTD., 35-37-39 North Division Street,
Grand Rapids, Michigan

ORDER FROM YOUR JOBBER or send \$2.50 for five box carton. 100 pieces to a box.



THE IDEAL 5c CIGAR.

Highest in price because of its quality.

J. JOHNSON CIGAR CO., M'F'RS, Grand Rapids, Mich.

Gripsack Brigade.

Wm. B. Dudley ((Hazeltime & Perkins Drug Co.) is spending the week at the Imperial Hotel, Petoskey, with his seventeen trunks and his 7x9 smile.

Owosso Press: E. T. Chaplin has resigned his position in Guy Cole's meat market to take a position as traveling representative for the Saginaw Beef Co.

Wm. A. Peck has taken the Michigan agency for the Kingsford branch of the National Starch Co. Mr. Peck is a son of Geo. F. Peck, the veteran soap salesman. He will make Allegan his headquarters.

A traveling man who covers Kansas relates an experience he had in a small town in that state. He registered at the hotel pointed out to him by the conductor as the best in town. In the morning he wanted to take a bath and consulted the proprietor about it. The proprietor shouted back to the rear: "Here, Tom, this here gent wants to take a bath. Bring the fixin's." Tom soon appeared, carrying a cake of yellow soap, a towel and a pick. "What's the pick for?" asked the guest. "Why," said the proprietor; "you'll have to dam up the creek."

Harry C. Rindge has returned from the South, where he carried the name and fame of the R.-K.-L. river shoe into new fields and heretofore unexplored localities. Among the interesting features of his visit this time was a trip up the Apalachicola and Chattahoochee Rivers from Apalachicola, Florida, on Apalachicola Bay (opening into the Gulf of Mexico), to Alaga, Alabama. He was on the boat two nights and ate five meals, yet the total expense was only \$4. The boat officers and crew were of the "befo' the wah" pattern, affording Mr. Rindge and brother passengers no end of enjoyment.

No Meat Sold in the Copper Country To-day.

Hancock, July 20—It will be impossible to purchase a pound of meat in any of the meat markets in the copper country Wednesday, that being the date of the fourth annual picnic of the Butchers' Association of Houghton County. The meat carvers and dressers of Houghton county have been planning for many weeks past for their annual gathering, which bids fair to be a great day in the history of the Association. The exercises will take place at Haas' Park, Houghton.

There will be a monster parade of copper country butchers in the morning, the line of march being formed at the railroad crossing on Quincy street, Hancock. Every man in line will be dressed in uniform and the parade will be escorted to Haas' Park by the best bands of the county. At the Park there will be a programme of sports and entertainments that will afford amusement for everyone. Among the numbers already decided upon will be a prize killing contest to display the skill in the art of rapid dressing of "critters" as done in the olden times. There will be "something doin'" from early morning until late at night.

In the afternoon the celebrated Calumet & Hecla band will give an open air concert at the Park and there will be dancing and other amusements.

T. H. Savard will act as grand marshal and G. Liebetrau will be the President of the day. W. J. James, book-keeper for Baer Bros., Hancock, has been chosen to deliver the address at the Park. The Arrangement Committee consists of the following: Samuel Payne, Fred Belling, Charles Mills, H. B. Rogers and James W. Goggin, Secretary and Treasurer. During the parade the proprietors of markets and the wholesalers will ride in carriages. There will be dinner served at the Park and everything in the lines of refreshments. It will be a monster gathering in every sense of the word and it is anticipated that there will be a large crowd out to celebrate with the butchers on that day.

Annual Meeting of the Valley City Milling Co.

The annual meeting of the Valley City Milling Co. was held at the office of the company in this city Tuesday forenoon, resulting in the election of the following gentlemen as directors: Wm. N. Rowe, Wm. S. Rowe, Fred N. Rowe, L. Fred Peabody, A. B. Merritt, Henry Raman and E. G. Studley.

At the meeting of the directors, officers were elected as follows:

President—W. N. Rowe.
Vice-President—Wm. S. Rowe.
Secretary—L. Fred Peabody.
Treasurer—A. B. Merritt.

The Valley City Milling Co. was organized by Mr. Rowe twenty years ago next February. The first year the mill had a capacity of 150 barrels per day, the total sales being only about \$200,000. The several mills owned by the corporation now have a total capacity of a thousand barrels per day and the sales last year aggregated \$1,500,000.

Manager Rowe has recently acquired all of the stock owned by the Swensberg estate, which gives him a controlling interest.

Judge Wing has handed down an opinion in the United States Circuit Court at Cleveland, sustaining the validity of the patents owned by the Elliott Machine Co. and holding that all dealers employing Elliott machines who have used other than genuine Elliott wire are infringers of the Elliott Machine Co.'s patents and that damages may be collected. This suit was started six years ago and involves 1,200 wholesale and retail shoe dealers who have illegally used the Elliott machines. Judge Wing has issued an order making the Clerk of the court a master to determine the measure of damages and the amount each infringer must pay.

Middleton—Ellis M. Sower succeeds W. C. Shepherd in the dry goods and grocery business.

Ypsilanti—A. A. Holmes succeeds Holsey B. Jenks in the boot and shoe business.

Kalkaska—Charles Prevost will shortly open a new hardware store.

Ideal Resting Place for Traveling Men.

One of the unique hotels in Indiana is at Cannelton. It is called, according to the sign, "The Sunlight Hotel, or Drummer's Home." George W. Pohl, who is probably known to every traveling man in a dozen states, is the proprietor. There are twenty-two rooms, each lighted by electricity and heated with steam. In each room are three rocking chairs. On the stand is always a dish of fruit and a stick of chewing gum. On the wall is a large cushion, in which are stuck pins, needles, with white and black thread, and an assortment of buttons.

Writing material is on the desk and towels, two kinds of soap, with comb and brush and whisk broom and plenty of rain-water on the washstand, are provided. A full-length mirror adorns each room. In warm weather pictures of winter scenes hang on the walls, and in winter summer scenes are depicted. The beds are of feathers, two pillows and a bolster of feathers, and all over the walls are little knickknacks and bits of fancy work.

The rooms are not numbered, but are named after the states. A traveler can thus sleep in New York one night and in California the next. In each room is a telephone, that connects with the office and with the exchange, so that the occupant can talk with any one he desires, without leaving his room.

The fire escapes are long ladders, set in flush with the building, which can be dropped by loosening a hook—the simplest contrivance imaginable. The hotel entrance and hall to the dining room is built to resemble a steamboat cabin, lighted at night with one hundred and fifty tiny electric lamps.

The writing room has a long desk, supporting a well-assorted library. On the desk are paperweights, blotting pads, etc., and attached to a chain are a dozen or more pencil tablets. A sign requests these be used for figuring on, instead of the hotel stationery. Traveling men from every part of the country send suggestions to Mr. Pohl and he carries them out as nearly as possible. He established a magnificently furnished room for those who had to wait for late steamboats. In the dining room large and beautiful panels excite the admiration of the guests. When he needs more tables he pulls down a panel and it is a table on hinges.

Next to the dining room is a room in which are stored a number of buggies and carriages. If more room is needed a door set with beautifully stained glass is opened. The opening of this door opens several others, and through the latter the buggies and carriages disappear, and in a short time tables are spread and the banquet hall is ready.

At every turn there is a sign of some kind to tell you what you want to know. For instance, on the big office clock appears the word "Yes," the significance of which is, "Yes, this clock is right." Every kind of a trick or device that the busy mind of the commercial traveler can suggest has

been put into use by Mr. Pohl, as far as possible.

The table is as novel as the rest of the place. There is always fruit on the table and it is always prepared for the eating. Anything in the market is served, and if it is not in the local market, the landlord sends to the market where it can be found, no matter how distant.

In other words, this is the drummers' ideal hotel. It is a good place for them, but not much of a money-maker for Pohl, because he is under so much expense, and for the further reason that he is continually spending money to carry out the suggestions made by traveling men.

Hides, Pelts, Tallow and Wool.

The strike of the cellar men in Chicago is still unsettled. A few have returned to work and others are likely to follow. Dealers are light handed and sold ahead and have more contracts than they can fill. All orders are turned down. Prices are not quotable except by packers, who are free sellers of old saltings at lower values.

Pelts are in light offering and there is a good demand at good values.

Tallow has sold fairly free, but at no higher values. The demand is not large, but holders are not inclined to let go at the low prices.

Wools are strongly held in the State above Eastern ideas. Sales have stopped and buyers have gone home. There are a few orders from the East, but at prices below holders' views. Manufacturers say they want it and others say they will look on a while before investing at present prices. Wm. T. Hess.

The Boys Behind the Counter.

Lansing—H. P. Ernsberger has taken a position as book-keeper for Edwards, Wood & Co., of Duluth, at a salary of \$1,500 per year.

Alma—F. H. Clemens, formerly in charge of the dry goods department of H. J. Vermeulen, has returned to Alma and resumed his old position.

Ann Arbor—Andrew Neff has sold his grocery stock and taken a clerkship in the grocery store of Chas. F. Pardon.

Battle Creek—Alfred E. Poulsen has merged his general merchandise business into a co-partnership association under the style of the Poulsen Co., Ltd. The capital stock is \$16,000, all paid in in merchandise. A. E. Poulsen and Geo. C. Sterling each have a quarter interest and Fred C. Sterling has a half interest in the new company.

Fred J. Bertschy, proprietor of the Fruitport Brick Co. and dealer in general merchandise at Spring Lake, will be married July 29, to Miss Nellie Shoemaker, of Spring Lake. The happy couple will reside in their own home in Spring Lake and will be at home to their friends after Aug. 27. The Tradesman extends congratulations.

Lake Linden—The Lake Linden Co-operative Society has increased its capital stock from \$40,000 to \$60,000.

WHOLESALE DRUG PRICE CURRENT

Advanced—Opium.
Declined—Senega Root, Menthol.

Acidum		Conium Mac.	
Aceticum	80 1/2	Copalba	1 1/2
Benzoleum, German	70 1/2	Cubebae	1 1/2
Boracic	17	Erechthitidis	1 1/2
Carbolicum	22 1/2	Erigeron	1 1/2
Citricum	42 1/2	Gaultheria	2 1/2
Hydrochlor.	30 1/2	Geranium, ounce	2 1/2
Nitrosum	80 1/2	Gossypii, Sem. gal.	2 1/2
Oxalicum	12 1/2	Hedeoma	1 1/2
Phosphoricum, dil.	12 1/2	Juniper	1 1/2
Sulphuricum	42 1/2	Lavendula	1 1/2
Tannicum	1 1/2	Limonia	1 1/2
Tartaricum	38 1/2	Mentha Piper	3 1/2
Ammonia		Mentha Virid	5 1/2
Aqua, 18 deg.	40 1/2	Morhuus, gal.	5 1/2
Aqua, 20 deg.	40 1/2	Myrica	4 1/2
Carbonas	13 1/2	Olive	7 1/2
Chloridum	12 1/2	Piela Liquida	10 1/2
Aniline		Piela Liquida, gal.	10 1/2
Black	2 00 1/2	Ricina	50 1/2
Brown	80 1/2	Rosmarini	1 1/2
Red	45 1/2	Rose, ounce	6 1/2
Yellow	2 50 1/2	Succini	40 1/2
Baccae		Sabina	90 1/2
Cubebae, po. 25	22 1/2	Santal	2 75 1/2
Juniperus	5 1/2	Sassafras	50 1/2
Xanthoxylum	30 1/2	Sinapis, ess. ounce	1 1/2
Balsamum		Tigil	1 1/2
Copalba	50 1/2	Thyme	40 1/2
Peru	1 1/2	Thyme, opt.	1 1/2
Terabin, Canada	80 1/2	Theobromas	15 1/2
Tolutan	45 1/2	Potassium	
Cortex		Bi-Carb.	15 1/2
Abies, Canadian	18	Bichromate	13 1/2
Cassia	12	Bromide	40 1/2
Cinchona Flava	18	Carb.	12 1/2
Eucynmus atropurp.	30	Chlorate, po. 1/2	19
Myrica Cerifera, po.	12	Cyanide	34 1/2
Prunus Virgini	15	Iodide	2 80 1/2
Quillaja, gr'd.	14	Potassa, Bitart, pure	28 1/2
Sassafras, po. 18	30	Potass Nitras, opt.	7 1/2
Ulmus, po. 20, gr'd	30	Potass Nitras	23 1/2
Extractum		Prussiate	15 1/2
Glycyrrhiza Glabra	24 1/2	Sulphate po.	15 1/2
Glycyrrhiza, po.	28 1/2	Radix	
Hematox, 15 lb. box	11 1/2	Aconitum	20 1/2
Hematox, 15	13 1/2	Althae	30 1/2
Hematox, 1/4	14 1/2	Anchusa	10 1/2
Hematox, 1/8	16 1/2	Arum po.	2 1/2
Ferru		Calamus	20 1/2
Carbonate Precip.	15	Gentiana, po. 15	12 1/2
Citrate and Quina	2 25	Glycyrrhiza, pv. 15	18 1/2
Citrate Soluble	75	Hydrastis Canad.	75 1/2
Ferrocyanidum Sol.	15	Hydrastis Can. po.	80
Solut. Chloride	2	Heilebore, Alba. po.	12 1/2
Sulphate, com'l.	80	Ipeacac, po.	2 75 1/2
Sulphate, com'l, by	7	Iris plox, po. 35	38
Sulphate, pure	7	Jalapra, pr.	25 1/2
Flora		Maranta, 1/4	2
Arnica	15 1/2	Podophyllum, po.	22 1/2
Anthemlis	22 1/2	Rhel	75 1/2
Matricaria	30 1/2	Rhel, cut.	1 1/2
Folia		Rhel, pv.	75 1/2
Barosma	35 1/2	Spigella	35 1/2
Cassia Acontifol, Tin-	20 1/2	Sanguinaria, po. 15	12 1/2
nevelly	25 1/2	Serpentaria	65 1/2
Cassia Acontifol, Alix.	25 1/2	Senega	75 1/2
Salvia officinalis, 1/4	12 1/2	Smlax, officinalis H.	25 1/2
and 1/8	8 1/2	Smlax, M.	10 1/2
Uva Ursi	8 1/2	Sellae, po. 35	10 1/2
Gummi		Symplocarpus, Fokid-	2 1/2
Acacia, 1st picked	6 1/2	us, po.	2 1/2
Acacia, 2d picked	6 1/2	Valeriana, Eng. po. 30	15 1/2
Acacia, 3d picked	6 1/2	Valeriana, German	15 1/2
Acacia, sifted sorts	6 1/2	Zingiber a	14 1/2
Acacia, po.	45 1/2	Zingiber j.	19 1/2
Aloe, Barb. po. 18	12 1/2	Semen	
Aloe, Cape, po. 25	6 1/2	Anisum, po. 18	2 1/2
Aloe, Socotri, po. 40	6 1/2	Apium (graveleons)	13 1/2
Ammoniac	55 1/2	Bfrd, 15	4 1/2
Assafoetida, po. 40	25 1/2	Carul, po. 15	10 1/2
Benzoinum	50 1/2	Cardamom	70 1/2
Catechu, 15	6 1/2	Coriandrum	8 1/2
Catechu, 1/4	6 1/2	Cannabis Sativa	8 1/2
Catechu, 1/8	6 1/2	Cydolium	75 1/2
Camphore	64 1/2	Chenopodium	25 1/2
Euphorbium, po. 25	2 1/2	Dipterix Odorata	10 1/2
Galbanum	1 1/2	Foeniculum	10 1/2
Gamboge, po. 1	25 1/2	Foenugreek, po.	4 1/2
Gualacum, po. 35	2 1/2	Lini	4 1/2
Kino, po. 30.75	2 1/2	Lini, gr'd. bbl. 4	4 1/2
Mastic	60 1/2	Lobelia	1 50 1/2
Myrrh, po. 45	2 1/2	Pharlaris Canarian	6 1/2
Opil, po. 4.50 24.80	3 1/2	Rapa	5 1/2
Shellac	35 1/2	Sinapis Alba	9 1/2
Shellac, bleached	40 1/2	Sinapis Nigra	11 1/2
Tragacanth	70 1/2	Spiritus	
Herba		Frument, W. D. Co.	2 00 1/2
Absinthium, oz. pkg	25	Frument, D. F. R.	2 00 1/2
Eupatorium, oz. pkg	25	Frument, 1	25 1/2
Lobelia, oz. pkg	25	Juniperis Co. O. T.	1 65 1/2
Majorum, oz. pkg	25	Juniperis Co.	1 75 1/2
Mentha Pip. oz. pkg	25	Sacharum N. E.	1 90 1/2
Mentha Vir. oz. pkg	25	Spt. Vini Gall.	1 75 1/2
Rue, oz. pkg	39	Vini Alba	1 25 1/2
Tanacetum V oz. pkg	22	Sponges	
Thymus, V. oz. pkg	25	Florida sheeps' wool	2 50 1/2
Magnesia		Nassau sheeps' wool	2 50 1/2
Calcined, Pat.	55 1/2	Velvet extra sheeps'	2 50 1/2
Carbonate, Pat.	18 1/2	wool, carriage	1 1/2
Carbonate, K. & M.	18 1/2	Extra yellow sheeps'	2 1/2
'arbonate, Jennings	18 1/2	wool, carriage	1 1/2
Oleum		Grass sheeps' wool,	2 1/2
Absinthium	5 00 1/2	carriage	1 1/2
Amygdala, Dulc.	50 1/2	Hard, for slate use	2 75
Amygdala, Amarae	8 00 1/2	Yellow Reef, for	2 1/2
Anisi	1 80 1/2	slate use	1 40
Aurant Cortex	2 10 1/2	Syrups	
Bergamli	2 85 1/2	Acacia	2 50
Cajiputi	80 1/2	Aurant Cortex	2 50
Caryophylli	80 1/2	Zingiber	2 50
Cedar	80 1/2	Ipeacac	2 50
Chenopadi	2 80	Ferri Iod	2 50
Cinnamoni	1 00 1/2	Rhel Arom.	2 50
Citronella	1 00 1/2	Smlax Officinalis	2 50
		Senega	2 50

Menthol	7 40 1/2	Selditz Mixture	20 1/2
Morphia, P. & W.	2 25 1/2	Sinapi	18
Morphia, S. N. Y. Q.	2 25 1/2	Sinapi, opt.	18
Morphia, Mal.	2 25 1/2	Snuff, Macaboy, De	41
Moschus Canton	2 40	Voe	41
Myristica, No. 1	38 1/2	Snuff, Scotch, De Vo's	41
Nux Vomica, po. 15	10	Soda, Boras	11
Op Sepia	35 1/2	Soda, Boras, po.	11
Pepsin Saac, H. & P.	2 100	Soda et Potass Tart.	30
P Co.	2 100	Soda, Carb.	14 1/2
Piela Liq. N.N. 1/4 gal.	2 100	Soda, Bi-Carb.	34 1/2
doz.	2 100	Soda, Sulphas	2 100
Piela Liq., quarts	2 100	Spts. Cologne	2 60
Piela Liq., pints	2 100	Spts. Ether Co.	50 1/2
Pil Hydrarg. po. 80	18	Spts. Myrcia Dom.	2 00
Piper Nigra, po. 22	18	Spts. Vini Rect. bbl.	2 00
Piper Alba, po. 35	18	Spts. Vini Rect. 1/2 bbl.	2 00
Pilx Burgun	10 1/2	Spts. Vini Rect. 10 gal.	2 00
Pulvis Ipeacac et Opil	1 30 1/2	Spts. Vini Rect. 5 gal.	2 00
Pyrethrum, boxes H.	2 75	Strychnia, Crystal	90 1/2
P. D. Co., doz.	2 75	Sulphur, Subl.	24 1/2
Pyrethrum, pv.	25 1/2	Sulphur, Roll.	24 1/2
Quassia	80 1/2	Tamarinds	80 1/2
Quina, S. P. & W.	25 1/2	Terebenth Venice	25 1/2
Quina, S. German	25 1/2	Theobromas	42 1/2
Quina, N. Y.	25 1/2	Vanilla	9 00 1/2
Rubia Tinctorum	20 1/2	Zinci Sulph.	70 1/2
Saccharum Lactis pv	4 50 1/2	Oils	
Salsola	4 50 1/2	Whale, winter	70 1/2
Sanguis Draconis	12 1/2	Lard, extra	85 1/2
Sapo, W.	10 1/2	Lard, No. 1	85 1/2
Sapo M.	10 1/2		
Sapo G.	10 1/2		

Holiday Announcement

We are fully keeping up this year to our established custom of having each season the largest and most desirable line of HOLIDAY GOODS and staple druggists' sundries shown in the state. We have spared no effort or expense in assembling the most attractive articles of this class of merchandise of both foreign and domestic manufacture, and we confidently await the approval and generous orders of our customers for 1903.

BOOKS

We have made a special study of the book business this season and are prepared to furnish all the new and holiday editions. Dealers placing their orders with us for these good will have all the leading lines of the country to select from.

Our Mr. W. B. Dudley will have this entire line on the road soon and will notify you at what points it will be on exhibition.

Hazeltine & Perkins Drug Company

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

Clothes Lines
Cotton Twine
Grain Bags
Market Baskets

DECLINED

Lima Beans
Brick Cheese
Lard Compounds

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By Columns

A	Col.
Axle Grease.....	1
ath Brick.....	1
Brooms.....	1
Brushes.....	1
Butter Color.....	1
Candles.....	11
Canned Goods.....	1
Catsup.....	2
Carbon Oils.....	2
Cheese.....	2
Chewing Gum.....	2
Chicory.....	2
Chocolate.....	2
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Cocoa.....	3
Cocanut.....	3
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Fruits.....	11
Gelatine.....	5
Grain Bags.....	5
Grains and Flour.....	5
Herbs.....	5
Hides and Pelts.....	10
Indigo.....	5
Jelly.....	5
Licorice.....	5
Lye.....	5
Meat Extracts.....	5
Metal Polish.....	5
Molasses.....	5
Mustard.....	5
Nuts.....	11
Olives.....	6
Pickles.....	6
Pipes.....	6
Playing Cards.....	6
Potash.....	6
Provisions.....	6
Rice.....	6
Salad Dressing.....	7
Saleratus.....	7
Salt Soda.....	7
Salt.....	7
Salt Fish.....	7
Seeds.....	7
Shoe Blacking.....	7
Snuff.....	7
Soda.....	7
Soda.....	7
Spices.....	7
Starch.....	7
Sugar.....	7
Syrups.....	7
Tea.....	8
Tobacco.....	8
Twine.....	8
Vinegar.....	9
Washing Powder.....	9
Wickling.....	9
Woodenware.....	9
Wrapping Paper.....	10
Yeast Cake.....	10

1

AXLE GREASE

Aurora.....	55	6 00
Castor Oil.....	80	7 00
Diamond.....	50	4 25
Frazier's.....	75	9 00
IXL Golden, tin boxes 75	9 00	
BATH BRICK		
American.....	75	
English.....	85	
BROOMS		
No. 1 Carpet.....	2 50	
No. 2 Carpet.....	2 25	
No. 3 Carpet.....	2 15	
No. 4 Carpet.....	1 75	
Parlor Gem.....	2 40	
Common Whisk.....	85	
Fancy Whisk.....	1 20	
Warehouse.....	2 90	
BRUSHES		
Scrub		
Solid Back, 8 in.....	75	
Solid Back, 11 in.....	85	
Pointed Ends.....	85	
Stove		
No. 3.....	75	
No. 2.....	1 10	
No. 1.....	1 75	
Shoe		
No. 8.....	1 00	
No. 7.....	1 30	
No. 4.....	1 70	
No. 3.....	1 90	

BUTTER COLOR

W. R. & Co.'s, 15c size.....	1 25
W. R. & Co.'s, 25c size.....	2 00

CANDLES

Electric Light, 38.....	12
Electric Light, 18.....	12 1/2
Paraffine, 58.....	9 1/2
Paraffine, 128.....	10
Wickless.....	17

CANNED GOODS

3 lb. Standards.....	80
Gallons, standards.....	2 00@2 25
Blackberries.....	55
Standards.....	55
Beans.....	80@1 30
Baked.....	80@1 30
Red Kidney.....	80@1 30
String.....	70
Wax.....	75@ 80

Blueberries

Standard.....	1 20
Brook Trout.....	1 90
2 lb. cans, Spiced.....	1 90
Clams.....	1 00@1 25
Little Neck, 2 lb.....	1 50
Clam Bouillon.....	1 92
Burnham's, 1/4 pint.....	3 80
Burnham's, pints.....	7 20
Burnham's, quarts.....	7 20

Cherries

Red Standards.....	1 30@1 50
White.....	1 50
Corn.....	1 15
Fair.....	1 25
Good.....	1 25
Fancy.....	1 50

French Peas

Sur Extra Fine.....	22
Extra Fine.....	19
Fine.....	15
Moyen.....	11
Gooseberries.....	90
Standard.....	85
Hominy.....	85

Lobster

Star, 1/4 lb.....	2 00
Star, 1 lb.....	3 75
Picnic Tails.....	2 40
Mustard, 1 lb.....	1 80
Mustard, 2 lb.....	2 80
Soused, 1 lb.....	1 90
Soused, 2 lb.....	2 80
Tomato, 1 lb.....	1 80
Tomato, 2 lb.....	2 80

Mushrooms

Hots.....	15@25
Buttons.....	22@25
Oysters.....	81@ 90
Cove, 1 lb.....	1 75
Cove, 2 lb.....	1 75
Cove, 1 lb Oval.....	1 75

Peaches

Pie.....	90@1 00
Yellow.....	1 35@1 50
Pears.....	1 00
Standard.....	1 25
Fancy.....	1 25
Peas.....	90@1 00
Marrowfat.....	90@1 00
Early June.....	90@1 00
Early June.....	1 00
Plums.....	85

2

Pineapple

Grated.....	1 25@2 75
Sliced.....	1 35@2 55
Pumpkin.....	75
Fair.....	75
Good.....	90
Fancy.....	1 10
Gallon.....	2 59

Raspberries

Standard.....	1 15
Russian Caviar.....	3 75
1 lb. cans.....	7 00
1 lb. can.....	12 00
Salmon.....	61 65
Columbia River, tails.....	61 80
Red Alaska.....	61 30
Pink Alaska.....	61 90

Sardines

Domestic, 1/2.....	3 1/2
Domestic, 1/4.....	62 1/4
Domestic, Mustard.....	11 1/4
California, 1/2.....	17 1/4
California, 1/4.....	7 1/4
French, 1/2.....	18 1/2
French, 1/4.....	18 1/2

Shrimps

Standard.....	1 20@ 40
Succotash.....	1 40
Fair.....	1 40
Good.....	1 50
Fancy.....	1 50

Strawberries

Standard.....	1 10
Fancy.....	1 40
Fair.....	95@1 00
Good.....	1 15
Fancy.....	1 25
Gallons.....	3 25

CARBON OILS

Perfection.....	61 1/4
Water White.....	61 1/4
D. S. Gasoline.....	61 1/4
Deodorized Naphtha.....	61 1/4
Cylinder.....	29 3/4
Engine.....	18 3/4
Black, winter.....	9 10 1/4

CATSUP

Columbia, 25 pints.....	4 50
Columbia, 25 1/4 pints.....	2 60
Snider's quarts.....	3 25
Snider's pints.....	2 25
Snider's 1/4 pints.....	1 30

CHEESE

Acme.....	61 1/4
Amboy.....	61 1/4
Carson City.....	61 1/4
Eagle.....	61 1/4
Emblem.....	61 1/4
Gold Medal.....	61 1/4
Ideal.....	61 1/4
Jersey.....	61 1/4
Riverside.....	61 1/4
Edam.....	11@1 10
Ledford.....	61 1/4
Limburger.....	90 1/4
Pineapple.....	50@75
Sap Sago.....	62 00

CHEWING GUM

American Flag Spruce.....	55
Beeman's Peppin.....	80
Black Jack.....	55
Largest Gum Made.....	80
Sen Sen.....	55
Sen Sen Breath Perfume.....	1 00
Sugar Leaf.....	55
Yucatan.....	55

CHICORY

Bulk.....	7
Red.....	7
Eagle.....	7
Frank's.....	7
Schener's.....	7

CHOCOLATE

Walter Baker & Co.'s.....	23
German Sweet.....	31
Premium.....	41
Vanilla.....	35
Caracas.....	35
Eagle.....	28

CLOTHES LINES

60 ft. 3 thread, extra.....	1 00
72 ft. 3 thread, extra.....	1 40
60 ft. 5 thread, extra.....	1 70
60 ft. 6 thread, extra.....	1 29
72 ft. 6 thread, extra.....	1 30
60 ft. 3 thread, extra.....	75
72 ft. 3 thread, extra.....	90
90 ft. 3 thread, extra.....	1 05
120 ft. 3 thread, extra.....	1 50

Cotton Victor

50 ft. 3 thread, extra.....	1 00
60 ft. 3 thread, extra.....	1 15
70 ft. 3 thread, extra.....	1 30

3

Cotton Windsor

50 ft. 3 thread, extra.....	1 20
60 ft. 3 thread, extra.....	1 40
70 ft. 3 thread, extra.....	1 55
80 ft. 3 thread, extra.....	1 85

Cotton Braided

40 ft. 3 thread, extra.....	85
50 ft. 3 thread, extra.....	95
60 ft. 3 thread, extra.....	1 10
Galvanized Wire.....	1 90
No. 20, each 100 ft long.....	2 10
No. 19, each 100 ft long.....	2 10

COCOA

Baker's.....	38
Cleveland.....	41
Colonial, 1/2.....	35
Colonial, 1/4.....	33
Colonial, 1/8.....	42
Epps.....	45
Huyler.....	45
Van Houten, 1/2.....	12
Van Houten, 1/4.....	28
Van Houten, 1/8.....	40
Webb.....	31
Wilbur, 1/2.....	41
Wilbur, 1/4.....	42

COCOANUT

Dunham's 1/2.....	26
Dunham's 1/4 and 1/8.....	26 1/4
Dunham's 1/8.....	27
Dunham's 1/16.....	28
Bulk.....	13

COCOA SHELLS

20 lb. bags.....	2 1/4
Less quantity.....	3
Pound packages.....	4
Common.....	8
Fair.....	9
Choice.....	10
Fancy.....	15

COFFEE

Common.....	8
Fair.....	9
Choice.....	10
Fancy.....	15
Common.....	8
Fair.....	9
Choice.....	10
Fancy.....	15

Santos

Common.....	8
Fair.....	9
Choice.....	10
Fancy.....	15
Common.....	8
Fair.....	9
Choice.....	10
Fancy.....	15

Mocha

Arabian.....	21
Arbuckle.....	10
Dilworth.....	10
Jersey.....	10
Lion.....	10
McLaughlin's XXXX.....	10

CRACKERS

National Biscuit Co.'s brands.....	1 1/2
Butter.....	1 1/2
Seymour.....	1 1/2
New York.....	1 1/2
Family.....	1 1/2
Salted.....	1 1/2
Wolverine.....	7

Soda

N. B. C.....	6 1/4
R. ception Flakes.....	13
Duchess.....	13
Zephyrette.....	13

Oyster

Round.....	6 1/4
Square.....	6 1/4
Faust.....	7 1/4
Extra Farina.....	7 1/4
Argo.....	7

Sweet Goods-Boxes

Animals.....	10
Assorted Cake.....	10
Belle Rose.....	10
Bent's Water.....	10
Cinnamon Bar.....	9
Coffee Cake, Iced.....	10
Coffee Cake, Java.....	10
Cocanut Macaroons.....	18
Cocoa Bar.....	10
Cocanut Taffy.....	12
Cracknels.....	16

Creams, Iced

Creams, Iced.....	8
Square.....	10 1/4
Cubans.....	11 1/4
Current Fruit.....	12
Frosted Honey.....	8
Frosted Cream.....	8
Gingers.....	8
Ginger Snaps, I'ge or sm'l.....	8 1/4
Ginger Snaps, N. B. C.....	8 1/4
Gladiator.....	10 1/4
Graham Crackers.....	8
Graham Wafers.....	12
Grand Rapids Tea.....	12
Honey Fingers.....	12
Iced Honey Crumpets.....	10
Imperial.....	8
Jumbles, Honey.....	12
Lady Fingers.....	12
Lemon Snaps.....	12
Lemon Wafers.....	16
Marshmallow.....	16
Marshmallow Creams.....	16
Marshmallow Walnuts.....	16
Mary Ann.....	8
Mixed Picnic.....	11 1/4
Milk Biscuit.....	7 1/4
Molasses Cake.....	8
Molasses Bar.....	12 1/4
Moss Jelly Bar.....	12 1/4
Newton.....	12

4

Oatmeal Crackers

Oatmeal Crackers.....	8
Oatmeal Wafers.....	12
Orange Crisp.....	8
Orange Gem.....	8
Penny Cake.....	8
Pilot Bread, XXX.....	7 1/4
Pretzels, hand made.....	8
Pretzels, hand made.....	8
Scotch Cookies.....	10
Sears' Lunch.....	7 1/4
Sugar Cake.....	8
Sugar Biscuit Square.....	8
Sugar Squares.....	8

6	7	8	9	10	11
METAL POLISH Search Brand. Paste, 3 oz. box, per doz. 75 Paste, 6 oz. box, per doz. 1 25 Liquid, 4 oz. bottle, per doz. 1 00 Liquid, 1/2 pt. can, per doz. 1 60 Liquid, 1 pt. can, per doz. 2 50 Liquid, 1/2 gal. can, per doz. 8 50 Liquid, 1 gal. can, per doz. 14 00 OLIVES Bulk, 1 gal. kegs. 1 60 Bulk, 3 gal. kegs. 85 Bulk, 5 gal. kegs. 85 Manzanilla, 7 oz. 80 Queen, pints. 2 35 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 35 PIPES Clay, No. 218. 1 70 Clay, T. D., full count. 65 Cob, No. 2. 80 PICKLES Medium Barrels, 1,200 count. 8 75 Half bbls, 600 count. 4 88 Small Barrels, 2,400 count. 10 53 Half bbls, 1,200 count. 5 75 PLAYING CARDS No. 90, Steamboat. 90 No. 15, Rival, assorted. 1 20 No. 20, Kover, enameled. 1 60 No. 572, Special. 1 75 No. 98, Golf, satin finish. 2 00 No. 808, Bicycle. 2 00 No. 632, Tournament Whist. 2 25 POTASH 48 cans in case. Babbitt's. 4 00 Penna Salt Co.'s. 3 00 PROVISIONS Barreled Pork Mess. 2 16 00 Back, fat. 2 17 00 Clear back. 17 50 25 25 Short cut. 2 18 75 Pig. 19 00 Bean. 2 14 00 Family Mess Loin. 18 75 Clear. 2 16 75 Dry Salt Meats Bellies. 11 S P Bellies. 1 14 Extra shorts. 10 Smoked Meats Hams, 12 lb. average. 2 13 Hams, 14 lb. average. 2 13 Hams, 18 lb. average. 2 13 Hams, 20 lb. average. 2 13 Ham dried beef. 2 12 1/2 Shoulders (N. Y. cut). 2 Bacon, c/sar. 12 1/2 14 California hams. 2 14 Boiled Hams. 2 14 Pierlin Boiled Hams. 2 14 1/2 Berlin Ham pr's'd. 9 1/2 14 Mince Hams. 2 9 1/2 Lard Compound. 2 7 1/2 Pure. 2 8 1/2 50 lb. Tubs. advance. 7 1/2 50 lb. Tubs. advance. 7 1/2 50 lb. Tins. advance. 7 1/2 20 lb. Pails. advance. 7 1/2 10 lb. Pails. advance. 7 1/2 5 lb. Pails. advance. 7 1/2 1 lb. Pails. advance. 7 1/2 Sausages Bologna. 2 6 1/2 Liver. 2 6 1/2 Frankfort. 2 7 1/2 Pork. 2 8 1/2 Veal. 2 7 1/2 Tongue. 2 9 Headcheese. 2 6 1/2 Beef Extra Mess. 10 50 Boneless. 10 50 Rump, New. 10 50 Pigs' Feet 1/2 bbls., 40 lbs. 1 90 1/2 bbls., 40 lbs. 3 80 1 bbls., 1 lb. 7 75 Tripe Kits, 15 lbs. 70 Kits, 40 lbs. 1 25 1/2 bbls., 80 lbs. 2 60 Casings Pork. 28 Beef rounds. 25 Beef middles. 25 Sheep. 65 Uncolored Butterine Solid, dairy. 10 21 1/2 Rolls, dairy. 11 1/2 21 1/2 Rolls, purity. 14 1/2 Solid, purity. 14 Canned Meats rex Corned beef, 2 lb. 4 40 Corned beef, 14 lb. 17 50 Roast beef, 2 lb. 2 40 Potted ham, 1/2. 45 Deviled ham, 1/2. 45 Deviled ham, 1/2. 45 Potted tongue, 1/2. 45 RICE Domestic Carolina head. 7 Carolina No. 1. 8 1/2 Carolina No. 2. 8 Broken Imported. Japan, No. 1. 5 1/2 26 Japan, No. 2. 5 1/2 Java, fancy head. 2 5 1/2 Java, No. 1. 2 5 1/2 Table. 2	SALAD DRESSING Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALEKRATUS Packed 60 lbs. in box. Church's Arm and Hammer. 3 15 Deland's. 3 00 Dwight's Cow. 3 15 Emblem. 2 10 L. P. 3 00 Wyandotte, 100 1/2. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lb. cases. 95 Lump, bbls. 85 Lump, 145 lb. kegs. 85 SALT Diamond Crystal Table, cases, 24 3 lb. boxes. 1 40 Table, barrels, 100 3 lb. bags. 3 00 Table, barrels, 50 6 lb. bags. 3 00 Butter, barrels, 40 7 lb. bags. 2 75 Butter, barrels, 320 lb. bulk. 2 65 Butter, barrels, 20 14 lb. bags. 2 85 Butter, sacks, 28 lbs. 27 Butter, sacks, 56 lbs. 27 Shaker, 24 2 lb. boxes. 1 50 Common Grades 100 3 lb. sacks. 1 90 50 6 lb. sacks. 1 80 28 10 lb. sacks. 1 70 56 lb. sacks. 30 28 lb. sacks. 15 Warsaw 56 lb. dairy in drill bags. 40 28 lb. dairy in drill bags. 20 Solar Rock 56 lb. sacks. 28 Common Granulated Fine. 75 Medium Fine. 80 SALT FISH Cod Large whole. 2 6 Small whole. 2 5 1/2 Strips or bricks. 7 2 9 Pollock. 2 3 1/2 Halibut. Strips. 13 Chunks. 14 Herring Holland white hoops, bbl. 10 50 Holland white hoops, bbl. 5 50 Holland white hoop, keg. 2 75 Holland white hoop, mech. 85 Norwegian Round 100 lbs. 3 80 Round 50 lbs. 2 10 Scalped. 1 7 1/2 Trout No. 1 100 lbs. 5 50 No. 1 40 lbs. 2 50 No. 1 10 lbs. 70 No. 1 8 lbs. 50 Mackerel Mess 100 lbs. 16 50 Mess 50 lbs. 8 75 Mess 10 lbs. 1 80 Mess 8 lbs. 1 47 No. 1 100 lbs. 15 00 No. 1 50 lbs. 8 00 No. 1 10 lbs. 1 65 No. 1 8 lbs. 1 35 Whitefish No. 1 No. 2 Fam 100 lbs. 7 75 50 lbs. 3 88 10 lbs. 92 8 lbs. 77 SEEDS Anise. 15 1/2 Canary, Smyrna. 5 1/2 Caraway. 8 Cardamom, Malabar. 1 00 Celery. 10 Hemp, Russian. 4 1/2 Mixed Bird. 4 Mustard, white. 8 Poppy. 6 Rape. 4 1/2 Cattle Bone. 25 SHOE BLACKING Handy Box, large. 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 85 Miller's Crown Polish. 85 SOAP Johnson Soap Co. brands— Silver King. 3 65 Calumet Family. 2 75 Scotch Family. 2 85 Cuba. 2 85 Jas. S. Kirk & Co. brands— American Family. 4 05 Dusky Diamond 50-8 oz. 2 80 Dusky Diamond 100-6 oz. 3 80 Jap Rose. 3 75 Savon Imperial. 3 10 White Russian. 3 10 Dome, oval bars. 3 10 Satinet, oval. 2 15 White Cloud. 2 15 Lautz Bros. & Co.'s brands— Big Acme. 4 00 Big Master. 4 00 Snow Bow P'wdr, 100-pigs. 4 00 Marcellies. 4 00 Acme, 100-3 lb. bars. 3 70 Acme, 100-3 lb. bars single box lots. 3 20 Proctor & Gamble brands— Lenox. 3 10 Ivory, 6 oz. 4 00 Ivory, 10 oz. 8 75 Schultz & Co. brand— Star. 8 25 A. B. Wrisley brands— Good Cheer. 4 00 Old Country. 4 48	Scouring Enoch Morgan's Sons. Sapolio, gross lots. 9 00 Sapolio, half gross lots. 4 70 Sapolio, single boxes. 2 25 Sapolio, hand. 2 25 SODA Boxes. 5 1/2 Kegs, English. 4 1/2 STUFF Scotch, in bladders. 37 Macaboy, in jars. 35 French Rappee, in jars. 48 SPICES Whole Spices Allspice. 12 Cassia, China in mats. 12 Cassia, Batavia, in bund. 28 Cassia, Saigon, in rolls. 55 Cloves, Ambony. 17 Cloves, Zanzibar. 14 Mace. 55 Nutmegs, 75-80. 50 Nutmegs, 105-10. 36 Nutmegs, 115-20. 38 Pepper, Singapore, black. 15 Pepper, Singapore, white. 18 Pepper, shot. 28 Pure Ground in Bulk Allspice. 16 Cassia, Batavia. 28 Cassia, Saigon. 48 Cloves, Zanzibar. 17 Ginger, Cochlin. 18 Ginger, Jamaica. 25 Mace. 65 Mustard. 18 Pepper, Singapore, black. 17 Pepper, Singapore, white. 25 Pepper, Cayenne. 28 STARCH Common Gloss. 5 5 lb. packages. 4 1/2 5 lb. packages. 5 1/2 50 and 50 lb. boxes. 3 1/2 4 1/2 Common Corn 20 1-lb. packages. 5 40 1-lb. packages. 4 1/2 5 1/2 SYRUPS Corn Barrels. 22 Half bbls. 14 10 lb. cans, 1/2 doz. in case. 1 65 5 lb. cans, 1 doz. in case. 1 90 2 1/2 lb. cans, 2 doz. in case. 1 90 Pure Cane Fair. 16 Good. 20 Choice. 25 SUGAR Domino. 7 40 Cut Leaf. 5 80 Crushed. 5 80 Cubes. 5 45 Powdered. 5 25 Coarse Powder. 5 25 XXXX Powdered. 5 35 Fine Granulated. 5 20 2 lb. bags Fine Gran. 5 35 5 lb. bags Fine Gran. 5 35 Mould A. 5 45 Diamond A. 5 20 Confectioner's. 5 05 No. 1. Columbian A. 5 00 No. 2. Windsor A. 5 00 No. 3. Ridgewood A. 5 00 No. 4. Phoenix A. 4 85 No. 5. Empire A. 4 90 No. 6. 4 85 No. 7. 4 85 No. 8. 4 75 No. 9. 4 70 No. 10. 4 65 No. 11. 4 55 No. 12. 4 55 No. 13. 4 50 No. 14. 4 45 No. 15. 4 45 No. 16. 4 40 TEA Japan Sundried, medium. 24 Sundried, choice. 30 Sundried, fancy. 30 Regular, medium. 24 Regular, choice. 30 Regular, fancy. 31 Basket-fired, medium. 31 Basket-fired, choice. 38 Nibs. 22 1/2 24 Stiffings. 20 1/2 Fannings. 12 1/2 14 Gunpowder Moyune, medium. 30 Moyune, choice. 32 Sundried, medium. 30 Moyune, fancy. 30 Pingsuey, choice. 30 Pingsuey, fancy. 40 Young Hyson Choice. 30 Fancy. 38 Oolong Formosa, fancy. 42 Amoy, medium. 25 Amoy, choice. 32 English Breakfast Medium. 20 Choice. 20 Fancy. 40 India Ceylon, choice. 42 Fancy. 42 TOBACCO Cigars H. & P. Drug Co.'s brands. Fortune Teller. 35 80 Our Manager. 35 80 Quintette. 35 80	Fine Cut adillac. 54 weet Loma. 33 Hiawatha, 5 lb. pails. 75 Hiawatha, 10 lb. pails. 53 Telegram. 22 Pay Car. 31 Prairie Rose. 49 Protection. 37 Sweet Burley. 42 Tiger. 38 Plug Red Cross. 32 Kilo. 34 Hiawatha. 41 Battle Axe. 33 American Eagle. 32 Standard Navy. 35 Spear Head, 18 oz. 48 Spear Head, 8 oz. 48 Nobby Twist. 48 Jolly Tar. 38 Old Honesty. 42 Toddy. 33 J. T. 36 Piper Heldick. 61 Boot Jack. 78 Honey Dip Twist. 38 Buck Standard. 38 Cadillac. 38 Forge. 30 Nickel Twist. 50 Smoking Sweet Core. 34 Flat Car. 39 Great Navy. 34 Warpath. 25 Bamboo, 18 oz. 26 X L, 16 oz. pails. 30 Honey Dew. 16 Gold Block. 36 Flagman. 38 Chips. 32 Klin Dried. 21 Duke's Mixture. 38 Duke's Cameo. 40 Myrtle Navy. 39 Yum Yum, 1 lb. pails. 37 Yum Yum. 38 Corn Cake, 2 1/2 oz. 24 Corn Cake, 1 lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 36 Peerless, 1 1/2 oz. 36 Air Brake. 36 Cant Hook. 30 Country Club. 32 1/2 Forex-XXXX. 28 Good Indian. 23 Self Binder. 30 1/2 Silver Foam. 34 TWINE Cotton, 3 ply. 20 Cotton, 4 ply. 20 Jute, 2 ply. 12 Hemp, 3 ply. 12 Flax, medium. 20 Wool, 1 lb. balls. 6 VINEGAR Malt White Wine, 40 grain. 8 Malt White Wine, 80 grain. 11 Pure Cider, B. & B. brand. 11 Pure Cider, Red Star. 11 Pure Cider, Robinson. 11 Pure Cider, Silver. 11 WASHING POWDER Diamond Flake. 2 75 Gold Brick. 3 25 Gold Dust, regular. 4 50 Gold Dust, 50. 4 00 Kirkoline, 24 4 lb. 3 90 Pearline. 2 75 Soapine. 4 10 Babbitt's 1776. 3 75 Roseine. 3 70 Armour's. 3 70 Nine O'clock. 3 35 Wisdom. 3 80 Scourline. 3 50 Rub-No-More. 3 75 WICKING No. 0, per gross. 25 No. 1, per gross. 30 No. 2, per gross. 40 No. 3, per gross. 55 WOODENWARE Baskets Bushels. 1 10 Bushels, wide band. 1 25 Market. 1 25 Splint, large. 6 00 Splint, medium. 5 00 Splint, small. 4 00 Willow Clothes, large. 6 00 Willow Clothes, medium. 5 50 Willow Clothes, small. 5 00 Bradley Butter Boxes 2 lb. size, 24 in case. 72 3 lb. size, 16 in case. 68 5 lb. size, 12 in case. 63 10 lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate. 40 No. 2 Oval, 250 in crate. 50 No. 3 Oval, 250 in crate. 60 No. 5 Oval, 250 in crate. 60 Churns Barrel, 5 gals, each. 2 40 Barrel, 10 gals, each. 2 55 Barrel, 15 gals, each. 2 70 Clothes Pins Round head, 5 gross box. 50 Round head, cartons. 75 Egg Crates Humpty Dumpty. 2 25 No. 1, complete. 18 No. 2, complete. 18 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 85	Mop Sticks Trojan spring. 90 Eclipse patent spring. 85 No. 1 common. 75 No. 2 patent brush holder. 85 12 lb. cotton mop heads. 1 25 Ideal No. 7. 90 Pails 2-hoop Standard. 1 50 3-hoop Standard. 1 65 2-wire, Calme. 1 60 3-wire, Calme. 1 80 Cedar, all red, brass bound. 1 25 Paper, Eureka. 2 25 Fibre. 2 70 Toothpicks Hardwood. 2 50 Softwood. 2 75 Banquet. 1 80 Ideal. 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood. 80 Rat, spring. 75 Tubs 20-inch, Standard, No. 1. 7 00 18-inch, Standard, No. 2. 6 00 16-inch, Standard, No. 3. 5 00 20-inch, Cable, No. 1. 7 50 18-inch, Cable, No. 2. 6 50 16-inch, Cable, No. 3. 5 50 No. 1 Fibre. 10 30 No. 2 Fibre. 9 45 No. 3 Fibre. 8 75 Wash Boards Bronze Globe. 2 50 Chips. 1 75 Dewey. 2 75 Double Acme. 2 25 Single Acme. 2 25 Double Peerless. 3 25 Single Peerless. 2 50 Northern Queen. 2 50 Double Duplex. 3 00 Good Luck. 2 75 Universal. 2 25 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter. 75 13 in. Butter. 1 10 15 in. Butter. 1 75 17 in. Butter. 2 75 19 in. Butter. 4 25 Assorted 13-15-17. 1 75 Assorted 15-17-19. 3 00 WRAPPING PAPER Common Straw. 1 1/2 Fiber Manila, colored. 3 1/2 Fiber Manila, colored. 4 No. 1 Manila. 4 Cream Manila. 3 Butcher's Manila. 2 1/2 Wax Butter, short count. 13 Wax Butter, full count. 20 Wax Butter, rolls. 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Cream, 3 doz. 1 00 Yeast Foam, 3 doz. 1 15 Yeast Foam, 1 1/2 doz. 1 15 FRESH FISH Per lb. White fish. 10 11 Trout. 10 11 Black Bass. 11 12 Halibut. 12 14 Clasces or Herring. 12 Bluefish. 11 12 Live Lobster. 25 Boiled Lobster. 27 Cod. 10 Haddock. 8 No. 1 Pickerel. 8 1/2 Pike. 7 Perch. 7 Smoked White. 12 1/2 Red Snapper. 12 Col River Salmon. 15 16 Mackerel. 19 20 OYSTERS Cans F. H. Counts. 50 Extra Selects. 50 Perfection Standards. 50 Anchors. 50 Standards. 50 HIDES AND PELTS Hides Green No. 1. 2 7 Green No. 2. 2 8 Cured No. 1. 2 8 Cured No. 2. 2 8 Calfskins, green No. 1. 2 8 1/2 Calfskins, green No. 2. 2 8 1/2 Calfskins, cured No. 2. 2 9 1/2 Steer hides 60 lbs. or over. 9 1/2 Cow hides 60 lbs. or over. 9 Pelts Old Wool. 25 50 Lamb. 10 30 Shearings. 10 30 Tallow No. 1. 2 1/2 No. 2. 2 1/2	Wool Washed, fine. 2 30 Washed, medium. 2 25 Unwashed, fine. 1 15 Unwashed, medium. 1 20 CONFECTIONS Stick Candy Standard. 2 7 Standard H. H. 2 7 Standard Twist. 2 9 Cut Leaf. 2 9 Jumbo, 32 lb. 2 7 1/2 Extra H. H. 2 10 1/2 Boston Cream. 2 18 Mixed Candy Grocers. 2 8 Competition. 2 7 1/2 Special. 2 7 Conserve. 2 7 1/2 Royal. 2 8 Ribbon. 2 8 Broken. 2 8 1/2 Cut Leaf. 2 8 1/2 English Rock. 2 9 Kindergarten. 2 9 Bon Ton Cream. 2 8 1/2 French Cream. 2 9 Dandy Pan. 2 10 Hand Made Cream. 11 1/2 Premio Cream mix. 12 1/2 Fancy-In Pails O F Horsehead Drop. 10 1/2 Pony Hearts. 12 Coco Bon Bons. 12 Fudge Squares. 12 Peanut Squares. 9 Sugared Peanuts. 11 Salted Peanuts. 10 Starlight Kisses. 10 San Blas Goodies. 10 1/2 Lozenges, plain. 2 9 Lozenges, printed. 2 11 Champion Chocolate. 2 11 1/2 Eclipse Chocolates. 2 13 1/2 Quintette Choc. 2 12 Champion Gum Dps. 2 8 Moss Drops. 2 9 Lemon Sours. 2 9 Imperial. 2 9 Ital. Cream Opera. 2 12 Ital. Cream Bonbons. 2 11 20 lb. pails. 2 11 Molasses Chew. 15 lb. cases. 12 1/2 Golden Waffles. 12 1/2 Fancy-In 5 lb. Boxes Lemon Sours. 2 50 Peppermint Drops. 2 50 Chocolate Drops. 2 50 H. M. Choc. Drops. 2 35 H. M. Choc. Lt. and Dk. No. 12. 2 1 00 Gum Drops. 2 35 O. F. Licorice Drops. 2 55 Lozenges, plain. 2 55 Lozenges, printed. 2 55 Imperial. 2 55 Cream Manila. 2 50 Cream Bar. 2 55 Molasses Bar. 2 55 Hand Made Creams. 2 80 Cream Buttons, Pep. and Wint. 2 85 String Rock. 2 85 Wintergreen Berries. 2 80 Pop Corn Maple Jake, per case. 3 00 Cracker Jack. 3 00 Pop Corn Balls. 1 30 FRUITS Foreign Dried Figs California, Fancy. 2 90 Cal. pkg, 10 lb. boxes. 2 90 Extra Choice, Turk. 10 lb. boxes. 2 Fancy, Turk., 12 lb. boxes. 12 1/2 14 Pulled, 5 lb. boxes. 12 1/2 14 Naturals, in bags. 2 Dates Fards in 10 lb. boxes. 2 6 1/2 Fards in 50 lb. cases. 5 1/2 5 1/2 Hallow. 1 lb. cases. 2 4 1/2 Salsa, 50 lb. cases. 2 4 1/2 NUTS Whole Almonds, Tarragona. 2 15 Almonds, Ivica. 2 Almonds, California, soft shelled. 15 1/2 16 Brazil. 2 11 Filberts. 2 12 Walnuts, Greenobles. 2 15 Walnuts, soft shelled. 2 16 Cal. No. 1. 2 13 1/2 Table Nuts, fancy. 2 13 1/2 Pecans, Med. 2 10 Pecans, Ex. Large. 2 11 Pecans, Jumbos. 2 12 Hickory Nuts per bu. 2 Ohio, new. 2 Cocconuts. 2 54 Chestnuts, per bu. 2 Shelled Spanish Peanuts. 5 1/2 6 1/2 Pecan Halves. 2 40 Walnut Halves. 2 37 Filbert Meats. 2 30 Alcantare Almonds. 2 33 Jordan Almonds. 2 50 Peanuts Fancy, H. P. Suns. 4 1/2 5 1/2 Fancy, H. P. Suns. 4 1/2 5 1/2 Roasted. 8 2 6 1/2 Choice, H. P. Jumbo. 7 2 7 1/2 Roasted. 8 2 8 1/2

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....50 8 00

BAKING POWDER

JAXON

1 lb. cans, 4 doz. case.....45
1 lb. cans, 4 doz. case.....85
1 lb. cans, 2 doz. case.....1 60

Royal



100 size.....90
1/4 lb. cans 1 35
6 oz. cans 1 90
1/2 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

BREAKFAST FOOD

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

Cases, 24 1 lb. packages.....2 70

Oxford Flakes.

No. 1 A, per case.....3 60
No. 2 B, per case.....3 60
No. 3 C, per case.....3 60
No. 1 D, per case.....3 60
No. 2 D, per case.....3 60
No. 3 D, per case.....3 60
No. 1 E, per case.....3 60
No. 2 E, per case.....4 60
No. 1 F, per case.....3 60
No. 3 F, per case.....3 60

Plymouth

Wheat Flakes

Case of 36 cartons.....4 00
each carton contains 1 1/4 lb.

TRYABITA

Peptonized Celery Food, 3
doz. in case.....4 05
Hulled Corn, per doz.....95

Grits

Walsh-DeRoo Co.'s Brand



Cases, 24 2 lb. packages.....2 00

CHEWING GUM

Celery Nerve

1 box, 20 packages.....50
5 boxes to carton.....2 50

CIGARS

G. J. Johnson Cigar Co.'s brand



Less than 500.....33 07
500 or more.....32 00
1700 or more.....31 80

CLEANER & POLISHER



oz. can, per doz.....1 35
Quart can, per doz.....2 25
Gallon can, per doz.....7 50
Samples and Circulars Free.

COFFEE

Roasted

Lwinell-Wright Co.'s Brands.



White House, 1 lb. cans.....
White House, 2 lb. cans.....
Excelstor, M. & J. 1 lb. cans
Excelstor, M. & J. 2 lb. cans
Tip Top, M. & J., 1 lb. cans
Royal Java.....
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination.....

Distributed by Judson Grocer
Co., Grand Rapids; National
Grocer Co., Detroit and Jack-
son; B. Desenberg & Co., Kal-
amazoo, Symons Bros. & Co.,
Saginaw; Melsel & Goeschel,
Bay City; Fielbach Co., Toledo.

CONDENSED MILK

4 doz in case.

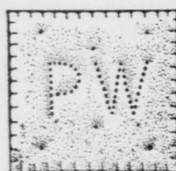


Gall Borden Eagle.....6 40
Crown.....5 90
Daisy.....4 70
Champion.....4 25
Magnolia.....4 00
Challenge.....4 40
Dime.....3 85
Peerless Evaporated Cream.....4 00

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. 66
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
der hundred.

FLAVORING EXTRACTS

FOOTE & JENKS'

JAXON
Highest Grade Extracts.

Vanilla Lemon
1 oz full m. 1 20 1 oz full m. 80
2 oz full m. 2 10 2 oz full m. 1 25
No. 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

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

JAXON

Single box.....3 10
5 box lots, delivered.....3 05
10 box lots, delivered.....3 10

TABLE SAUCES



**LEA & PERRIN'S
SAUCE**

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 99

Place Your
Business
on a
Cash Basis
by using
Coupon Books.
We will
send you samples
if you ask us.
They are
free.

Tradesman Company
Grand Rapids

Our Catalogue is
"Our Drummer"

It lists the largest line of gen-
eral merchandise in the world.

It is the only representative of
one of the six largest commercial
establishments in the United States.

It sells more goods than any
four hundred salesmen on the road
—and at 1-5 the cost.

It has but one price and that is
the lowest.

Its prices are guaranteed and do
not change until another catalogue
is issued. No discount sheets to
bother you.

It tells the truth, the whole
truth and nothing but the truth.

It never wastes your time or
urges you to overload your stock.

It enables you to select your
goods according to your own best
judgment and with freedom from
undue influence.

It will be sent to any merchant
upon request. Ask for catalogue J.

Butler Brothers

230 to 240 Adams St.,
Chicago

We Sell at Wholesale only.

When
You
Are
Ready

To put in a stock of the finest
Crackers and Package Sweet
Goods, you will write to us
for particulars and price list.
We can satisfy you that you
have done right in coming to
us.



E. J. Kruce & Co.,
Detroit, Mich.

Opportunities!

Did you ever stop to think that every
piece of advertising matter you send out,
whether it be a Catalogue, Booklet, Circular,
Letter Head or Business Card, is an
opportunity to advertise your business?
Are you advertising your business rightly?
Are you getting the best returns possible
for the amount it is costing you?

If your printing isn't THE BEST you can get,
then you are losing opportunities. Your print-
ing is generally considered as an index to
your business. If it's right—high grade,
the best—it establishes a feeling of con-
fidence. But if it is poorly executed the
feeling is given that your business methods,
and goods manufactured, are apt to be in
line with your printing.

Is YOUR printing right? Let us see
if we cannot improve it.

TRADESMAN COMPANY

25-27-29-31 North Ionia Street, 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 EXCHANGE—A COUNTRY STOCK of general merchandise, bought less than fifteen months, consisting of medium-priced dress goods, ca. loes, prints, percales, sheeting, shirting, muslins, outing flannel, lawns and all kinds of notions; ladies', men's and children's furnishing goods, etc., no fixtures or millinery; lines all well filled and in first-class condition; stock invoiced at about \$10,800.00; all solid goods, open and subject to inspection; never traded before; majority of stock is summer goods; owner in debt and will give a good trade for a small amount cash and some property; will assume some. This is a rare opportunity. Address 508-9 Hall Bldg., Kansas City, Mo. 546

FOR SALE—A SMALL STOCK OF MIL-linery in a lively town at a great sacrifice on account of sickness. Box 185, Mazeppa, Minn. 534

BEST BAKERY, CONFECTIONERY AND soda water stand here. Population 5,000. Only one other bakery. Business last year over \$15,000. Power freezer; can turn out 150 gallons in ten hours. L. D. Rose, Two Harbors, Minn. 533

FOR SALE—DRUG STORE IN HUSTLING town of 500 people. Last year's sales, \$6,500. Rent, \$150, including living rooms. Invoices about \$1,500. Ill health reason for selling. Address No. 532, care Michigan Tradesman 532

WANTED—GOOD MAN AS CASHIER for savings bank just being organized. Exceptional offer. Must have \$20,000. Address C. R. Cole, Secretary, 210 E. Madison St., Chicago, Ill. 530

FOR SALE OR RENT—STRICTLY MOD-ern brick store building, fully equipped for business; location Redwood Falls, Minn. Good business town. Address T. E. Mulligan, 145 College avenue, St. Paul, Minn. 543

WE CAN SELL YOUR REAL ESTATE OR business wherever located. We incorporate and float stock companies. Write us. Horatio Gilbert & Co., Ellcott Square, Buffalo. 545

FOR SALE IN MICHIGAN—DRUG STOCK and fixtures located in one of the best resort towns in Southwestern Michigan, inventorying over \$5,000. Owner has to sell on account of health. Address No. 544, care Michigan Tradesman. 544

FOR SALE—STOCK OF DRUGS; REASON- to close an estate; will sell store if party desires to purchase. Address 'The Farmers' Bank, Grass Lake, Mich. 543

FOR SALE—THE WELL-KNOWN GEN-eral store business of J. A. Shattuck & Co., Newberry, Mich. Annual sales, \$50,000. Conditions are favorable to trade and Newberry is reckoned one of the best towns in the Upper Peninsula. Reasons for selling, forty years in the store business and do not care to be buried there. 398

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—CLEAN STOCK OF GENERAL merchandise in Northern Michigan. Only store in town. Suitable for large or small capital. Rent cheap. Other business reason for selling. Address No. 515, care Michigan Tradesman. 515

IF YOU ARE IN THE MARKET TO BUY OR sell a business or other property, consult Post & Horn, 33 McGraw building, Detroit, Mich. 514

FOR SALE—DRUG STOCK OF EATON & Foley, St. Ignace, Mich. On account of the death of Mr. Foley the business must be closed up. O. A. Eaton, Executor. 516

FOR SALE—12 MILLION FT. VIRGIN timber. Hardwood, hemlock and white pine, in Gates Co., Wis., 3 miles from railroad. Other timber available, if buyer wants more. Sawmills adjacent, at which timber can be sawed. Also 2,560 acres cut lands, hardwood, clay soil, good water, fine grazing country. Will sell in large or small tracts. C. P. Crosby, Rhinelander, Wis. 512

FOR SALE—OLD ESTABLISHED BUSI-ness; best town in thumb; house and store (separate), 4 lots, \$2,500 stock of general merchandise; will stand closest investigation; reduced stock for purpose of sale. If you have \$5,000 cash look this over. Address Box 227, Deckerville, Mich. 511

FOR SALE—CLEAN STOCK OF DRUGS, wall paper and groceries inventorying \$5,500. Can be reduced to \$4,500. Annual sales, \$30,000, mostly cash. Located in thriving town in center of rich farming country. No cut rate competition. Reason for selling, owner has other business. Will sell for \$2,500 down and balance on easy terms. Address No. 493, care Michigan Tradesman. 493

FOR SALE—BAKERY AND RESTAU-rant in manufacturing and resort town of 1,500; portable oven, No. 3 Buck range and holes with warming closets, cement floor in bake shop and kitchen; also spring and city water. Good chance to do a wholesale business. Only bakery and restaurant in city. A good money maker. If you mean business, Address A, care Michigan Tradesman. 491

24 PER CENT. YEARLY ON INVEST-ment; 2 per cent. dividends paid every month; no get-rich scheme; honest, legitimate business; write for particulars. The Fife Investment Company, San Antonio, Texas. 509

FOR SALE—LIGHT MANUFACTURING business. It is now showing an annual profit of about \$1,500 per year and is not being touched. Business can be doubled the first year with a little effort. Goods are staple and an excellent line of jobbers now handling them. Opportunity for a very large business is unlimited. One man can run the office end of it now and have time to oversee shop work. \$2,000 will buy it. Good reason for selling. This business is a bargain and will not remain unsold very long. When writing please give bank reference, otherwise no attention will be paid to enquiry. Address No. 452, care Michigan Tradesman. 452

WHO HAS THE NERVE TO BUY MY LOT on Ionia street opposite Union depot or my house and lot at 87 Commerce street or my double tenement at 215-217 Livingston street or my manufacturing business? Am making prices that will sell this property. Have just sold my residence. After I have sold out am going West. Some little behind-hand fellows will feel like kicking themselves because they didn't buy some of this property when they had the chance. Edwin Fallas, Citizens Phone 614, Grand Rapids. 541

ONLY DRUG STORE IN UP-TO-DATE town of 500. Best agricultural section in Michigan. Large territory. Full prices. I can prove it a money-maker. No trades. Act soon. Address L, care Michigan Tradesman. 540

FOR SALE—HARDWARE AND IMPLE-ment stock. Location in northern town. Business good. Prospects never brighter than now. Stock invoices about \$5,000, cash buyers. Address No. 539, care Michigan Tradesman. 539

FOR RENT—BRICK STORE IN GOOD business town between Detroit and Grand Rapids. Fine location for bazar or department stock. Store has salesroom above. Good storage below. Modern conveniences. Plate glass window. Box 492, Howell, Mich. 536

FOR SALE IN INDIANA—DRUG STOCK; only stock in town of about 400 inhabitants. Stock will invoice about \$800. Will give a bargain. Reasons for selling, have groceries and queensware and need the room that is now taken up by the drug stock. Six miles from any other drug store. The best of farming country around it. A good wheat and stock market. All country produce comes to this town. Best school and building in county. Will sell paints, oils and wall paper if wanted. Address No. 542, care Michigan Tradesman. 522

FOR SALE—STOCK OF HARDWARE AND farming implements; good location for trade; prospects good for new railroad. The survey is completed and the graders at work within six miles of us. Stock will invoice about \$5,000. Population about 600. Store building 24x60, two stories; wareroom, 24x40; implement shed, 50x50. Must have the money; otherwise do not reply. Reason for selling, wish to remove to Oregon. Address No. 502, care Michigan Tradesman. 502

FOR SALE—WELL-LOCATED BAKERY, confectionery and grocery stock in thriving town in southern Michigan. Low rent. Address No. 500, care Michigan Tradesman. 500

WANTED—PARTNER IN GROCERY and bicycle repair business. Man with capital who wants to invest from \$500 to \$1,000. Address No. 499, care Michigan Tradesman. 499

FOR SALE—AN UNOPPOSED PRACTICE and drug business in a R. R. town of 500 in Northern Illinois; will sell at invoice of drugs and fixtures, about \$1,100. For particulars address Dr. Geo. R. Wright, Mineral, Ill. 518

A SURE ROAD TO PROSPERITY. RARE opportunity awaits Lucky Buyer. We offer for sale the most prosperous little business in Ohio. Stock consists desirable lines of clothing, dry goods, groceries, everything in 18 karat condition. This business will net \$2,400 a year if given proper attention. Stock will invoice \$5,000, annual sales, \$16,000. Have done cash business only. Rich farming and mining country roundabout. Don't miss this "El Dorado." Address Andreas & Co., Shanesville, Ohio. 506

MERCHANTS, TURN YOUR OLD AC-counts into cash; we collect quick; enclose stamp for terms. Merchants' Collection Agency, Wapello, Iowa. 424

FOR SALE—ON ACCOUNT OF POOR health, a stock of groceries in the best city of 10,000 in the state; doing a good business. Address J. B., care Michigan Tradesman. 443

FOR SALE—\$800 GROCERY STOCK; STORE and dwelling in connection; for sale or rent; can be had on easy terms. Write Lock Box 281, Ithaca, Mich. 476

FOR SALE—A FIRST-CLASS SHINGLE mill, engine 12x16, center crank, ample boiler room, Perkins machine knot saws, boiler and cut-off saws, gummer, drag saw, endless log chain, elevator, all good belts, four good shingle saws, everything first-class. Address A. R. Morehouse, Big Rapids, Mich. 369

WANTED—CLOTHING SALESMAN TO take orders by sample for the finest merchant tailoring produced; good opportunity to grow into a splendid business and be your own "boss". Write for full information. E. L. Moon, Gen'l Manager, Station A, Columbus, O. 458

FOR SALE CHEAP—ALL THE SIDE WALL and cross partition fixtures now in my drug store (about 80 feet); also two perfume or toilet goods cases and a sponge case. Will be ready for delivery not later than Oct. 1. B. Schroeder, 37 Monroe St., Grand Rapids, Mich. 457

I HAVE SOME CITY REALTY. WILL trade for stock of general merchandise. Address No. 751, care Michigan Tradesman. 751

"THE O'NEILL SALES"

absolutely sell to per cent. of your stock in a day.

Retail Selling—New Idea System



C. C. O'Neill & Co.
SPECIAL SALESMEN & AUCTIONEERS
408 Star Bldg., 356 Dearborn St., Chicago
We also buy and sell Store Fixtures and take them on consignment

If you knew that we could clear your store of all old stuff and any lines you would like to eliminate and get you thousands of dollars in cash, would you try our

**NEW
IDEA
SALE?**

If so, write us and we will give you full details and information.

FOR SALE—LARGE, GREY AMERICAN Eagle. Price, \$12. Photograph, 15 cents. M. Rickets, Cadillac, Mich. 538

Business Chances continued on next page.

Certificates of Deposit

We pay 3 per cent. on certificates of deposit left with us one year. They are payable ON DEMAND. It is not necessary to give us any notice of your intention to withdraw your money. Our financial responsibility is \$1,980,000—your money is safe, secure and always under your control.

Old National Bank

Grand Rapids, Mich.

The oldest bank in Grand Rapids

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.

THE OLEO DECISION.

Full Text of the Supreme Court Opinion.

The Tradesman takes pleasure in presenting to its readers the full text of the unanimous decision of the Michigan Supreme Court in the oleo case of Bennett vs. Carr, in which the statute prohibiting the coloring of oleo is held void, as follows:

Relator is an Inspector of the State Food and Dairy Department. On the 24th day of February, 1903, he made complaint before the defendant, a Justice of the Peace of the county of Muskegon, charging one Martin Aamodt, with having sold one pound of oleomargarine contrary to Act No. 22 of the Public Acts of 1901. The respondent refused to entertain the complaint and issue warrant, on the ground that the complaint stated no offense under the provisions of said act, and that said act is unconstitutional and void. Relator thereupon applied to the Circuit Court for the county of Muskegon for the writ of mandamus to compel the respondent to issue said warrant and proceed with the examination. The Circuit Court sustained the action of the respondent and the case is now before us for review upon certiorari.

The statute in question reads as follows:

"Section 1. No person, by himself or his agents, or servants, shall render or manufacture, sell, offer for sale, expose for sale, or have in his possession with intent to sell, any article, product or compound made wholly or in part out of any fat, oil or oleaginous substance or compound thereof, not produced from unadulterated milk or cream from the same, which shall be in imitation of yellow butter produced from pure unadulterated milk or cream of the same; provided, that nothing in this act shall be construed to prohibit the manufacture or sale of oleomargarine in a separate and distinct form, and in such manner as will advise the consumer of its real character, free from coloration or ingredient that causes it to look like butter."

The complaint charges Mr. Aamodt with unlawfully selling one pound of oleomargarine, "Made wholly or in part of fat, oil or oleaginous substance or compound thereof," as follows, to-wit:

Water 11.75 per cent.
Butter fat 1.34 per cent.
Beef fat, lard and cottonseed oil,
..... 79.24 per cent.
Salt and other mineral matter,
..... 4.54 per cent.
Curd 3.13 per cent.

Said article, product or compound not being then and there butter produced from unadulterated milk or cream from the same, and being then and there in imitation of yellow butter produced from unadulterated milk or cream from the same, and not being then and there oleomargarine in a separate and distinct form and in such manner as would advise the consumer of its real character, free from coloration or ingredient that would cause it to look like butter, but that the said oleomargarine was then and there of a yellow color in

imitation of butter, said color not being then and there produced by the addition of any artificial coloring matter, but said color being produced solely by the said ingredients therein contained, the said ingredients hereinbefore set forth having been selected and used in the manufacture of said oleomargarine in such manner and in such quantities and proportion as to produce the oleomargarine that was then and there in imitation of yellow butter produced from unadulterated milk or cream from the same, contrary to the form of the statute," etc.

The oleomargarine so purchased was manufactured in the city of Chicago, State of Illinois, by one Moxley, a resident of said city, and was sold by said Moxley to said Aamodt in the usual course of trade, and by said Aamodt was sold in the usual course of retail trade, in the same form and condition, and in the original package, in which it was received by Aamodt from Moxley.

It is conceded that this oleomargarine has a yellow color, similar to butter, but the color is not produced by any artificial coloring substance or ingredient used for the purpose of coloration, but is produced solely by the selection and use, in proper proportions, of the substantial, recognized, legal and necessary ingredients of commercial oleomargarine.

Does the complaint state an offense covered by the statute? The answer depends upon the construction to be given to the statute. The relator contends that the statute covers all products which look like yellow butter, and that it is immaterial whether such color is produced by authorized and legal constituent food ingredients. The respondent contends that the statute is aimed only at the use of ingredients used solely for the purpose of producing the yellow color, and does not prevent the manufacture of an article whose color is natural, genuine and not an imitation. Penal statutes must be construed strictly and can not be extended by construction beyond the intent of the act as expressed on its face. The conditions existing at the time the statute was enacted and the mischief to be remedied are important factors in construing penal statutes. Two acts covering the same subject must be construed as in pari materia, and, if possible, effect given to both. These are elementary rules of construction. At the time the statute in question was enacted the only method in use in causing oleomargarine to look like yellow butter was the introduction of some extraneous coloring matter. This was the mischief to be remedied. We clearly so understood in *People vs. Rotter*, where, speaking through Chief Justice Hooker, we said of this statute: "The statute under consideration does not prohibit sales of oleomargarine which is not tainted with the prohibited ingredient."

The Legislature has defined oleomargarine which may be manufactured and sold in this State. It is conceded that the respondent has complied with this act. If we give

the enlarged construction to the statute now in question, as urged by the relator, it follows that the Legislature has prohibited the manufacture and sale of a valuable article of food, the natural color of which resembles yellow butter (itself almost universally colored by extraneous matter). The manufacturer of such a product, if he sold it at all, would be compelled to introduce some coloring matter so as to make it look unlike the yellow butter of commerce. These two statutes must be construed together. The article sold by the respondent is clearly authorized by the first act. The latter act does not in terms prohibit its sale and manufacture. It does prohibit the use of any substance for the sole purpose of producing yellow color. The use of such coloring matter was the sole mischief then known to exist and the only danger to be apprehended and guarded against.

A similar statute was passed in New Jersey and the like contention was made to support a conviction, and the court said: "To construe the statute so broadly would render it practically prohibitive of the sale of all oleomargarine, for, of course, the compound must derive color from its ingredients, and such a prohibition has manifestly not been declared."

Our statute is copied verbatim from that of Massachusetts. A superior court of that State, in a case just decided, has held that the statute applied only to extraneous substances or ingredients which cause the product to look like butter, and not to cases where the ingredients themselves naturally produce the color.

The Supreme Court of the United States so held in regard to the same statute.

The term "ingredient," used in the statute, does not refer to the ingredients essential to produce the article as defined by the Legislature, but to an ingredient used to produce color. The maxim *noscitur a sociis* applies.

Under this disposition of the case it becomes unnecessary to discuss any constitutional question. The order is affirmed. The other Justices concurred.

Detroit—The Huber Automobile Co. has been formed to manufacture gasoline engines and motors. It is capitalized at \$100,000 and is owned as follows: Emil Huber, Detroit, 2,667 shares; Edmund Spring, Detroit, 2,667 shares; H. G. Ide, Oxford, 2,666 shares; Alois Thuner, Detroit, 10 shares, and M. Burch, Grand Rapids, 10 shares.

Detroit—The Michigan Bolt & Nut Works has increased its capital stock from \$200,000 to \$300,000.

Even the dressmakers know that figures sometimes lie.

Business Wants

BUSINESS CHANCES

TO EXCHANGE—A DOUBLE STORE building; also a fine million timber claim in Western Oregon for a stock of merchandise. Address Box 51, Springfield, Ore. 562

FOR SALE—FINE GROCERY, SHOE and furnishing goods business in Southern Mich. Address O. B. Bowen, Addison, Mich. 565

FOR SALE AT A BARGAIN—SMALL stock of shoes. Will invoice about \$300. Must be closed out immediately. Will sell at decided bargain. Levi S. Hartzler & Sons, Topeka, Ind. 567

FOR RENT—GENERAL STORE IN GOOD farming country. Collections very best. Fine location for doctor and drug store. Good living rooms over store. Enquire F. J. Keating, Parnell, Mich. 561

FOR SALE—BARGAIN IN A DRUG stock if taken at once. C. P. Utley, Hesperia, Mich. 560

FOR SALE OR TRADE FOR MICHIGAN Farm—New stock of hardware and store building; \$1,200 for quick deal; big bargain and splendid business opening. Robt. Adamson, Mattawan, Mich. 551

FINE RESIDENCE, NEW STORE BUILDING, general stock of merchandise for sale on account of poor health. Look Box 280, Cedar Springs, Mich. 550

WILL LET CONTRACT TO LOG FROM 20,000,000 to 100,000,000 feet of mahogany and other hardwood timber. Contractor must furnish own outfit and men. Company owns 1,200,000 acres situated in the State of Campeche, in the Republic of Mexico. The Laguna Company, 1008 Tribune Bldg., Chicago, Ill. 549

WE MAKE A BUSINESS OF BUYING out stocks of general merchandise for cash. Address The Globe, 118 Front St., Traverse City, Mich. 548

FOR SALE—A GOOD FIRST-CLASS STOCK of groceries, boots and shoes, with no cheap, dead stock, in the best town in Michigan for its size. Town of 1,000. Cash sales will average \$40 a day and books will show. Stock of \$5,200. Can be reduced to \$4,000. Must have \$3,000 in cash. Balance made easy for you. I say I have the best deal for you in Michigan, so investigate. Other business interests compel me to sell. Address E. 481 So. College Ave., Grand Rapids, Mich. 566

FOR SALE—HALF INTEREST IN BEST grocery business in Michigan to a good practical man not afraid of work. Present owner tired of depending on hired help. Will require not less than \$1,200 to \$1,500 cash. No cut prices and very best trade. Can have full access to books to convince party buying that it is a gold mine. None but a hustler and a man that means business need apply. This advertisement will appear but once. Address No. 555, care Michigan Tradesman. 555

TO RENT—\$175 per annum for half of double store building in lively village of about 600 inhabitants. Good location for shoe store. Living rooms above included. Inquire of F. N. Selby, Montrose, Mich. 547

MOSQUITO BOMBS (HARMLESS), HOW to compound; Fumestone, the great lice saver; Pyroline, the great coal saver; 100 other new money-makers; fire, taught by mail. Address Chemist, Howard City, Mich. 554

FOR SALE—UP-TO-DATE STOCK of general merchandise, invoicing \$12,000, in finest farming community of Northern Indiana. Will rent building or sell out entirely at bargain. Poor health of senior member reason for selling. No agents. Address Box No. 373, Menasha, Ind. 553

FOR SALE—ONE DETROIT SAFE, SIZE 2 x 39 inches (outside measure), in good condition. Nearly new with good combination. Vault inside. Will sell cheap as I have no use for it. Address D. Mansfield, Remus, Mich. 552

CREAM SEPARATOR, AGENT'S SAMPLE "De Laval." Never used, guaranteed. Reliable Engine Co., 25 Monroe, Grand Rapids, Mich. 557

FOR SALE—MILL EQUIPPED FOR SAWING lumber, making baskets, berry crates, cider and jelly. The building can be wrecked and moved. Will sell for less than one-third value. James Balfour, Sparta, Mich. 528

MISCELLANEOUS

WANTED—SPECIALTY SALESMAN (salary and expenses) to sell our monkey and pipe wrenches. Must take interest in company. Reference given and required. Address M. G. Ewer, Lock Box 2422, Battle Creek, Mich. 563

WANTED—A MAN OF EXPERIENCE AS proprietor, partner, buyer and manager of a large hardware, implement, stove and buggy concern seeks employment as salesman on the floor or on the road with a view to investment in the future; can go anywhere at any time. Address J. C. Comstock, Noblesville, Ind. 559

WANTED—SALESMAN TO SELL AS side line or on commission Dilly Queen Washer. Any territory but Michigan. Address Lyons Washing Machine Company, Lyons, Mich. 558

WANTED AT ONCE—A REGISTERED pharmacist. State salary and send references. Young man preferred. Frank E. Heath, Middleville, Mich. 564

WANTED—CLERK IN A DRY GOODS store. Must be a fair window dresser and good salesman. Address No. 556, care Michigan Tradesman. 566

TRAVELING MEN—WE HAVE THE BEST selling side line ever introduced. Light, easily carried, sells at sight. Address Lindemeyer Company, 94 Commerce street, Grand Rapids, Mich. 568

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

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