

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$1 PER YEAR

Twentieth Year

GRAND RAPIDS, WEDNESDAY, JULY 29, 1903.

Number 1036

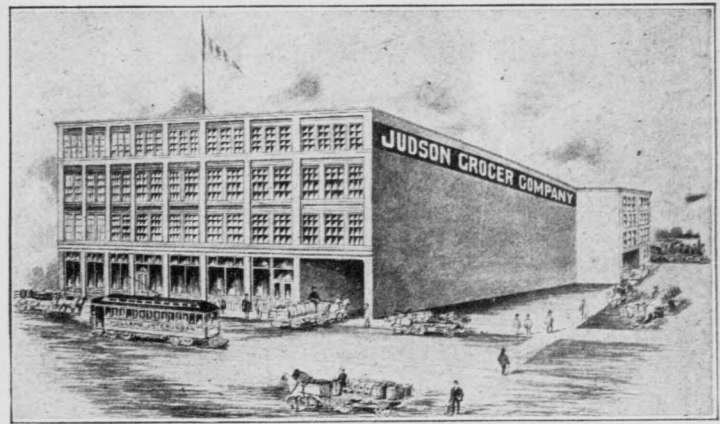
## HAVE YOU A GRASP ON THE DETAIL?

Loose Leaf Methods will put you in such close touch with your business that you will wonder how you ever got along in the old rut. May we send you a catalogue? We are manufacturers of loose leaf devices for every imaginable use. Let us talk it over with you.

### Grand Rapids Lithographing Co.

Lithographers, Printers, Binders

8-16 Lyon Street,  
Grand Rapids, Mich.



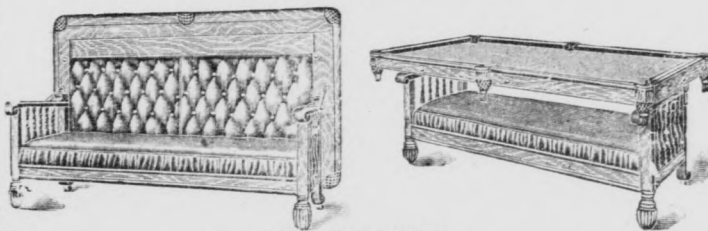
## Our Standard Bearers

C. P. REYNOLDS	D. S. HAUGH
A. A. ROGERS	JNO. CUMMINS
W. K. WILSON	PETER LANKASTER
B. E. STRATTON	NEAL CAREY
J. C. VAN HEULEN	GEO. T. WILLIAMS
G. H. McWILLIAMS	N. L. HEERES
P. M. VAN DREZER	B. S. DAVENPORT
ARTHUR E. GREGORY	
W. S. CANFIELD	
ABRAM JENNINGS	

**Judson Grocer Company**  
Grand Rapids, Mich.

The Balke Manufacturing Company,  
Sole Manufacturers of the

## BALKE Combined Davenport, Pool and Billiard Tables.



FOR THE HOME.

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

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

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

The Balke Manufacturing Company, 1 W. Bridge Street.

Prospective investors should consult those who are conservative and whose suggestions are of value.

An appointment is easily made.

### E. M. Deane Co., Limited

Municipal, Corporation and Railway Bonds

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

References: Old National Bank,  
Commercial-Savings Bank.

# BALLOU BASKETS ARE BEST



## HE IS WORRIED

because his COMPETITOR has got in a nice, clean lot of BALLOU BASKETS, with "TALKING POINTS" all over them, while he is loaded up with a cheap, inferior lot of stuff, just because he did not know what to buy and the jobber could send him "any old thing" and he had to accept them. Don't you get caught in any such way. DEMAND BALLOU BASKETS—the kind that are made right and will sell right, too. They are good enough for Uncle Sam, and they are good enough for you.

BALLOU BASKET WORKS, B-lding, Mich.

# BALLOU BASKETS ARE BEST

## Sunlight

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

**Walsh-DeRoo Milling Co.**  
Holland, Michigan

## The Popular Ocean Wave Washers

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

Light  
Running

Hand-  
some

Durable



Adjust-  
able  
to  
High  
OR  
Low  
Speed

SOLD ONLY TO ONE DEALER IN EACH TOWN

Write for particulars

# Voss Bros. Mfg. Co.

1326 to 1332 West 3d St., Davenport, Iowa

Fruit  
Flavor



Fruit  
Flavor

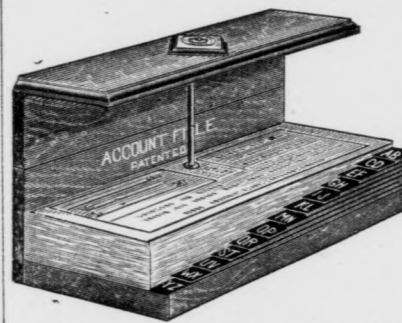
## This Is the Popular Flake Food

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

**Globe Food Company, Limited**  
318 Houseman Block,  
Grand Rapids, Mich.

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

# Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save

one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This 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 29, 1903.

Number 1036

We Buy and Sell  
Total Issues  
of  
State, County, City, School District,  
Street Railway and Gas  
**BONDS**  
Correspondence Solicited.  
**NOBLE, MOSS & COMPANY**  
BANKERS  
Union Trust Building, Detroit, Mich.

**Commercial Credit Co.**  
CREDIT ADVISER  
COLLECTIONS AND LITIGATION  
LIMITED  
WIDDICOMB BLDG., GRAND RAPIDS,  
DETROIT OPERA HOUSE BLOCK, DETROIT.  
WE FURNISH PROTECTION AGAINST  
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.**  
Wholesale Clothing  
28-30 South Ionia Street  
Grand Rapids, Mich.

## Collection Department

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

**Oil Brings \$4.50 Per Barrel**  
Greatest Oil Fields the world has ever known—our 28th Company—The Alaska Oil & Mines Development Company. We are offering the Founder Share Issue at 75¢ per share until August 15th. Orders for 500 and 1,000 shares filled in full; over this amount subject to allotment. Full information furnished upon application to  
**CURRIE & FORSYTH**  
Managers of Douglas, Lacey & Company  
1023 Michigan Trust Building,  
Grand Rapids, Mich.

**IF YOU HAVE MONEY**  
and would like to have it  
**EARN MORE MONEY,**  
write me for an investment  
that will be guaranteed to  
earn a certain dividend.  
Will pay your money back  
at end of year i you de-  
sire it.  
**Martin V. Barker**  
Battle Creek, Michigan

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## GENERAL TRADE REVIEW.

There is this difference between the recent failures in Wall Street and those which accompany panic conditions, that these are so fully anticipated that there is no apparent effect beyond the slight sensation of the announcement. In the present case there are simply speculative conditions into which the individual firms have been led that make such failures inevitable, and the wonder is there have been so few of them during the long period of over-stocked liquidation. Another feature of the present era of return to actual values is that call money is in abundance out at low rates, an impossible condition in cases of panic. Many properties are making new low records of values and among these are some carried down by being in bad company, some whose recovery can hardly be long delayed, but that there will be an early advance all along the line is hardly to be expected. The sooner trader come to realize that the great watering speculation is a thing of the past, the sooner will stock values assume a basis of parity to the industries and properties they represent. Then fluctuations of value will not be so rapid or so great and the market will become an index of trade conditions.

This is far from being the case now. Right through the long decline transportation and many industries are breaking records of activity and the natural trend of prices is still upward. In some industries there have been voluntary readjustments on more reasonable bases with a view to the future, but in general pressure of demand is still forcing many prices to the highest for years. The most notable interruption to any particular industry is the long labor controversy in the building trades in New York. This is becoming serious in its hindrance of the vast building operations of the

metropolis and the interruption of wages to so great a number of good buyers is having a noticeable effect on trade. The prospect of early settlement, however, is good and this will be accomplished on a basis insuring freedom from strike interruptions for a long time to come. Indeed, in all the labor controversies in the country it is coming to be accepted that the sinister significance of unionism has passed its climax. Pressure of demand has made it easy for the unions to gain concessions in wages, but as these demands have been almost invariably accompanied by claims of recognition and union control, the final outcome has been defeat for the unions. This is bringing a clearing of the atmosphere, which argues less attempts at aggression for a long time to come.

The disturbing factor in the cotton branch of textiles is the high price of the staple. This is closing many foreign mills especially, and if kept up can hardly fail to stop home spindles. In wool prices of goods for the future are placed at a lower level and that in face of the advancing staple. Boots and shoes are keeping up their even course of record breaking activity.

The man with a guilty conscience can find no peace until he has surrendered and made such amends as are possible for him to make. Charles Stern took \$12,000 from a New York bank in 1896 and disappeared. After wandering all over the world, he reappeared there bare-headed, barefooted and shirtless. Most of the stolen money was recovered and Stern promised to pay the rest if given a chance. The court released him on parole, friends provided him with clothes and Stern will try to live an honest life. He is only 30 years old. His experience is but a repetition of that of the prodigal son, which many another has found unprofitable.

Now the California fruit growers, imitating the example of the Kansas wheat farmers, are bidding for the services of college students. There is a shortage in the California labor market and thousands of hands are wanted to pick and pack fruit for shipment. Excursion rates are to be offered on the railroads from August 1 to August 13, the tickets being good for two and one-half months. Young men can make \$100 beside their board during this period and at the same time see the sights of the Golden State. If such arrangements should be permanently established the harvest season in this country would witness some remarkable movements, and people of all sections would get well acquainted with each other.

## DECLINE IN HUSBANDS.

According to a report issued by the Massachusetts Bureau of Statistics only 12 in 100 of the women workers in the State are married. It is said that they "prefer freedom, work and an income of their own" to a husband. Some, in fact many, are supporting themselves by such unfeminine forms of employment as marble cutting and brick laying rather than bend their necks to the matrimonial yoke. Among those who in earlier years committed the error of marriage, divorce is increasing. There is now one divorce to every eighteen marriages. The vine no longer seeks the support of the oak. It twines on its own trellis.

This is but added testimony to the increasing unpopularity of marriage. Every year witnesses a further decline of husbands below par value. Antimatrimonial mechanical inventions multiply. How many men owe their enforced bachelorhood to the typewriter? How many to the telephone? The coy "yes" grows more and more coy.

German engineers visiting this country have imparted the interesting information that Emperor William is fighting socialism with electricity. By means of the very complete German police system the Emperor long ago learned that more than nine-tenths of the German socialists were men that lived in leased or rented houses and had no real estate of their own. He had a theory, founded deep in knowledge of human nature that if the average German workman could be induced to own his own home and have something to leave for his children, he would no longer yearn for a redivision of property, and the growth of socialism, which has thriven in the empire despite the drastic repressive laws of the Bismarck regime, might be checked. To make this possible a way must be provided for very quick and very cheap transportation, so that the workman might go far enough into the country to obtain cheap land. Hence the official German experiments along the line of high speed electric roads, and hence the commission of engineers sent here to study the trolley system.

A second accident during the month of July on the Muskegon interurban—due also to gross carelessness and neglect of duty—emphasizes the necessity of an immediate change in the management of the road, the present management having proven its incapacity and incompetence. Until such a change is made, the people who patronize that line take long chances and the physicians and hospitals will continue to reap a rich harvest.

## WOONG TRADE.

## How To Accomplish It in Warm Weather.

"Oh! this is the dull season; guess I'll let matters rest," says the old-time merchant.

"What's the use of forcing matters when nothing can be forced? Good plan is to go fishing; the clerks can run the store. Nobody is buying these days." So remarks one type of many storekeepers, whose conventional ideas of pushing business during the busy seasons and letting it rest upon its oars during the dull seasons beget, perhaps, a pleasant and philosophical existence for himself and his assistants, but which is hardly living up to the best modern methods in business bringing.

Everybody has not gone out of town! There are any number of professional and business men, as well as workers generally, whose noses are kept down to the grindstone of effort month in and month out, for a dozen months in the year. These men and such portions of their families as are in town need good things to eat, good things to wear—articles of use and luxury—in August as well as in January.

The highest type of retailer remembers this. He does not relax his efforts to bring trade during dog-day weather. Drop into his store and see how he is still pegging at it. The electric fans dissipate sultry atmosphere—frequent and judicious use of the sprinkling pot is also cooling and grateful—the windows are as clean as a new silver dollar—the window displays are bright and well considered—the advertisements are summery and interesting—the goods are seasonable—in short, an air of invitation "to come and be comfortable while getting your money's worth in summer needs" is evident.

Men's serge suits, crash suits and light wearables of every sort, with shirt waists, outing dressings and skirts, as well as other summer garments for women, misses and children are being pushed by advertising.

Many a furniture and upholstery dealer is still shouting "Awnings, slip covers, and summer curtains," to say nothing of hammocks, reed furniture, etc. As for the grocery dealer, he has a lot of cooling drinks, tinned foods, and summer requirements for the inner man (and woman). And it would not be just to that great American institution—the soda fountain—to say nothing about it. When you come to think "on't," it is remarkable how many summer articles there are that can stand a lot of advertising, not only in newspapers, but also by window displays, and as previously noted a cool, inviting store.

I have just been reading Thackeray's "Book of Snobs," and was struck by the fact that Thackeray (great as he was) practically struck but one note through all his works, and that was puncturing shams. Whether you read the "Yellowplush Papers" or "Vanity Fair," you will find his incisive pen pricking social bubbles, and although he played but one key, he

played it with such skill that all the world stopped to listen.

There is a thought here that can be applied to warm weather wooing of business. It is: Have one dominant point underlying all the summer advertising. And that point may well be: Ours is a cool store!

Vary it as you will, twist it in new words, bring in new phrases and sentences, but in every advertisement bring out the idea clear and strong that your store is a nice place to stop in because it is cool and comfortable. It will strike a responsive chord in the bosom of everybody who swelters even a little bit under the sizzling sun.

Special sales during dog-day weather should be particularly studied. For trade languishes under warm weather influence, and the best antidote for summer debility is strong doses of special sales and special advertisements.

A glance over the advertising columns of almost any daily publication shows clothing and furnishing goods advertising of an order liable to extreme criticism. The principal criticism is this: Why do retailers insist upon advertising the staple articles of wear—such as regular suits, boys' clothing, white shirts, soft hats, etc.—when there is but little demand for them, when the demand for clothing is in the direction of such summer needs as lightweight coats and vests, crash suits, straw hats, outing shirts, etc.? Why not give up the whole, or part of the advertisement to such needs?

The other day the writer noticed the advertisement of a New York clothier, which was almost altogether given to regular summer suits. A short paragraph at the bottom spoke of straw hats. A visit to the store showed every department deserted except the ones given to the easy, comfortable things for summer wear, such as straw hats, Oxford shoes, negligee shirts, crash suits, etc.

This is harvest time for such goods. The dealer need not expect to do much in suits of worsted, cheviot, clays, or mixtures at present. They are likely to lie on his counters until the cool weather of waning summer suggests their use. But the manager should give a whole lot of attention towards pushing of lightweight clothing—he should give the bulk of advertising space to a light representation of these goods.

Summer advertising should be crisp, animated and vigorous. The text should be cleverly written—not too heavy, but rather light and summery—each sentence suggestive of summer comfort in wearing togs. Cuts are great helpers to the advertisements; they should also be cleverly drawn, and applied with strong suggestiveness to the use of the garment advertised.

Get up one day a special sale of straw hats. Keep your straw hat advertisement running a week or so with change of copy every day. Do not forget to change your copy daily, and inject life, crispness, and point into every advertisement you pen. Change your cuts frequently. The



The word "Quaker" is synonymous with purity. That's what our Quaker brand of high grade Mocha and Java Coffee is guaranteed to be. It pleases the palate, exhilarates the spirit and nourishes the body. All first-class grocers carry it in stock or will order it of the

**WORDEN GROCER COMPANY**  
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

great charm of advertising is its variety—when the bloom of freshness wears off it becomes like the antiquated summer girl, "slightly passe."

After your straw hat excitement, get up a furor on crash suits and light coats and vests. Handle this as you did your straw hat affair. Give some consideration to your outing shirts, lawn ties, low-cut shoes, lightweight hosiery and underwear. Get up a special sale on each of these. It would not be a half-bad idea to come strong with a half page advertisement on all the above goods, and give the entire advertisement a summer flavor. This can be done by a suitable general heading and a suitable cut to accompany same.

Before you write an advertisement give a few minutes' hard consideration to your subject. Do not sit down and pen the first thing that comes uppermost in your brain. Advertising is nothing more or less than an intelligent exposition of your store news, and demands just as much hard, sensible thought as you would apply to the purchase of a lot of suits of worsted.

Lots of merchants "just jot down" an advertisement because they fancy that they have not time to give the advertisement the consideration it deserves. This is a very grievous error—one that switches many good dollars from the pockets of store proprietors. When you are preparing advertising, prepare it right, advertising is to-day to business what fuel is to a boiler—it keeps the steam up and the wheels working.

I have seen the worth of a 10 per cent. distribution, and in point of a great success never saw anything like it. This, in brief, is how it was worked:

With every sale of clothing and furnishings a ticket good for 10 per cent. of the sale was given the purchaser. This ticket was good for its face value in any department. Thus: If a ten dollar suit was sold, a ticket good for one dollar was given, which ticket could get a dollar's worth of groceries, a dollar's worth of dress goods, a dollar's worth of small wares, or a dollar's worth of anything in the store.

In a boys' clothing department a midsummer excitement can be created by giving with each suit a ticket entitling the bearer to a photograph of himself in his new suit, by giving him tickets to the circus or summer opera, balance of season to baseball grounds, or an excursion ticket to a nearby summer resort. These matters can be arranged easier than is generally supposed, and when put in vigorous operation are surprising successes.

Years ago, while looking in J. B. Barnaby's clothing window in Boston, I saw there a beautiful Columbia bicycle would be given the boy buying a suit of clothes who would guess nearest the exact number of seeds in a big pumpkin. I needed a new suit that July about as much as a dog needs two tails, but I was suffering for that bicycle. So I joined the immense crowd of boys who were buying suits. That pumpkin idea, which

is closely related to the corn-cob plan and seed-in-the-jar idea, can still be worked where the lottery law is not too strongly enforced.

Band concerts from the balcony are given by some enterprising clothiers and furnishers during the summer season.

The value of cooling breezes, whether operated by an electric fan, or by the simple process of opening the front and back doors, with a few windows, can not be over estimated. A judicious use of the sprinkling pot and a few palm-leaf fans within easy reach help to cool the store and incidentally the customer. Give people the idea your store is cool, and you give them a splendid summer advertising argument. In every advertisement should appear some reference to the cool, comfortable store, as well as the cool, comfortable wearables to be had within.

Among the out-of-the-ordinary methods of advertising that some advanced advertisers do in summer may be mentioned:

1. Giving away huge umbrellas (with advertisements on same) to drivers of truck teams, etc.
2. Giving away Japanese fans (with advertisements on both sides) to everybody who calls for them.

But, after all, the real advertising is the newspaper advertising. Just now it is graceful, yet forcible, with the worth of its story—light and easy, yet pointed and convincing—a reflex of the hot summer season, yet telling its tale of bargains in a straightforward and convincing manner.

**Don't Overdo It.**

A man should not advertise so extensively that he must sell a \$5 bicycle for \$15 in order to pay his bills. Advertising will, however, sell a bicycle for \$15 that could not have been sold for \$5 without it. Advertising is a good thing, but the beginner is likely to overdo it.

There is a vast difference between having simply a superficial knowledge of work and having a thorough understanding of it.

**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

Save Oil, Time, Labor, Money  
By using a  
**Bowser** Oil Outfit  
Full particulars free.  
Ask for Catalogue "M"

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



They Save Time  
Trouble  
Cash  
Get our Latest Prices

**THE OLDS MOBILE**

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 3,000 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.

**Retailers**

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

**Merchants' Quick Price and Sign Marker**

Made and sold by

**DAVID FORBES**

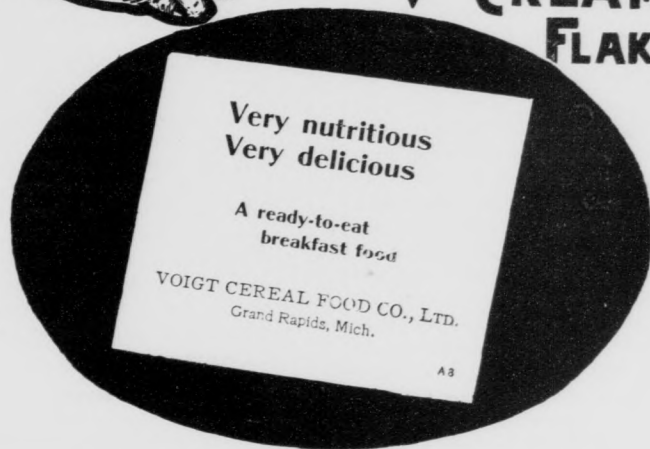
"The Rubber Stamp Man"

34 Canal Street,  
Grand Rapids, Michigan

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



**VOIGT CREAM FLAKES**



**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.



**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.

The Union Trading Stamp Co., Head Office, Whitney Bldg., Detroit, Mich.

## Around the State

### Movements of Merchants.

Gaylord—A. M. Radin, dealer in dry goods and shoes, has sold his stock to Julius Blumenthal.

Bay City—The People's House Furnishing Co. has increased its capital stock from \$10,000 to \$15,000.

New Haven—The New Haven Lumber & Coal Co. has increased its capital stock from \$5,000 to \$6,500.

Alpena—Leopold J. Bertrand has purchased the clothing and men's furnishing goods stock of Wm. H. Davison.

Brutus—E. A. Martin has sold his general stock to J. M. Parmelee, who will continue the business at the same location.

Levering—G. W. Gannett has purchased the general stock of W. C. McComb and will continue the business under the style of the Levering Mercantile Co.

Eaton Rapids—E. F. Knapp, who has been connected with the hardware business at this place for the past thirty years, has sold his stock to Spear & Scofield.

Lake Odessa—James Scheidt and Bernard S. Schmehl have formed a copartnership under the style of Scheidt & Schmehl and engaged in the hardware business.

Flint—Claude Shannon, whose furniture stock was destroyed by fire several months ago, has purchased a new stock and placed it in the store building he formerly occupied.

Portland—Orra C. Allen has purchased the interest of his partner, John W. Smith, in the elevator business of Smith & Allen and will continue the business alone. Mr. Smith will return to New Orleans.

Ludington—A. M. Blumrosen, of Chicago, has opened a clothing and men's furnishing goods store at 313 South James street. Mr. Blumrosen conducted a similar establishment at Petoskey for several years.

Belding—J. H. Henderson has purchased the interest of his partner, Louis Pierce, in the grocery business of Pierce & Henderson and will continue the business in his own name.

Owosso—A. E. Foster, of the firm of North-Jennings-Foster Co., Ltd., who has been in charge of the Mt. Pleasant branch of the business for several months, has returned to Owosso, to assist in the store in this city.

Midland—The Burnaby Co., jobbers of hay, produce and dairy products, has been compelled to file a petition in bankruptcy on account of the loss it recently sustained through the failure of Chandler Co., of Detroit. The assets are \$7,000 and the liabilities are \$9,000.

Ypsilanti—The Ypsilanti Windmill Guarantee Co. has been formed with a capital stock of \$5,000 for the purpose of guaranteeing windmills against damage or destruction. The stock is held by T. W. Boatwright, 166 shares; A. J. Boatwright, 167 shares, and Lee N. Brown, 167 shares.

Portland—The experiment of closing Portland's stores at 6 o'clock will

be commenced August 3. Eleven of the leading merchants have signed an agreement to try it. It is not a movement of the clerks, although they are anxious for it to be done, but was inaugurated by the merchants themselves.

Detroit—John Becker, for forty years a prominent hardware merchant of Brighton, died at his home in this city Saturday of paralysis of the brain. He was the father of Charles Becker, the Gratiot avenue shoe dealer; Will Becker, the Northville jeweler; Mrs. Fred Gartner, of this city, and Mrs. Brown, wife of Postmaster Brown, of Brighton.

Ludington—C. E. Carter, J. E. McCourt and J. M. Magner, three well-known Ludington business men, have purchased J. S. Stearns' department store in this city. The deal includes a transfer of all the holdings of the Stearns Mercantile Co., valued at \$50,000. Stearns relinquishes the store and his entire coal, wood and retail lumber business, besides valuable realty.

Grand Ledge—Hixson & Bromley have leased a store building at Flint, 44x80 feet in dimensions, in which they will carry the same lines of goods as the Grand Ledge establishment—groceries, drugs, confectionery and baked goods. They will open for business on September 1 and Fred Bromley, who will have charge of the Flint end of the business, will move his family there about August 20.

Detroit—A meeting of the wholesale merchants of Detroit has been called for Thursday to perfect the organization of a jobbers' bureau, which is to push the interest of wholesale men of this city. The committee appointed by the board of commerce has mapped out the work to be done and has formulated a set of by-laws. It is proposed to try to establish closer relations with retail merchants in Michigan and in other territory close to Detroit.

### Manufacturing Matters.

Pontiac—The Pontiac Wheel Co. has increased its capital stock from \$20,000 to \$55,000.

Freeport—The Freeport Cutter Co. will shortly engage in the manufacture of automobile bodies.

Detroit—The Peninsular Tool Manufacturing Co. has increased its capital stock from \$25,000 to \$40,000.

Holland—The Guthman, Carpenter & Telling shoe factory is furnishing employment to 125 hands at present.

Cadillac—The capital stock of Cobbs & Mitchell, lumber manufacturers, has been increased from \$750,000 to \$1,000,000.

Adrian—The Church Manufacturing Co., manufacturer of gas engines and pumps, has increased its capital stock from \$42,000 to \$100,000.

Holland—The Kleyn Lumber Co. is the style of a corporation newly organized to succeed the R. J. Kleyn estate. The new company is capitalized at \$50,000.

Kalamazoo—The Michigan Novelty Co. has merged its business into a stock company under the same style. The capital stock is \$20,000,

one-half of which has been subscribed and paid in in property.

Hillsdale—The Hillsdale Steel Boot Co. has begun operations at its factory. The factory is still short some of its machinery, but it will soon be completely equipped and the manufacture of steel boots pushed vigorously.

Menominee—The Michigan Cedar & Lumber Co. has merged its business into a corporation. It is capitalized at \$15,000, the stock being owned by Aaron L. Lindsley, 1,190 shares; Grant B. Lindsley, 300 shares, and Geo. H. Dorn, 10 shares.

Traverse City—The Hull-Longnecker Co. has been organized with a capital stock of \$100,000, of which \$15,000 is paid in, to engage in the manufacture of lumber and the sale of general merchandise in the Upper Peninsula.

Wayland—At the meeting of the stockholders of the Wayland Creamery Co., it was decided to rebuild on the site of the building burned. Money will be borrowed for the purpose and it is proposed to build a cement structure which shall be fire proof.

Pearl—The Pearl Creamery Co. has been organized to engage in the manufacture of butter and other dairy products. The company is capitalized at \$9,000, held as follows: Seymour B. Severens, 155 shares, and Geo. H. Smith, James T. Hollis, Thos. Helbach and M. Helbach each 80 shares.

Hudson—F. E. Hook has merged his paint coating and paint machine

business into a stock company under the style of the Hook-Hardie Co. The authorized capital stock is \$75,000. The paid in capital is \$18,000—\$16,500 in property and \$1,500 in cash. F. E. Hook and H. H. Hardie each hold 3,749 shares and B. D. Chandler two shares.

Lake Linden—The Cav-ago Co. has been organized to engage in the manufacture of various medicinal preparations. The authorized capital stock is \$100,000. The stockholders are Edourd P. Bordas, 5,000 shares; Jos. Bosch, John E. Jones, Geo. W. Orr, Norbert Sarazin and John H. Wilson, each 10 shares.

Jackson—The Globe Fence Co. has been organized with a capital stock of \$500,000 to engage in the manufacture of wire fences. The capital stock is \$500,000 and the principal stockholders are Edwin Frensdorf, Hudson, 13,550 shares; J. M. Lamb, Clayton, 5,600 shares; Chas. F. Kefuss, Hudson, 100 shares; A. C. Mills, Jackson, 100 shares, and A. M. Lamb, Jackson, 100 shares.

## 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 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—\$1.50 per 16 qt. crate.  
 Butter—Creamery declined 1½c on the Elgin market Monday, but it is not thought that the low range of values will prevail long. Local dealers hold creamery at 20c for choice and 21c for fancy. Dairy grades are without particular change, local handlers quoting 11@12c for packing stock, 12@13c for choice and 14@15c for fancy. Receipts are heavy and dealers are pushed to their capacity to prevent an accumulation.  
 Cabbage—40@50c per doz.  
 Carrots—12c per doz.  
 Celery—18c per bunch.  
 Cauliflower—\$1 per doz.  
 Cucumbers—20@25c per doz.  
 Eggs—Receipts are more liberal and the demand is not quite so strong, giving ground for the belief that lower prices may prevail. Local dealers hold case count at 13@14c and candled at 15@16c.  
 Egg Plant—\$1.20 per doz.  
 Figs—9c per 10 lb. box of California.  
 Grapes—The outlook for the coming crop is generally good. Some growers in this vicinity report a largely increased yield, others report an average crop, while some estimate that their crop has been reduced from one-half to two-thirds by the ravages of the bug which attacked the blossoms early in the season.  
 Green Corn—12c per doz.  
 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 12½c.  
 Lemons—Californias, \$4.50; Messinas, \$4.75; Verdillias, \$5@5.25.  
 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 \$5 per crate.  
 Onions—Louisianas in 65lb. sacks, \$1.50. Californias in 90 lb. sacks, \$1.75; Kentucky, \$2.75 per bbl.  
 Oranges—California late Valencias, \$4@4.50; Mediterranean Sweets, \$3.50@3.75.  
 Parsley—25c per doz. bunches.  
 Pieplant—\$1 per 50 lb. box.  
 Potatoes—60@65c per bu. for new home grown.  
 Poultry—Spring chickens are strong, on account of scarcity. Other fowls are in good 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@10c; 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 per ½ bu. basket.  
 Tomatoes—75c per 4 basket crate.  
 Turnips—15c per doz.  
 Watermelons—20@25c for Georgia, about 22 lbs. average.  
 Wax Beans—60@75c per bu.  
 Whortleberries—\$2@2.25 per bu.

**Hides, Pelts, Tallow and Wool.**

The country hide market is decidedly quiet and lower and will remain so until the hide man has had an outing and returns to boom it. The demand is fair, but none too good even at the low price. Many tanners are out of the market, but not from any surplus supply. Heavy cows are in large supply and are sold lower by packers, which has demoralized the market. Extreme light are scarce and command full prices.  
 The sheep pelt market shows up brisk, with advanced price on light offerings. All grades are in demand. Tallow is in large supply and low in price. Edible and prime are in excess of the demand and are held above buyers' views.  
 The wool market is strong and higher and selling freely. Some dealers are buying at the advance, while the bulk held in the State is above buyers' views and virtually out of the market. One lot after another leaves the State at some price, with one or two buyers looking for soft spots not readily found.

Wm. T. Hess.

**Flavor of Eggs.**

The flavor of eggs is influenced by the food. This may be easily tested by shutting up a laying hen and giving her different rations. There is a theory (but which is not fully confirmed) that an egg laid on any strong smelling substance will contract the odor. This is explained by the fact that the shell, when the egg is first laid, is comparatively soft and impressionable and becomes hard only after contact with the atmosphere. It is more probable, however, that any objectionable flavor is due to the food. Tainted food or drink should not be given under any conditions.

**Big Rapids Dealers Fall In Line.**

Big Rapids, July 28—The annual picnic of Big Rapids butchers and grocers will be held this year at Clear Lake on Thursday, August 6. Officers have been elected and are as follows: President, W. G. Ward; Secretary, Herbert Canaan; Treasurer, John Sharpe. Committees for amusements, purchasing and printing have been appointed and have already become active in doing their parts toward making the gathering the "best ever." There will be sports of different kinds, but the real feature will be a ball game between the meat dealers and grocery men.

Beware of sitting in a draft when your clothes are damp. Keep moving about and they will soon dry.

**The Grocery Market.**

Sugars—The raw sugar market continues very firm, but prices this week show no change. There is a good demand and a very steady tone to the market, and much of an increase in demand would be liable to cause another advance. There is a general feeling that prices will certainly go no lower for the present, and dealers would not be much surprised to see another advance soon. There is no change in the refined market. The consuming demand is heavy and this makes good business, even although prices are high compared with those of two weeks ago. A continued heavy demand is expected for several weeks during the usual fruit season, and it is not thought prices will go any lower.

Canned Goods—While no change is reported, there is much interest noted in the leading varieties of canned goods. The demand for most lines continues good and in many cases can not be satisfied on account of the lack of supplies. Tomatoes are a very important article in this line and everyone is interested in the outcome of the present crop. Spot stocks are very light and it looks as if very few indeed, if any, would be carried over to next season. Corn continues substantially the same as it has been heretofore, as no change is reported in the situation. Sellers are not getting anxious to dispose of their stocks and business is necessarily restricted. Corn reports are somewhat more favorable, but not enough so to make any difference in the sentiment of holders. Nothing new is learned regarding the pea crop. Everyone is looking very anxiously to Wisconsin to see what the output there will be, for a great deal depends on their pack. Gallon apples are still in great demand, but all strictly first-class goods are cleaned up and there is nothing now to be had but a few cars of stock that are not very good quality. Packers, however, are very firm in their views and are not willing to meet the ideas of buyers, which are considerably lower. Buyers have given up trying to get hold of any desirable lots of pie peaches, as it seems to be an impossibility as they are entirely cleaned up. Sardines continue very firm and are expected to do so on account of the very short pack of this season. Demand for salmon continues good and stocks are moving out very satisfactorily. Without doubt, the outlook for salmon this year is anything but promising. Reports from all packing points on the coast tell of a light run and future sales are being held back until the output can be more definitely estimated. The pack on the Columbia River has been very light, scarcely one-half what it was to the same date last year. Sockeye has also run light everywhere and the output has been and promises to be small. Some canneries are not packing cheap grades this year at all.

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 there still is a good demand on this article for this season of the year. 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 at previous prices. There is considerable interest taken 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 just at present as buyers are looking for something cheap, while holders remain firm in their views and are not inclined to shade prices. Reports from all sections seem to be of practically the same character, and that is that there will be a good crop this season.

Rice—Demand for rice continues good with no change in price, but with the market very firm in tone. Dealers are generally working on light stocks, which they do not expect will more than carry them over to the next crop, which will be somewhat late in arriving. Advices received from the rice fields state that the early rice is heading, both on the Atlantic coast and in Louisiana and Texas.

Molasses and Syrups—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 advance in prices when the fall season opens. The corn syrup market is very firm indeed and prices show an advance of 1c per gallon and 6c on cases.

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

Nuts—The most important thing in this line is peanuts, which are meeting with an excellent demand at present, and which show an advance of ¼c in price. It also affects the salted peanuts to considerable extent, as they show an advance of ½c per pound. Other nuts are rather quiet at unchanged prices, as is usually the case during the summer season.

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

**PILES CURED**

DR. WILLARD M. BURLESON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

## MARQUETTE'S GROWTH.

## Industries Which Have Made the City Famous.

Marquette is the financial and mercantile center of the iron range. In to its docks and to its furnaces, for shipment and smelting, are annually drawn millions of tons of ore, the mineral production of a wide range of territory as rich in iron ore as any ever discovered. While Marquette has no mines within its corporate limits, nor within a near radius, its railroad and lake shipping facilities, excellent harbor advantages and its dockage make it one of the principal ore shipping points in the country. The mines producing the ore are located at Ishpeming, Negaunee, Champion, Republic, Michigamme and at other points along a mineral range approximately forty miles in length and from three to ten miles wide, for this is the area of the Marquette mineral field as at present developed and explored.

The royalties received by many of the citizens of Marquette made them rich, and during a period covering a quarter of a century and more they expended their money here in building a beautiful city of business blocks which would ornament any metropolis; of beautiful residences and homes; of churches and public buildings—all upon a scale and style far superior to those usually found in towns of this size. In addition to the financial success attending the mineral development, there were the unequalled opportunities this section afforded in its unbroken forests of pine, and greater wealth was added to many of the already large fortunes. Marquette was built during a time when iron ruled as a kingly commodity of commerce no less than it does at the present time, but when mining and mine owning was a function of individuals, and not of syndicates, with their billion dollar capitalization. The wealth produced by mining fell into the hands of local capitalists and the beautiful city of Marquette affords an apt illustration of how some of these men invested their wealth.

Strange as it appears, the claim is made here that Marquette has suffered because some of her business men became too rich. After the mining and timber properties passed from the ownership of individuals to that of syndicates and corporations, a number of the men who previous to selling had been prominent in financial and business circles found the field too limited or the opportunities too narrow, and so moved away, and to the extent of the withdrawal of their wealth, business energy, and public spirit crippled the growth and development of Marquette. The visitor can find no indication of this condition, however, for to all appearances, as well as according to the testimony of leading business men, Marquette is a city of present thrift and prosperity, of stability, and of brightest prospects.

The earlier history of Marquette's growth and development is closely associated with the mining of iron. For many years, long before the

building of docks at other points upon the great lakes, this city was the principal shipping point. A number of other lake ports at the present time exceed Marquette in the tonnage capacity of their ore docks, but from an industrial view-point she has again outstripped her sister towns upon Lake Superior and Lake Michigan by securing the location of one of the largest, if not the largest, charcoal furnaces in the world, where the ore received from the mines is converted into pig iron. This institution is the plant of the Pioneer Iron Company, and with its present equipment turns 150 tons of ore into pig iron daily. This company is a subcorporation of the Cleveland-Cliffs Iron Co., one of the largest mining corporations operating in the Michigan-Wisconsin region. The present plant is modern in all respects and equipped with latest machinery of every description. Its tramways are operated by electricity, and the claim is made that it is the most modernly equipped charcoal iron furnace in the United States. Connected with this plant is a battery of eighty-six charcoal kilns and a chemical plant to recover the by-products of wood alcohol and acetate of lime. The Cleveland-Cliffs Iron Co. has another furnace at Gladstone with a capacity of 115 tons of pig iron daily and is also the owner of the Carp River furnace of this city. The kilns connected with these several plants daily use over 700 cords of hardwood and in round numbers give employment to 1,000 men in and about the woods, furnaces and kilns. This enormous supply of wood is obtained from along the line of the M. & S. E. road east of here. In addition to its mineral and furnace holdings the Cleveland-Cliffs Co. owns and operates three lines of railroads from its mines to the lake and to connecting points with other roads.

While from the view-point of labor employed the furnace industry above spoken of may be considered of chief importance to Marquette, the city has a large number of other industries, all contributing their share to its material prosperity. The railway interests, in shops, yards and ore docks, employ hundreds of men. Marquette is the headquarters point for the Duluth, South Shore & Atlantic railroad, which, with its official and clerical force, contributes a large number of high salaried men to the citizenship of the place. The Lake Superior & Ishpeming railroad, with its twenty-one miles of track; the Marquette & Southeastern railroad, fifteen miles long; the Munising railroad, the properties above referred to as being owned and operated by the Cleveland-Cliffs Co., employ a large number of men. The docks, of which three are owned by the Duluth, South Shore and Atlantic and one by the Cleveland-Cliffs Co., furnish labor to a large number of hands.

Marquette has a lumber industry by no means inconsequential. F. W. Read & Co. have a large sawmill plant here, and the South Arm Lumber Co. and the Sambrook & Sons Co. are important lumbering con-

cerns. The Lake Shore Engine Works manufactures mining machinery of a superior quality, and there are a large number of shops and factories of smaller capacity, although of relatively equal industrial worth to the city. It is the location of a Michigan State normal school, which is being periodically added to, to suit the educational requirements of this growing section of the State. The present building equipment consists of two stone edifices and a dormitory, and is an excellent complement to Marquette's high grade public school system.

Marquette is the financial center of a large territory extending from the Soo on the east to the western limits of the State. It has three banks with a capitalization of \$350,000 and deposits aggregating \$2,300,000. Its banks, however, do not alone represent the wealth of the city. It is a city of fine homes and the great majority of the laboring men are property owners.

Up to about a year and a half ago Marquette for several years was afflicted with a mining speculation craze, which, if reports are to be credited, was about as extreme as any community has ever experienced. It is said that business men, women, ministers of the gospel, servant girls, laborers, and, in fact, all classes, went copper crazy. The city was a veritable harvest field for brokers in any kind of mining stocks bearing any indefinite or uncertain relations to copper production. Marquette in-

## 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.

RUGS FROM OLD CARPETS  
THE SANITARY KIND

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

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

## Automobiles

Price \$500

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.,

(Limited)  
Grand Rapids, Mich.

Rapid  
HEATERS



This is our No. 3 Hot Water Heater, suitable for the average residence, and for rapid heating, economy of fuel, ease of operating and maintaining an even temperature in all kinds of weather can not be beaten.

Next week we will show you the inside of this heater and the great amount of fire travel it has

We make other sizes of Hot Water and also Steam Heaters for heating most any size building with a minimum cost of fuel.

Our handsome new booklet mailed you FREE for your name and address. Tells you all about these heaters and gives pictures of homes and buildings we have warmed successfully and at a great saving of fuel.

If your fuel bill is too high better write us.

Rapid Heater Co., Limited, Grand Rapids, Mich.



vestors, with a knowledge of the wealth making power of Calumet & Hecla in mind, bought shares in every copper proposition presented to their consideration. The statement of the amount of money thus expended, as made by reliable business men here, is beyond belief almost. It recovered from the craze, and when the citizens now speculate in stocks they buy and sell, in the main, those listed on the accredited stock exchanges, and which in case of necessity can be used as bankable paper.

During the days when the fires were extinguished in the furnaces and there were no shipments of ore, when manufacturing was stopped and labor could not realize upon its only capital, Marquette suffered, as did every other city and town. Some of the financially weaker business men were obliged to close their establishments, but this process of elimination has added to the general business stability of the city at the present time. Real estate value decreased somewhat, but has since recovered under the stimulus of new industries and added transportation facilities. Through the residence portion of the city much building is being done, and in the business section there are few vacant blocks.

Agriculturally, the development of the section adjacent to Marquette is just about beginning. The different railroad companies owning land during the last two years have been advertising extensively, and as a result settlers are being attracted to the cut over lands. The land in many sections is settled, and farming is successfully and profitably engaged in. All along the line of the Duluth, South Shore & Atlantic railroad, the Soo and other lines, colonies of Finlanders and Swedes are locating. East of here, in Chippewa county, the country is an old settled farming section, and agriculture has long since passed beyond the experimental stage. Scattered all through what were the heavy pine timbered lands are hardwood ridges, which, when cleared, make as good farms as can be found anywhere. The entire country may be said to be an excellent dairying and stock territory, and especial attention is at present being given to the development of the sheep industry.

In the matter of street building few cities in the world possess the advantages of Marquette. In the ledges of rock to be found everywhere almost in the city limits, the city has material for excellent macadam streets. Crushed rock of different grades is used, and when the street making machinery is applied a street is built which is practically indestructible. At the present time all the macadam streets of the city are constructed from this material.

Marquette county is building a new court house to cost \$200,000. The sandstone entering into its construction, as well as into many other buildings of the city, is quarried in the Upper Peninsula. Plans and specifications are being submitted for a new public library to cost \$40,000.

**Washing Clothes in Rome.**

I soon found out that in all domestic affairs I must learn Italian methods; it was useless to try to teach Pompilia and Filamena our ways. After the tussle over the washing I gave it up. Set tubs, washboards, wringing machines? Nothing of that sort. Sunday evening the clothes are put in a large copper vessel, a basket-work cover is laid on top, over which a layer of wood ashes is spread, then boiling water is poured on slowly, percolating a little at a time through the clothes, which are bleached by the lye of the ashes; this is the bucato. When they have stood long enough in this witch's cauldron the clothes are carried down to the basement and washed with cold water in the vast stone fountains of the palace, which we have the right to use one day in the week. The women employ a stiff brush and the queerest green soap to scrub the linen; if we have any tablecloths left at the end of six months we shall be lucky. The American clothespins and line I sent for are neatly displayed in the kitchen as curiosities. We "hang out" on an iron clothesline, to which the linen is tied by small pieces of twine, as it was in the days of the Empress Faustina. We are no better than our mothers! The clothes are sent out to a straitice to be ironed. Maud Howe.

**His Violin Did Not Dine Out.**

Kubelik, the violinist, was introduced to a Cleveland millionaire during his last American tour. The millionaire was courteous, but at the same time a little patronizing and a little prying. He did not hesitate, for instance, to ask Kubelik how much money he made a year, and, on learning the amount to exclaim: "By jingo! I don't do so very much better than that myself."

The day after their introduction the millionaire met Kubelik again.

"My wife," he said, "wants you to take dinner with us. She told me to be sure to ask you. How about it? Can you come to-night?"

"Yes, thank you; I believe I can," said Kubelik.

"And, by the way, bring your violin along, too," the millionaire went on, hospitably.

"I thank you," the young man answered, "but my violin never dines out."

**Japan Tea Trust Wants More Business.**

The Central Tea Association of Japan has sent Kihei Aizwa as special commissioner to the United States to look after and increase American sales. This Association is practically the Tea Trust in Japan. It numbers more than 1,000,000 growers, and controls not only tea for export, but also tea kept for home consumption. There are practically no tea plantations outside this Association, which was formed with consent of the government. The Association has established agencies in New York, Chicago and Montreal.

Paying a premium to a clerk because he stuck a customer with undesirable goods is buying a bad name.



Hear  
Ye!

Hear  
Ye!!

Hear  
Ye!!!

If you want to place your business on a cash basis, if you want to prevent forgotten charges, poor accounts, overrunning of accounts, loss of time and do away with the detail and expense of book-keeping, then use our

**Coupon Book System**

We manufacture four kinds of coupon books and sell them all on the same basis, irrespective of size, shape or denomination. We will cheerfully send samples and prices on application.

**Tradesman Company**  
Grand Rapids



Devoted to the Best Interests of Business Men

Published weekly by the  
TRADESMAN COMPANY  
Grand Rapids

**Subscription Price**

One dollar per year, payable in advance. No subscription accepted unless accompanied by a signed order for the paper. Without specific instructions to the contrary, all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents apiece.

Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY - - - JULY 29, 1903.

STATE OF MICHIGAN } ss.  
County of Kent

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

I am pressman in the office of the Tradesman Company and have charge of the presses and folding machine in that establishment. I printed and folded 7,000 copies of the issue of July 22, 1903, and saw the edition mailed in the usual manner. And further deponent saith not.

John DeBoer.

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

Henry B. Fairchild,

Notary Public in and for Kent county, Mich.

**"BACK TO THE LAND."**

"Back to the land" is the suggestion of the emotional to the denizen of the slums. "Back to the land" is the cry of the increasing army in our cities who are without certainty of roof to cover their heads to-morrow or a loaf of bread for their hungry children. This longing for the land is in a measure peculiar to the poor American cities, because they are usually, at least in the West, not more than one generation from the land, and the instinct is still strong within them. It probably exists in most human beings, but very faintly in the descendants of many generations of city bred folk. When living things are crowded in little space the weakest perish. Insufficient nourishment impairs the powers of resistance to disease and the mortality is great. The law operates alike on vegetable and animal life. Mankind is not exempt from it. Nature will maintain the balance of life. Whether it be the grass of the fields, the beasts that eat it or man who subsists upon the beasts, overcrowding means death. And yet in their ignorance our youth still flock to the cities, and when too late to return they long to "get back to the land."

The causes which control the ebb and flow of humanity between city and country are among the most subtle and obscure of social phenomena. The characteristic of the people of all new countries is vigor. It is due to the abundance of land for all the people, and the action and reaction between land and man. The life of new countries is rude, but the nourishment is abundant, and the pure air sends pure blood coursing through the veins. The result is a race of strong men. When class dis-

tinctions are marked the gentry gain culture without losing strength. That is the highest type of manhood. It was seen in the pre-Augustan age of Rome, in the chivalry of mediaeval Western Europe, in the planters of our own Southern States in the first half of the nineteenth century. The development of the highest type of manhood involves the condemnation of the majority to a rude and laborious life. But such men can be propagated from generation to generation only so long as they remain in their rural environment. In the cities degeneration occurs. Here and there vigor is transmitted through several generations of city bred men, at least in individuals, who maintain the family name and standing. The tendency is to degeneration, and the mass yields to the tendency. The result is seen in the slums and the potter's field. The new men who dominate the cities—at least in America—are country bred.

The fundamental necessities of human life are food and warmth—the later including shelter and clothing. With those mankind can at least live. With an assured abundance of those there may be happiness and content with little else. Both are more easily attainable in the country than in the city. In American rural districts they are quite within reach of very mean ability. The man who leaves the safety of the country for the strenuous struggle for existence in the city incurs more danger than there is here space to describe. If he hopes for happiness in life and a comfortable death he must feel within himself the assurance of more than ordinary power. It is a terrible thing to die knowing that one's family may be turned into the street the next week with no means of subsistence except by the charity of others. It is the lot of multitudes in the city—of very few in the country. Given land and man can increase and multiply. It is all there was in the beginning. From land and man have come all that we see. The beginning of civilization was the tilling of the soil. To-day the man who has possession of land whereon he may produce what he needs is the one independent man of the earth. It was so yesterday. It will be so forever. One does not need to go back to primeval man for virtual self-sufficiency when land is available. The red Indian of America had it in a high degree. It is possessed by all frontiersmen, and still more abundantly by those whom we call savages. What we call civilization involves the gradual impairment of the power of self-support. The pilgrim fathers fed, sheltered and clothed themselves by the labor of their own hands applied to the land, but they brought with them from Europe the ax, the plane, the plow and the loom. Without them they would have been more helpless than the Indians, who lived without any of these things.

Even in their rural environment men are gradually losing, one after another, the arts whereby they were once independent. Few families could now cover their nakedness if

they could not buy cloth. Their forefathers and foremothers made their own cloth. In rural life, however, there still remains a large measure of that dependence on self which gives character to the man who calls no other man master. In the city almost the last vestige of that noblest attribute of mankind disappears. The vast majority of urban residents are servants. Their means of livelihood depends on the will of another. They are sheltered from the storm only by sufferance. They eat only at the pleasure of others. All things are directed by the few who in the try-out have proved most capable to direct. The rest obey. There is no escape from it. Crowded society can not endure the waste of bad direction. The wisest must direct or all will suffer. There is, of course, in such society the constant effort of individuals to rise into the directing class with its richer rewards. Of these a few succeed. The most fail. The majority never try. In the second generation the hope of independence becomes still fainter. Disuse destroys the power of initiative. The habit of dependence becomes fixed. There remains not even the tradition of the arts whereby man lives upon the land. And the dependent man is the discontented man. The dependents who feel least assured of their usefulness are the desperate men. It is from such a society that they hope to escape whose cry is "Back to the land."

The value of philosophy is in the moral to be drawn from it. The plans of the benevolent to colonize the poor of the cities in rural districts do not sufficiently recognize that for the most part these people have not only lost the arts of rural life, but the power of self-direction. They have no more confidence in themselves than a man who can not swim when plunged into the sea. They have not the art of achieving success through the lessons of failure. They dare not take risks. They instinctively hunt for a master. The power of self-direction is the most glorious attribute of humanity. There is danger to society in its loss or impairment. Bonanza farms, great sugar plantations and corporate orchards are imparting to rural life those influences which are sapping the vigor of the race in our cities. The great farms which have been the pride of this country are its curse. The prosperity of the State and the happiness of its people demand that subdivision of the land which is now happily going on. It is what has made Michigan and the Middle West. It is what must make the Dakotas and other sections where syndicate farms are common. And while it is going on is the time for the unfortunate of our cities who feel stirring within them some remnants of the pristine vigor of the race to "get back to the land."

**PSYCHOLOGY AND MARRIAGE.**

Some weeks ago the Tradesman discussed editorially a proposal stated, upon the supposed unimpeachable authority of a press dispatch, to have been made by the lady faculty

of Ruskin University, in the State of Illinois, to virtually guarantee family peace to those who should be so fortunate as to marry the girl graduates of that institution, by so indoctrinating the young ladies in the principles of psychology that they would be able to read their husbands' minds like an open book and thereby steer clear of all exasperating topics. The Tradesman discussed the subject seriously, as its importance warranted, but ventured to point out some dangers which seemed to us imminent upon a too intimate knowledge of some wives of the secret meditations of some husbands. Looking over our editorial, we are impressed with its wisdom and practical utility, but we regret to be compelled to state that the dispatch which inspired it was a gross fabrication by some designing villain—and we more than half suspect it was some woman—who deliberately sought to impair the matrimonial chances of the charming lady graduates of Ruskin University by making the men afraid of them. A right-minded lady of this city has done us the favor to write to Miss Ada C. Sweet, of the faculty of Ruskin University, who declares over her own signature that no one connected with the university has or has ever had the slightest idea of attempting to ruin the business of the divorce courts by promoting the study of psychology by girls. She believes that some graceless and unrighteous reporter has been "making game of them." We are requested to make public retraction of our statement of alleged fact, which we cheerfully do, albeit with very deep humiliation that any one connected with the noble art of journalism should have been so depraved as to invent and send abroad such a story and that the Tradesman should have been so unfortunate as to be deceived by it. We will even go farther than we have been asked, and voluntarily declare that we do not doubt that all the girl graduates of Ruskin University are charming young women, perfectly safe to be introduced into any family and, in fact, as delectable matrimonial prizes as can be found outside of Michigan.

An honest burglar was caught in Chicago the other day. The police were pursuing him, and he stopped at a lemonade stand that some children were conducting in front of their home. He had hardly finished drinking when he saw his pursuers coming down the street. Fumbling in his pockets for change to pay the children, he lost so much time that the police overtook him. The fellow was bad enough to be a burglar, but he would not defraud the children.

If any of the Tradesman's readers contemplate committing suicide, the Tradesman suggests that they discard the time-honored methods of the past and substitute therefor a trip on the Muskegon interurban. A few trips under the present management will be quite likely to do the business.

The most valuable thing for an editor to possess is a good thinker.

## THAT BOY.

The announcement was characteristic of the man: "I am going to take a month's vacation and I am going to take it at home for the single purpose of getting acquainted with my family."

The determination is much to be commended. If there is any fault now to find it is that it should have been made years ago and faithfully carried out. As it is, much can be done to make up for lost time. There will be a tired woman oftener seen outdoors, forgetful of her weariness and rapidly getting the better of her wanness with the strong arm so constantly missed in the years gone by now as constantly and devotedly at hand. The maiden on the threshold of womanhood will be surprised and pleased to see her father in the role of the devoted lover, and will be able to understand how pleasantly "the old, old story" "in the golden, olden glory of the days gone by" fell sweetly upon listening ears; and the whole home atmosphere will so change during this enchanted month devoted to its laudable object that the after-life however far extended will feel and acknowledge its influence.

The single member of the household who will not hail with unbounded joy the paternal four weeks home-staying is "that boy." He is fifteen, sixteen, possibly seventeen, now and during the time that his father has been losing his acquaintanceship with his family, the boy has been following his example with the same result, and while in a general way he may share in the general joy it is with many misgivings with which he considers the hot, slowly passing thirty-one days of August "with father at home." For a good while now home has been only a place to sleep in and eat in and stay in when there is nothing going on outside, and there is a wonder of considerable size if this arrangement will be broken in upon in the vacation time. There is a wonder if the keenness of the paternal scent can detect across the table an odor that does permeate a fellow's clothes, be he ever so circumspect, and what will be the result, if he should find out. He does not often get home now until long after the folks have gone to bed. Will there be any awkward questions now to answer in the morning and does this home vacation mean that he must now have breakfast with the rest of the family? Has he got to give up his "times" with the "other fellows" and has he got to confine himself to drinking root beer or run the risk of being "found out?" August is the excursion month. Is it going to be a month of "family picnics" with himself along? Would the old man have hysterics if he, when he is off his guard, should swear? and he wonders what he can do to keep his mother from "letting on" about his having so much to do with "his crowd." The fact is "that boy" is to meet his Waterloo this vacation, and it is the father who, wittingly or unwittingly, is to decide whether it is to be as a Wellington or a Napoleon.

The traveling man who has been

away from home so much that he needs an introduction to his own family must not be surprised to find his boy's condition is accurately enough described in the preceding paragraph and he may as well understand first and last that he has no inexperienced fool to deal with. The point for him to gain is that boy's confidence, and this he can never do by any kindergarten methods. None but the unflinching bold will win; and while it may take that boy's breath away for his father to say as they rise from the supper table, "Come, Jack, let's go out on the veranda and have a cigar!" that boy from that instant will stop dreading that month's vacation and long before those cigars have gone that father will conclude that Jack is more of a fellow than he thought he was. The worrying mother may conclude that her husband is beside himself, but if that man knows what he is about when the cigar stubs are tossed over the veranda rail he will tell that boy to "come on down to the Morton House and have a game of billiards." That boy will go. He will walk close to his father all the way and all the way the conversation will be lively. They will have a good game. Midway it will be punctured by a lemonade that is worth drinking. "Beer is too low-down," a remark that is heard and will be heeded ever after in that boy's experience.

There is no need to go on with this. The same grand idea permeates the whole. Father and son have found a companionship which time will only strengthen. There is no calling twice to breakfast. That boy wants to be down and talking over last night's fun. He wants to go down town with his father and his father wants him to go; and away they go smoking the same brand. What does that boy now care for "his crowd?" Nothing. His dad is better than the whole gang. The family picnic has lost its terror. There is no temptation to swear. He goes to bed when his father does; and the Duke of Wellington comes back a conquering hero from his Waterloo!

Edward Beaupre, the biggest man in the world, was one of the sights on Broadway in New York, the other day. Beaupre does not enjoy his unique distinction. Being independently wealthy and intelligent and refined as well he is not a sideshow sight. He stands eight feet three inches in height and weighs 368 pounds. He wears a No. 8 hat and a 22 shoe. Beaupre weighed nine pounds when he was born. He was just like other babies until, at the age of 3, he began to grow with remarkable speed. His parents are of normal size. He was 6 feet 4 when 9 years old. Now it takes thirteen yards of cloth to make him a suit of clothes.

Stupidity is not a very desirable element in the character of an employe, but it is often a relief to have a workman who is just stupid enough to do things as he is told to do them.

Perhaps he is so polite that he would not butt in and interrupt her.

## IS HE EQUAL TO IT?

The Massachusetts Bureau of Statistics have been in session and have reached certain conclusions. They find that the industrial emancipation of women is a matter of common observation, but that many puzzling problems have arisen in consequence which have not been solved with any degree of accuracy. To what extent, for instance, are women taking advantage of the newly opened avenues of occupation? Are women in industry gaining upon men, and, if so, how fast? What effect is the employment of women having on the domestic side of society—on the marriage relation, on the number of children and on the number of divorces—problems which extend to vital points and on which it is easy to see that the whole of our social world swings.

To the first two questions it needs no investigation to answer with a decided yes. The statistics only confirm with figures what the commonest observation asserts. "While in 1870 women constituted 22 out of every 100 persons employed in gainful occupations, in 1900 they constituted 27 out of every 100." In illustrating the widening field of woman's work it is found that in the federal census for 1860 a list of seventeen was given as "curiosities." In 1870 the number of women employed formed 17.08 per cent. of the total number of all ages and in 1900 the per cent. rose to 22.88. For every 100 persons of industrial pursuits 27 are women and 73 men. The former exceed the later in domestic service only, the percentages being 84.28 and 15.72 respectively. The number of different branches of occupation is 2,620, of which men only are employed in 1,066 or 40.69 per cent.; women only in 33, or 1.26 per cent. and both sexes in 1,521, or 58.05. In 1895, compared with 1885, women show an increase in all gainful occupations except in professional service, agriculture and manufactures, and in agriculture alone they show a positive loss.

The statistics relating to marriages, births and deaths extend from 1851 to 1891. In 1851 there were about 28 births per 1,000 of population; about 23 marriages and nearly 19 deaths. In 1901 the births had fallen off to about 25; marriages to about 17 and deaths to almost 17. In 1872 the average age of bridegrooms was 28.6 and in 1901, 29.2. Of all brides the average age in 1872 was 24.7; in 1901, 25.8. The average age of men marrying for the first time in 1872 was 26.3 and in 1901, 27.3, while the average age of women marrying the first time in 1872 was 23.4 and in 1901, 24.6.

In 1882 the number of marriages was 17,684 and the rate 19.17 per 1,000 of population and the number of divorces 5.5, or one to every 34 marriages. In 1901 the number of marriages was 24,891, or 17.34 per 1,000, while the divorces had increased to 1,376, or one divorce to every 18 marriages, the rate being almost doubled.

With these facts and figures staring us in the face it looks very much as if the "clinging vine" business has

seen its best days. The woman side of the house has come to that point where the traditional oak has to be a sturdy one to support the dependent vine—fruitful or unfruitful—which she is willing to be. A self-supporter and a good one at that, it is asking of her a considerable sacrifice to become a home-builder and a home-maker for a bread-winner whose salary is equal to or a little more than her own. The inducement must be a strong one, on a salary thus cut in two, to become a dependent, to take from him what he may be willing or unwilling to give her as her share of the business proceeds, to lose her individuality in his, to be subject unto him, "to obey" him, to wash and iron for him, to cook and to sew, to keep house, to endure, to slave for him and for the home that may or may not be to them "the dearest spot on earth."

There is something besides sentiment "in a little cottage and a creeping vine;" there is something more than the tenderly precious in a pair of baby arms clinging to a mother's neck; heaven here is found only when a husband's strong arm encircles the waist of the wife he loves and she as devotedly loves him; but this Paradise only those find who mutually sacrifice for it, and if the ground be carefully gone over the whole story will be found based upon this: the woman alone is the one looked to to make every sacrifice. Take that as the keynote of the real home and see to what it will lead; apply it as a test to every case of divorce and ponder the outcome.

So long as the woman puts up with this condition of things so long her only consolation, when consolation was needed, was found in suffering and being strong. The time came, however, when this ceased to be a virtue. Mentally, morally and physically she asserted herself. "She" could support herself as well as "he." Self-preservation is the first law of nature, irrespective of sex, and she has proved the law. She can support herself. She does; and now with conditions changed it remains to be seen whether the cottage and the vine and the precious baby arms and the heaven-blessed mutual love of the husband and wife are going to be strong enough to induce the man to become a mutual self-sacrificer for the home which his own good sense tells him is the only haven of happiness he can hope to have this side of the Grand Unknown.

Dr. Eduardo Maraglino, of Genoa, Italy, claims to have discovered a serum which will insure immunity from tuberculosis in the same way that vaccination secures immunity from smallpox. It is introduced beneath the skin of the arm and produces a small sore, attended with fever for two or three days, after which the system is free from tubercular developments. This discovery is one of those things that are important if true. It has excited considerable interest in the medical fraternity and experiments are soon to be made by physicians in this country to determine its practical value

## Dry Goods

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—There is little of special interest in the staple end of the market and goods are moving irregularly. Sellers are not trying to increase the amount of business nor are buyers especially anxious, except where their own stocks are running too near the minimum limit. Stocks are limited at second hands and in the retailers' stores, yet with prices on the edge of further advances, which would be precipitated in case of any general buying, no one feels like taking any more than he is absolutely obliged to. Three-yard sheetings show comparatively little business, yet so much machinery has been converted to lighter weights that the market is well conditioned. A fair business has been recorded on four-yard 56x60s sheetings at prices that range as high as 5¼¢, and where goods are needed buyers seem perfectly willing to pay the price. On print cloth yarn goods many sellers are holding for further advances, for they have a good deal of confidence in the future and believe that they will get more than present quotations for their goods. Bleached goods show little movement of importance. Coarse colored cottons remain unchanged in tone.

**Prints and Gingham**—The season's progress on woven dress goods has not been altogether encouraging, although a good many lines have been open and a fair number of sales have been made. The orders for next spring, as a whole, have been light and there is no apparent disposition to operate more freely for the present. In fact, salesmen who started out with their lines have in several cases returned after short trips with such poor success that they have determined to wait a while before trying it again. Quite a lot of goods have been sold without a price being made. The jobbers say that they are not quite ready to buy yet, however. It does not mean evidently that prices are standing in the way, but rather the matter of style; the buyers do not know what they want. It is this general uncertainty in regard to their needs that is retarding business. Certain lines of white goods are sell-

ing in fair quantities and it is considered probable that before long there will be something more interesting to report in the general lines of wash fabrics.

**Wool Dress Goods**—Spring business on dress goods lines is becoming more in evidence, although it can not be said that the new season has got fairly under way. The lines, as a whole, are not open, even as regards staples, but there is a fair amount of early business being done on staples, such as thibets, Venetians, granites, chevots, broadcloths, twills and also on sheer fabrics of the veiling order. The new collections are already in a fair state of completion, both as regards foreign and domestic lines, and in a comparatively short time sellers will proceed actively to get the pulse of their trade. It will be some little time yet, however, before the general lines of plain and fancy goods will be fully open. The trade regard the situation and outlook as promising and manufacturers of fancies and novelties are more than ordinarily expectant, regarding the development toward fancy suiting fabrics in the current fall season as indicating the turn of the wind. The leaning toward mannish suiting effects has led manufacturers to prepare for a good sale of such goods for spring. Some very attractive lines of chevots, tweeds, crashes and homespuns have been prepared. Another big season is predicted on veilings and other fabrics of a semi-diaphanous character. Staple goods are of course regarded confidently, both as regards the requirements of the jobber and the cutter-up. The position of mohairs in the spring trade is not altogether clear. There is a feeling that the apex of popularity of mohairs has been reached in the fall season, the Scotch chevot and tweed effects having apparently cut in on them of late. This change of feeling on the part of the buyer to mohairs is said to be due to the many cheap zibelines put out for fall.

**Underwear**—All of the ladies' ribbed lines are now open and a fair amount of business has been accomplished. In the high novelties and fancy lines, old prices rule for the most part. In spite of this, however, buyers are really paying more for the goods because manipulation has been at work and lines "are seldom

what they seem." In plain, medium and low-grade lines, this manipulation has not been carried to anything like the same extent. The very nature of the goods does not allow of the same cheapening of the trimmings, etc., and in these lines we find advances are noticeable, yet even at to-day's prices we find it hard to understand where there is much, if any, profit to the manufacturers. Just why the prices on the new lines should be so near the prices of a year ago, even taking manipulation into consideration, we fail to understand, because, before the opening, it was understood that there would be materially higher prices, but they have failed to be in evidence. Duplicate lines for fall are evidently going to

be rather scarce and buyers who are not already well covered are going to find it difficult to complete their season's lines. There is delay even now in filling orders that may become serious before the season actually opens. Many contracts that are being filled are said to be at losses to the makers and a number of agents say that their mills would make more money and lose less if they would shut down entirely rather than continue making at present prices.

**Hosiery**—The large buyers are now coming to the market and hosiery agents are busy with the new lines; practically everything is now open and business is very good. Representatives on the road are se-



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.

## Bed Blankets and Comfortables



### BLANKETS

We make a specialty of Bed Blankets and Comfortables and always carry a complete assortment. Cotton, wool cotton warp and all wool blankets. Knotted and stitched comforts in prints, satine, silkoline and silk coverings. Our line this year is larger and better than ever.

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

Exclusively Wholesale  
**Grand Rapids Dry Goods Co.**

Grand Rapids, Michigan

Orders by mail receive prompt and careful attention.

curing good orders even although prices are not yet considered to be on a settled basis.

**Carpets**—The carpet mills not affected by labor troubles are in full operation on old orders and will be for some time to come. Eastern mills especially have their productions for the present season pretty well contracted for and selling agents say that much of the duplicate business that is usually placed will have to be turned down. The Philadelphia strike, which now appears to be on its last legs, has resulted in an unusual demand for goods thus early in the season, and also the fact that the tapestries and the other cheaper grades of three-quarter goods have gone into hands that were formerly seeking even cheaper lines. With the greater part of the ingrain looms of the country not in operation, naturally the supplies of ingrains are rapidly taken off the market. To-day ingrains are being made by only a few of the big Eastern mills so that if dealers and the public want ingrains they must do the next best thing and order tapestries. Since the strike tapestries have been in excellent request. In fact business in this line compares favorably with any other in the costlier grades. Previous to the strike tapestries were only in fair request and manufacturers did not expect much out of the ordinary. In Philadelphia mill circles things are taking on a more favorable attitude. Nearly all the three-quarter goods mills are in operation or getting under way, but the ingrain workers are as firm in their demands as ever. In the Brussels, Wilton and tapestry mills, those that have recently started up are getting considerable business, but as a general thing they are weaving from their spring patterns. No difficulty to any extent has been reached yet in the dyeing line or in procuring a sufficient amount of stock, although the stock that is on hand is in very limited supply and prices for the same are very high. Anticipations are strong that a resumption of work in the ingrain mills in Philadelphia will shortly be brought about. Now that a settlement has been reached in the three-quarters goods end, it is hoped that some action can be taken to end the existing difficulties. Much business has already been lost to the ingrain trade this season, and there is danger of losing practically all of the season's business unless work is commenced almost immediately.

**Rugs**—Rug weavers are doing an excellent business in the body Brussels and tapestry lines. In the former the demands run heavy to the large carpet-sized rugs, which are sold up for months to come. Carpet sizes in Smyrnas are not active, but there is a good business doing in the smaller sizes, particularly the 30x36 in. rugs. Jute rugs in small sizes are also in good demand.

I see by the newspaper that a certain man has not spoken to his wife for sixteen years.

It's time enough to talk back to the boss when your salary equals his.

**Makes \$7,000 a Year Selling Corsets.**

There are more than half a hundred women in the United States who can earn a living, and a good one at that, by acting as "drummers," or commercial travelers, for business houses. One of the most successful of these saleswomen is not of the opinion that all members of her sex could do as well as she has done. "The women who have made a success on the road," she said recently, "are the women who would have made a success in any line of work they took up. There is the rank and file in every business, but I think that fewer women go on the road now than did a few years ago.

"Men do not regard the woman commercial traveler with favor, and many houses employ them simply as an advertisement to attract attention to their goods and make them talked about in the small towns. Other houses refuse to have a woman represent them on the road, and there are still others who find that the per cent. of sales by their feminine representatives is as large, if not larger than by the men who made the same territory.

"The work is hard, but less hard than that of a clerk who stands all day behind a counter, and the pay is better. Most traveling saleswomen can make at least \$1,000 a year, and few clerks receive more than \$15 a week. Some routes are pleasanter than others, and it is not always agreeable to make towns of less than 8,000 inhabitants, as the hotels are likely to be poor, and there is nothing to do for amusement after the day's work is over."

There are a number of Minneapolis women who have made a success as traveling saleswomen, but they were endowed with the ability to make a success of anything they undertook. They have shrewd, capable brains, they are not afraid of work, and they deserve the large checks they receive in payment for the equally large orders they send in to the houses. Miss Pettibone, who formerly made Minneapolis her home, and who now represents a corset house, with headquarters in Chicago, receives a salary of about \$7,000 a year. Miss McCue formerly traveled for Washburn, Crosby & Co., and was one of the few women selling flour. She has recently abandoned breadstuffs for soap.

Among the traveling saleswomen who are well known to buyers are Mrs. Allen and Mrs. Campbell, who sell baking powder; Miss Louise Ames, who has a dry goods line; Miss Augusta Asher, infants' wear; Miss Heintzman and Miss Connolly, corsets, and Miss Annis Burr Porter, mouse traps.

Most of the traveling saleswomen represent some branch of women's wear. The women who sell soap and flour and salt are not bothered with large trunks of samples, and they can make their sales at once if the buyer is in the humor. A man can sometimes coax him into a purchasing disposition with a cigar or a drink, but a woman has to depend on her wit,

which does not always answer the same purpose.—Chicago Chronicle.

**He Found Him In.**

This conversation is said to have taken place between a school board officer in a town near Philadelphia and a woman at whose house he called:

"Can I see your husband?" he asked.

"No, you can't."

"Is he out?"

"No, he's in."

"Then I'll wait until I can see him."

"Of course, you're welcome; but you'll have to wait some time."

"But you say he's in?"

"So he is."

"Well, shall I call again?"

"Yes, when he's out."

"But I want to find him in."

"You can; he's in jail."

**He Got It.**

"Did he marry for money?"

"Yes."

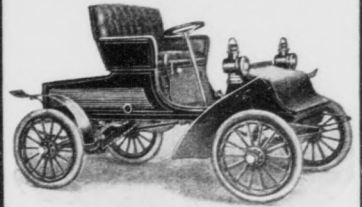
"And did he get it?"

"He did. I understand she makes him a cash allowance of \$2.50 a week."

The man who is a "good fellow" to the saloon is usually the reverse to himself.

**The "Hardy" Flint Roadster**

"The Touring Car For Two"



Full 8 horse power engine (proven, not estimated)

More Power—More Comfort—More Leg Room—More Seat Room—More Style—More Finish and Less Complications than any other Run-a-bout.

We have Special Agency Introduction Price for just One Good Dealer in Every Good Town in the state, and will also give him absolutely immediate delivery. If you come to factory to prove machine, and close deal, traveling expense is ours. Write today for complete proposition.

**Flint Automobile Co.**  
Flint, Michigan.

We aim to keep up the standard of our product that has earned for us the registered title of our label.

**"The Clothing that makes Rochester Famous"**  
REGISTERED BY Solomon Bros. & Lempert, 1900.

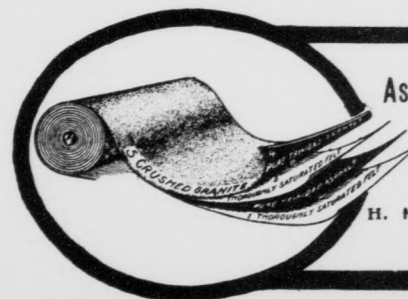
Detroit Sample Room No. 17 Kanter Building  
M. J. Rogan, Representative

**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.



**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.

## Produce

California's Nut Crop Will Exceed  
\$1,850,000.

Conservative estimates from the nut belt around San Francisco have this year's output at \$1,850,000, the estimated valuation of more than 22,000,000 pounds of nuts. This exceeds last year's crop by more than 7,000,000 pounds, and the unusual demand for nuts is directly attributable to the failure of the European market, which has hitherto supplied the East, at prices in excess of those demanded by California growers.

California nuts and especially English walnuts are considered by experts to be superior to any fancy brand on the market and the call for these products has increased far in advance of growers to satisfy the demand. Nut growing on a wholesale scale has fairly jumped into prominence since it first became securely established five years ago. Although the toothsome nut as a commercial factor has been one of the least considered of horticultural products, yet the magnitude of this year's crop and the fact that it will pay an interest of almost 30 per cent. on the amount invested have caused nut growing to be esteemed an important factor in California's great orchards. By far the most important of commercial nuts is the English walnut, so-called, which is an original product in Southern France, where it reached the acme of perfection in the department of Isere. The California English walnut crop this year is estimated at 16,500,000 pounds, having a value of \$1,470,000 to the producers. (As the nut crop is generally sold on the tree to the middleman, it is possible to give the net valuation.) The almond crop, estimated at 2,600,000 pounds and valued at \$265,000, ranks next in importance to the English walnut. Then come chestnuts, pecans, hickories and butternuts, although the last three have been as yet little cultivated and for these the market is almost exclusively dependent upon the wild crop.

Almost all the nuts raised within the States are produced within a radius of 150 miles from San Francisco. The English walnut is now in a flourishing condition and after many years of trial and experiment, growers have discovered not only the varieties which are the most hardy and productive, but those which sell uniformly in an American market and command the most satisfactory prices. The greatest drawback to walnut growing on the Pacific coast has been the planting of the most delicate variety of English walnut to be found, the hardshell. The hardshell walnut is greatly esteemed in France; why, no one knows, for the soft shell is larger, sweeter, and commands a better price in the market. Almost all the walnuts grown in California now are soft shells.

Domestic walnuts thrive in a mild and equable climate, Southern France and Italy being famous for their products. The best marketable walnuts are those that are the largest, fairly

shaped, with a thin, smooth, light-colored shell and with a fat sweet kernel, this being independent of other requisites, such as fertility, hardiness, and lateness in budding and blossoming out. Hardiness is the very first requisite to make English walnut growing a success, as the trees are by nature very delicate and will not bear unless they are aided by the most auspicious circumstances. The second requisite concerns the size of the nuts, which have to be large, although not extraordinarily large, but uniform in size and shape. Retailers assert that the average customer is much impressed by an invoice of English walnuts which are almost of the same size and the same general appearance. If, added to this, the shells look nice and shiny, the average housewife will, nine times out of ten, select these in preference to any others. Thin shells are generally esteemed and the expression "tough as a nut" would not be a safe maxim for the man who makes walnut raising a business. The third requisite in a walnut orchard is fertility, and if the trees are productive and the nuts themselves possess the requisites mentioned, the owner of a ten acre walnut orchard will find himself in what is, for the average man at least, a handsome competency.

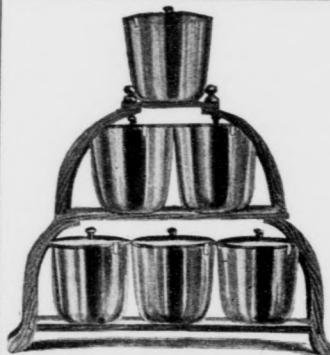
Nut raising, and especially the growing of English walnuts has an intensely interesting phase, one undreamed of by the average layman. This is included in the subject of grafting and to this remarkable science the success of the American walnut is chiefly due. Probably not one person in a hundred thousand knows that some of the best English walnuts are raised on pecan trees, on which as the parent stock the walnut branch has been grafted. The pecan is harder than the walnut and although it grows most abundantly in Texas, yet it thrives vigorously in Central California, a climate well adapted to plants or trees of a semi-tropic nature. Although of the total number of trees in a walnut grove very few may be grafted, yet to the practical results which have been achieved by scientific grafting and to the deductions made therefrom is attributable the success of the grower. The walnut tree has two almost fatal diseases, one is generally known as the "walnut disease" and may be briefly described as a tendency in the domestic tree to revert to wildness and bear small, uncultivated looking nuts. The other is called "walnut pneumonia," in which the sap fails to circulate in the branches and to produce a matured fruit. A tree which has walnut pneumonia is sort of an aristocrat in which the strain has run or rather through a deficiency in vigor rather through a deficiency in vital strength. A cure for walnut pneumonia is to graft on original English walnut root some of the more improved kinds of English walnuts.

Although in popular parlance all kinds of domestic walnuts are called English walnuts yet, among growers they are designated English, French or Italian, according to the country from which the parent stock was im-

## 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 Coln 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.

SHIP YOUR

## BUTTER AND EGGS

—TO—

R. HIRT, JR., DETROIT, MICH.

and be sure of getting the Highest Market Price.

ported. The largest grove of English walnuts in California is at Campbell, in the Santa Clara Valley, and comprises 900 trees; planted 400 trees in 1892, and 500 in 1893. The trees, which are of late vegetation, were never injured by frost since planted. A grove of 200 such trees and in bearing can be seen in Tehama county, and another grove of 700 trees was recently planted in Sonoma county, and numerous smaller groves, a little everywhere in Butte, Lake, Yuba and other counties in Northern California.

Next to commercial walnut growing comes that of almond raising, which while comparatively new to the United States, is destined to become of importance in the future. Almond raising has been accompanied by the same difficulties that have attended the growing of walnuts. A tree is a thing of life, vitality and personality, and the man who leads the way to success in its culture must study it as the physician studies the human body. The Italians and French accuse the almond of being the most fickle of all trees, but American methods and American intelligence have discovered that to produce good results from almond culture on a large scale in large orchards, the almond must be subjected to interminable processes of grafting and fertilization. In Europe the walnut crop is gathered haphazard from single trees and from thousands of small orchards. The trees receive no systematic cultivation and the production of the crop is left entirely to nature.

Besides almonds and walnuts, chestnuts and filberts are grown on a small commercial scale.

The United States has the largest nut groves in the world in California, and they are rapidly extending to satisfy the needs of an increasing population. Hamilton Wright.

**Making Cottage Cheese.**

A toothsome and nutritious article of food is made from sour skim milk or buttermilk by allowing the casein to coagulate by the action of acid already naturally formed, and then expelling the water by the aid of heat. A considerable number of products, locally distinct and different in the degree of dryness of the curd, are made in this way. The general process of manufacture is to take sour buttermilk or skimmed milk which has coagulated, heat it gently from 85 to 125 degrees Fahrenheit, according to circumstances, and drain off the whey through a cloth strainer. Then reduce the texture of the resulting curd by kneading with the hands or a pestle; salt is added, and the product is improved by the addition of a small quantity of cream or butter. Some persons consider it an improvement to season by the use of one of the more common spices, as nutmeg, caraway, etc. It is largely made only for domestic consumption, but in most cities and villages, especially during the summer months, there is a considerable demand for fresh cheese of this sort, and its manufacture is often a source of revenue to factories suitably located. It is usually sold and eaten in a fresh state, but

it may be subjected to certain processes, which quite materially change its character and which vary widely in different localities. This simple kind of cheese is also called Dutch cheese, cottage cheese and schmierkase.

**Watch the Tide.**

If you have ever lived along tide water, you have doubtless learned from some old fisherman or from bitter experience how important it is to planning for a trip by water. Rowing against the tide is hard work; but if one is favored by the tide he can make his boat go faster and with much less effort. Then, too, at certain times the fish bite; you can tell the whole truth about your catch. At other times the tide is against you; your chances for luck are very slight.

There are tides in business affairs. Watch them carefully. Be ready to act. But do not wait until the time of that tide before you begin to make your preparations. Get to work long before the expected time, so that you are ready for sales at the proper season.

If you have some project in view begin to work at it now. Do not postpone; do not get into the wasteful habit of waiting for convenient opportunities. They will not come. You have to make them.

The sooner every business man sees the fact that he has to keep in line with prevailing methods and keep well up with the tide instead of endeavoring to make these methods come to his individual ideas, the better it will be for himself and for his bank account. None of us can stem the tide through our own personal efforts and the best thing we can do is to make the most out of present methods and accommodate ourselves to circumstances as we find them.—Harness and Buckles.

**Razors Don't Tire.**

"Do you know why we dip a razor in warm water before we begin shaving, and do you know why some ignorant men say a razor is 'tired?'" asked the barber. "Well, this is all due to the fact that a razor is a saw, not a knife, and it works like a saw, not like a knife. Examined under the microscope, its edge, that looks so smooth to the naked eye, is seen to have innumerable and fine saw teeth. When these teeth get clogged with dirt all the honing and stropping in the world will do no good—the razor is dull, and nothing will sharpen it. Then is the time the ignorant say it is 'tired' and stop using it, but the wise know it is only clogged.

"The wise, though, don't suffer their razors to get clogged. They dip them in warm water before they use them, and thus the teeth are kept clean. It is because a razor is a saw that lather is used on the beard. The lather does not soften the beard, as so many people think; it stiffens it, so that it will present a firm and resisting surface to the razor."

One of life's paradoxes is that the man who is a poor earner is often a great spender.

Buyers and Shippers of  
**P O T A T O E S**  
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.



**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

**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

## New York Market

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

Special Correspondence.

New York, July 25.—The receipts at primary Brazilian points are coming in at a rate which positively promises to be a record breaker. Up to the 22d of this month—from the 1st—968,000 bags had arrived, and if this rate is kept up, as it doubtless will be, there will be a million and a half bags. What is to be done with all this? The week shows only a dull market—if possible duller than previous ones—with No. 7 selling at 5½@58¢. Buyers show no interest whatever, simply taking little lots as wanted, and letting the other fellow have all the worry and cost, etc. Full stocks of mild coffees cause a quiet market and altogether the man who has coffee to sell sees little cause to rejoice. East Indias are moving in about the usual midsummer way and that is not saying much.

Refined sugar has sold in a leisurely way, most all of the business being withdrawals under contract and new business being flat. There seems to be a firm tone to prices and reports from the interior show a steady call from grocers. Altogether, the outlook is, likely, as favorable as last season.

Jobbers report a slight improvement in the movement of teas, but they hope for something still better. The best thing that can be said is that quotations are firmly adhered to, and as the season advances a more active trade is confidently looked for. Some new Japans have sold at quoted rates, but that is about the extent of the week's business.

The trade in rice keeps up excellently and dealers seem to be confident that "the forces of nature" will be on their side this year. Stocks generally are reported light and quotations are firmly adhered to. Foreign grades are steady. Choice domestic, 5¾@57¢.

In spices there has been quite a volume of trade done in China cassia at well sustained but unchanged quotations. Pepper remains firm and shows some tendency to advance. Prices are without change. Other spices are in fair demand, but as is natural at this time of the year the volume of business is rather limited.

Dealers report a pretty good trade in grocery grades of N. O. molasses. Inasmuch as stocks are light, sellers are not anxious to part with holdings on present basis, believing that they will do better later on. The new crop, it is thought, will be a good one, but late. No changes are to be recorded in prices. Syrups are steady, with prime to fancy 19@25¢.

Canned goods are doing fairly well in some things, but it is a little early for the market to be in full blast. The apple crop is going to be short, it is said, in New York State, and the salmon on the Puget Sound is likewise going to be a failure, for not a case had been put up when the season was twelve days old. On the Columbia the pack is short and everything is going backwards. Corn

in Maine will be a failure, and thus the reports come in. It certainly does seem quite probable that the apple crop will be short, but some way or other time seems to make good the deficiency quite largely. Tomatoes are worth 90c for Standard Jersey. The crop conditions show improvement. At retail one can buy tomatoes for from 6 to 9 or 10c, up to 14c for very choice.

There is a quiet market for dried fruits, but, as a rule, prices are well sustained and dealers seem confident. Quotations are practically without change.

There has been a quieter market for lemons, which show a decline of about 25c. Oranges firm from \$2.50@4.25. Bananas are steady.

A large part of the butter arriving is being sent to the warehouse, the receivers evidently believing this to be the best thing they can do. While some very choice stock brought 20¼c, not over 20c can be named as the regular market rate for extra Western creamery. Seconds to firsts, 17@19¼c; imitation creamery, 15@17¼c; Western factory, 14½@16c; renovated, 14@17¼c, latter for extra.

Moderate supplies of cheese cause the market to remain steady on a basis of 10¼c for full cream colored. Large white is not selling as well as a week ago and 9¼c is about top figure.

The supply of really desirable eggs is not large and the market is pretty well cleaned up each day. Extra Western fresh gathered are worth 18@18½c; firsts, 16@17c; seconds, 14@15c, and from this down to 11@12c for inferior stock.

### Why Is It Considered Vulgar To Be Fat?

(By a Stout Lady.)

I am a stout person, and I am not in the least ashamed of the fact. Why persons who have put on flesh are commonly said to be vulgar is mainly because they are forever trying to disguise their condition. Of course, it is just as impossible for a really fat man or woman to hide the fact of his or her fatness as it would be for the zebra to hide his stripes.

I do not deny that much may be done by habitually wearing quiet and sober colors and by avoiding such vain exploits as running to catch trains, jumping a brook and so on. But it is on the face of things highly ridiculous for a person of huge dimensions to try exercise suitable only for the creature of average size.

Fat persons, as a class, are, I am afraid, too much given to dwelling upon their own generous proportions; they seem to think because they themselves are conscious of their bulk, everybody else is also alive to it.

It is a matter of common knowledge that we are often enough unaware of many obvious matters until they are pressed upon us. If the fat people will talk day after day about the inconvenience and discomfort they are always experiencing, and if they will, so to speak, insist upon others knowing this, they must not blame their friends and acquaint-

ances if in course of time they are the objects of sympathy and even pity.

Some years ago I was in the habit of traveling to town several times a week with a friend whose figure was as ample as my own, and it was this misguided lady's habit to look out of the window at every stopping place and make remarks upon the men and women who passed our window. She would indulge in such remarks as these:

"Look there—I think that gentleman is at least sixty pounds heavier than I am!" "Oh, there's a stout woman; I declare I am quite small as compared to her—don't you think I am?" "Why, I never saw so big a policeman in my life; he must turn the scale at 250 pounds!"

Of course, such rude observations served to draw attention to herself. Had she sat still and looked as hard as she cared without giving utterance to her thoughts, the other passengers would possibly not have connected her with "this too, too solid flesh," as they undoubtedly came to do.

One only has to insist upon a fact long enough and often enough, and one can rest assured that one's friends will at length associate one with that fact to the exclusion of all others. It is a great mistake to openly refer to anything that can in any way reflect disadvantageously upon himself. If a person has red hair and is sensitive about it the very word "red" should not be spoken, for it is perfectly clear that the effect would not be long in coming.

Perhaps fat women are more frequently accused of vulgarity than are fat men.

The causes of this are not difficult to find. I have myself again and again noticed that fat women will not admit that they are fat. They will foolishly imagine that if only they persist in wearing tight costumes and light colors their neighbors will be hoodwinked. They forget that tight things always have a tendency to suggest pressure, and that pressure when applied to objects or persons of bulk is usually futile. And they lose sight also of the simple truth of the old but weighty saying, that "a white cow looks bigger than a black cow."

So that the result of their tight costumes and light colors is invariably the same—it just intensifies their stoutness.

If I were asked to give a few hints to fat ladies, I would begin by urging them to avoid as poison all tight fitting things, all loud colors, and all conspicuous actions.

### Partners Should Insure Their Lives in Favor of Concern.

Partners should, by all means, insure each other for the benefit of the business. The firm should pay the premiums, as it is the firm that will reap the benefit.

Under some circumstances, the death of one of the partners might result in the financial ruin of the concern, and this for the reason that the heirs of the deceased may not see fit to continue the business, and with-

draw the money invested in it. In the majority of such cases the deceased is generally the senior member of the firm, and also the largest shareholder of the concern, and, therefore, the withdrawal of the greater bulk of the capital is most apt to cause financial distress. And in the event of a new partner being found to take the shares of the deceased, it is often found that he is not the right sort of man for that particular place.

For just such contingencies as this a body of men in partnership should provide before it is too late. They should insure each other for the benefit of the business. This form of insurance is known as "Joint Life" insurance, and a number of the largest life insurance companies write such risks. It works something like this: Let us suppose that there are three partners in the concern, each having invested \$10,000. Then the firm take out a \$30,000 policy, and in the event of the death of one of the partners the business receives from the insurance company \$10,000, and so on.

The "Joint Life" policy is not always advisable, although in "dollars and cents" it is the cheapest. A separate policy on the life of each partner, the insurance made payable to the firm, is preferable, although the premium is somewhat higher. It is preferable because in the event of the dissolution of partnership the outgoing partner can purchase it from the firm and have the beneficiary changed, the firm thereby getting back all the premiums paid. The outgoing partner will usually consent to buy at actual cost, because he prevents thereby for himself the payment of increased premium caused through increased age, and because the policy has a cash surrender value either as a loan at interest or an outright surrender. But should the outgoing partner refuse to buy, the firm can immediately turn the policy into cash by surrender to the insurance company.

Partnership insurance has many more advantages, notably that the premiums paid are investments made earning interest, and that during the lifetime of the partners nearly all the money invested as premiums can be withdrawn from the insurance company without affecting the insurance, and therefore used in the business as working capital. Alfred Mayer.

### What Makes Business?

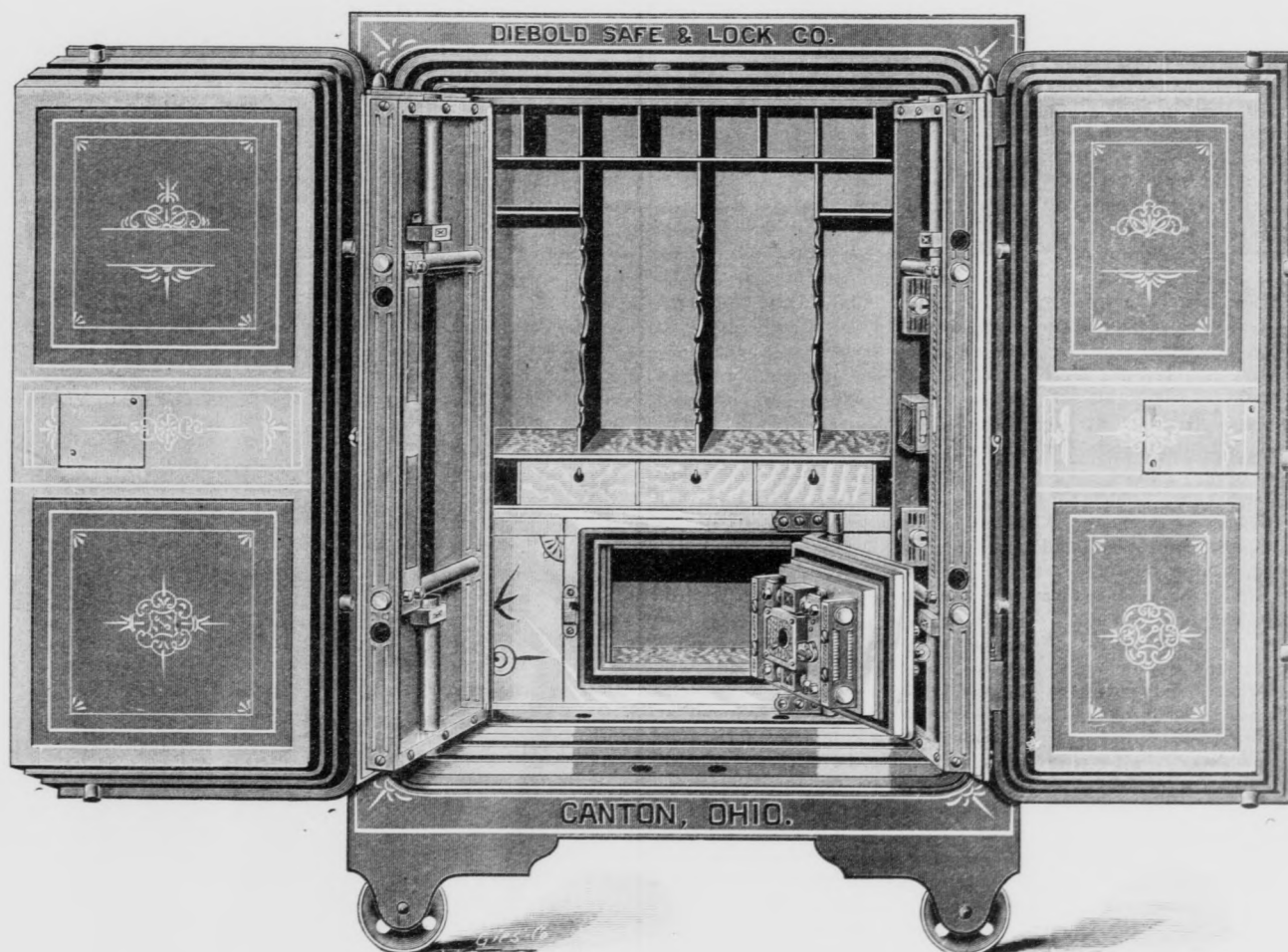
A business-like advertisement impresses one that a business man wrote it. A dull, ordinary advertisement will prove of little use to the people who read or the one who writes. Make it bright in order that it may do the right sort of good to the establishment, but make it business-like in order that it may get business. It pays to hang to business ideas in writing or planning the work of the establishment, and the man who is thoroughly business-like will have no trouble in making business-like advertisements or in giving his store the appearance of being a business center.—Advertising World.



# Diebold Safe & Lock Co.

Manufacturers of

Patent Round Cornered Fire and Burglar-  
Proof Safes



A complete line of these modern and up-to-date safes carried  
in stock by

## Tradesman Company

Grand Rapids, Mich.

Communications solicited from those in need of anything in  
the safe line.

## Clothing

### Style Tendencies in Little Folks' Wearables.

Chicago.

Conservative dealers aver that there is a better class of boys' clothing sold now than formerly. The statement is not confined to one house nor to two, but is practically unanimous.

Fall fabrics for boys offer little that is new for comment. Goods which have the requisite style and finish, and whose wearing qualities are likely to be satisfactory, are in demand everywhere. Dealers are inclined to give their customers a good variety of choice in boys' and children's wear.

Reliable fancy and plain worsteds, double and twist goods, cassimeres and cheviots are the fabrics most used and in best demand for boys' suits. It is too early in the season yet to talk much about the styles and fabrics which will be wanted, except in the most general way, nor is it yet early enough to know what the season will be as to demand. However, surface indications point to a good business. The prospects are said to be much better than they were a few weeks ago even from flooded districts.

The retail market in juvenile wear comes up to the average for this season. The Norfolk leads, either in double or single breasted style. The fabrics are almost as wide of range as those in men's suits, nobby patterns being desired everywhere. A fair demand is noticed for boys' and children's wash suits. Before the cool weather set in the demand for "tub" suits was strenuous enough to satisfy anyone, but it has fallen off of late. Should hot weather come later it is said that it may again revive, although not to such an extent as earlier in the season.

New York.

Up to about the first of July New York retailers had experienced rather a disappointing season in this department. There is probably but one exception, that of a large clothing house which throughout the season has been spending a considerable sum of money to attract to its boys' department, and with remarkable success. We understand from reliable authority that as a result of this advertising campaign the house repeatedly exhausted its stocks and went into the market almost weekly to obtain new supplies of merchandise.

But the department stores, which have heretofore scored good business in boys' clothing, seem to have been hardest hit, as their turnover has not been at all comparable with last year's business. Up to the first of this month stocks were unusually large, particularly in wash suits, blouse suits in serge and two-piece suits in both long and short trousers. But when business began to liven up just before the holiday that initiated the month, trade took a spurt which lasted throughout the hot spell. Considerable merchandise was pushed out then, but the sales

were not great enough in volume to bring about the stock reductions desired to enable the department heads to make a satisfactory showing for the close of the first half of the year. Since then bargains have been possible in boys' and youths' clothing in every direction. It is said that notwithstanding the scarcity in the wholesale market of desirable wash suits, they have never been so cheap at retail. Some of the best houses, catering to fine trade only, have put on sale at 95 cents suits which were good value at \$2. These consisted of sailors and Russians in crashes, galateas and drills. Another of the leading houses had, a few days ago, a sale of boys' sailor suits in washable fabrics at 75 cents, which formerly sold at \$2.50. Fine qualities of hand-embroidered wash suits, in the best styles, sold at wholesale to retail around \$4, have been cut to \$1.75. One of the foremost clothing houses had a sale of boys' fancy cheviot and worsted mixtures, double breasted, sailor, Norfolk and three-piece suits at \$3, which were as high as \$9. The sizes ranged from 3 to 16 years.

As wholesalers were busy unloading their stocks of youths' and young men's suits during the first two weeks of the month, retailers are now amply provided with bargain lots in homespuns, crashes and flannels, which are offered at greatly reduced prices and on which bargain sales are now the feature of the retail market. It is only the low priced merchandise, however, that is being closed out in this way, as the market has been short on fine qualities for some time past.

It is said by buyers that the summer trade, at least the latter half of the wholesale season, has been unprofitable to the manufacturers, since the retailers' early spring trade was unsatisfactory, leaving the latter with large stocks which kept them out of the market for supplementary supplies. This left the wholesalers with large quantities of summer merchandise which had to be disposed of to make room for fall and winter lines, and explains the large number of bargain sales now on among retailers in New York.—Apparel Gazette.

An observant salesman states that we are going to see linens very popular for men's wear next summer. He bases his conclusion on the fact that the women are all wearing linens nowadays, and the men always follow the fair creatures. No mill has opened any line of linens as yet, but foreign importers state that the cause for the shifting in prices of linen goods was because women have used up all the surplus stock of linens this summer, and there is at the time a scarcity. The new foreign line of linens are not shown until the month of September.

A man who is incapable of giving advice about his daily occupation is not the man to select to direct the labors of others therein.

There is a vast difference between doing work and simply getting work done.

This cut represents our

# Dickey Kersey Coat

of which we are large manufacturers



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

**Favorable Conditions of the Underwear and Hosiery Market.**

While dealers are said to have carried over considerable quantities of the cheaper grades of underwear, the demand for the better qualities has made up to a considerable extent for what was lost on poorer kinds. Dealers are reported to be buying liberally for fall on the better grades of woollens, both in flat and ribbed stuff. On the cheaper classes of goods the fleece lined underwear, etc., it is said that, owing to the condition of the cotton market the manufacturers and jobbers are not making so much as they might, and that reorders in many instances are advanced fully 25 per cent. over previous quotations. The great staple in cotton heavyweight stuff is the fleece-lined garment, on which there is said to be a good demand.

At retail there has lately been a very active demand for lightweight balbriggans, lises and mesh goods. The linen mesh underwear is shown in the leading stores, and it is said to be a good seller giving satisfaction. The light underwear demand has fallen off materially from what it was throughout the week or so of hot weather during the first part of the month, but the average of sales will, it is said, be fully up to, if not ahead of the normal for July. Proportionately better goods in lises and in linen mesh goods have been sold this year than ever before.

Wholesale buyers are in the New York market operating for spring. What they are doing at this time will be of interest to retailers, as the price question is one of considerable importance at present. Buyers have already placed a fair amount of business for next spring on underwear and hosiery. Sample lines of both have been opened, as they have been ready for some time, although they have not yet been taken out, as manufacturers did not want their representatives to take them on the road through fear of the uncertainties of the raw material and yarn markets, as fixed prices at this time are not possible. We learn that, notwithstanding the advances recorded on raw cotton and yarns, orders for underwear and hosiery for spring delivery have been booked at last year's prices, and, in some instances, below the level of last year. The quality of the goods, however, will not compare with last year's standards of make, as it has been lowered by the substitution of cheaper stock. This applies especially to cheap lines. Competition is very severe on the lower priced lines. The mill agents say that there will be no profit in cheap goods for the mills.

On balbriggans and lisle underwear there has been a very fair amount of business at satisfactory advances. Yet, here, again, is quality a factor. Lines which were formerly pure Egyptian now contain very little, if any, of this exceptional stock. Fine grades of American cotton have been substituted with stained yarns because the price of Egyptian yarns is prohibitive to the manufacturers, and the scarcity of

it is another reason why it is not used.

Wholesalers as buyers in the primary market are very conservative. They have done very little reordering on fall merchandise. Agents expected that they would have been in the market for additional supplies of fleeces and that the market would have shown some improvement at this time. But the wholesalers appear to be regulating their purchases by the volume of retail business, and presumably will not re-enter the market until compelled to by a fairly active demand from retail sources for advance quantities.

Whether or not the advances agreed upon recently by the manufacturers will be maintained on fall lines depends upon the course of the market. If it lags it is believed that the schedule will be broken by those most anxious to impart activity to their fall business.

Domestic hosiery lines for next spring are showing commendable improvement in appearance, although the use of low grades of cotton as substitutes will throw upon the market a lot of cheap stuff, vastly inferior to the grades at present retailing for a quarter of a dollar. Prices have advanced on spring lines of half-hose in a good many instances, particularly on the better class. The advance to jobbers is from five to ten cents a dozen.

Wholesalers are ordering lace effects, cotton and lisle gauze, balbriggans and silk mixtures in plain staple shades and cloaks and embroidered effects. Good business is reported on lines ranging from \$1.90 to \$2. Embroidered effects at about a dollar are also ordered. Cheap goods around 80 and 90 cents are not doing well; buyers say they look too cheap for them to realize any business on. While some buyers are purchasing with a fair show of liberality, others are only taking enough to make a beginning.

Retail demand for both hosiery and underwear became so lively during the hot weather that retailers exhausted their own stocks and were driven into the market for additional supplies. All grades of lightweight underwear have sold, but the bulk of the season's business has been upon gauze weight balbriggans and lisle gauzes. The fancies in colorings and effects in cotton and lisle lace patterns have also sold well in grades from 50 cents to \$1 the garment. Open mesh underwear in all grades of cotton and in the finest brands of linen mesh have been business winners this summer for retailers.

There is no change to note in the hosiery demand. Stocks of carried-over styles have been large, and the hot weather has enabled retailers to reduce those carried by wholesalers considerably.—Apparel Gazette.

**The Desired Simile.**

A story is going the rounds relating to the cleverness of Senator Burton, of Kansas. To him a mischievous lot of school girls wrote a letter concerning their high school exercises.

"Our topic is 'The Racial Relation Between the Early Hebrews and Egyptians,'" their letter ran, "and we need a simile for something that is very complex, yet simple, sweet, yet sharply defined. Won't you send us immediately such a one from your inexhaustible collection?"

The answer, short and to the point, was "Mince pies, such as mother used to make."

An empty crock has no need of a spoon.

**Ellsworth & Thayer Mfg. Co.**  
MILWAUKEE, WIS.



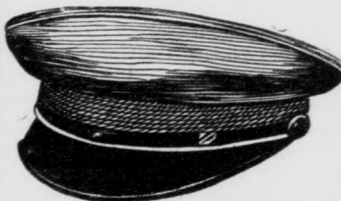
MANUFACTURERS OF  
**Great Western Fur and Fur Lined Cloth Coats**

The Good-Fit, Don't-Rip kind. We want agent in every town. Catalogue and full particulars on application.

B. B. DOWNARD, General Salesman

**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.

**PAN-AMERICAN GUARANTEED CLOTHING**

**PAN-AMERICAN GUARANTEED CLOTHING**

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

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

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

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

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

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

**WILE BROS. & WEILL**

**BUFFALO N. Y.**

FIELD OFFICE OF A.D.V. N.Y.

## SOME REMARKS

## About Health Food and Ancestral Responsibility.

Written for the Tradesman.

Before me I have a newspaper clipping which saith:

"Battle Creek, Mich., July 18—Marshall is to have one of the largest food factories in the United States. The stockholders are all millionaires. At the head of the great factory will be Frank Stuart, the patent medicine man and millionaire. A meeting of those interested has just been held in this city."

I could pick some flaws in this dispatch, if I wanted to be mean. But I am willing to give credit to a fair, reasonable doubt. For instance, that word "fod" is a new one to me; but I am willing to take it that by "fod" is meant "food," and the word is merely a typographical error. I do not imagine for a minute that the health food men have reached that state of truthfulness where they will call health food "fodder" and that they have shortened this to "fod." The health food men may sometime call their product by its right name; but it will have sundry embellishments. Health food, then, will be called "Barlimostli" or "Hayureatin" or something like that. I question whether they will ever reach that plane of sublime and exceptional truthfulness where they will call this stuff "Horse Food for Humans" or "Condition Powders for the Horse and Home." Imagine a health food manufacturer putting this formula on his label:

1 part wheat.  
17 parts barley.  
82 parts advertising.

The millennium is not here yet. When it does come the health food men are not going to get so far ahead of the band that people will have the impression that there are two parades instead of one.

There are other things the matter with this dispatch, but I have too much sympathy for the newspaper profession to point them out. The newspaper man is expected to write things that will go thundering down the ages; but, although they are expected to thunder indefinitely, the newspaper man generally has about twenty minutes to prepare the thunder. I have known men to criticise a newspaper man for making a mistake when he actually had only four minutes to consider the matter; and one of these same men would campaign after a girl eleven years and then admit to her in the heat of argument that he made a mistake when he married her. I have known people to jaw a newspaper because an item which was rushed into the paper just as the last form was being slung onto the press had a lower case "s" upside down; and these same people would work two years to have a monument erected over some prominent citizen's grave and then spell his name wrong thereon. I would not criticise the newspaper man. There are a whole lot of golden texts that apply to him: "A merciful man is merciful to his beast;" "The poor ye have always with

you;" and "I said in my wrath, 'All men are liars.'" Don't say things in your wrath. Go out in the woodshed and say them.

It is interesting to note that the men who stand back of this new company are all millionaires. They will be in the position of the waiter at the restaurant. "Do they have hash here every day?" asked the transient guest. "I don't know," replied the waiter. "I only work here—I don't have to eat here." This company of millionaires will be in a financial position to manufacture large quantities of health food. And they are independently rich. They won't have to eat it.

The dispatch says that the author of a famous tablet for the cure of dyspepsia is at the head of the new company. He evidently believes in catching them coming and going.

I would not do anybody an injustice, however. It may be that the new company is to be different from some of the others. At least let us hope so. It may be that at last we are to have a real health food. I am even prepared to admit that there are some real health foods already in existence. Surely no city in Michigan has evidenced more healthy prosperity than Battle Creek. Why, Battle Creek has to have an occasional baseball game and sacrifice an occasional umpire just to keep up a respectable death rate. Ten years ago Battle Creek was just like every other Michigan town, if not more so. Now Battle Creek is heralded in England and Revued in France and Zeitunged in Germany. Battle Creek has become so famous that the people of the Creek are mad at their ancestors for not calling it a river.

This thought leads us gently away from the subject of health foods to the question of the responsibilities of ancestors. Our ancestors have a good deal to answer for. I do not refer to my personal ancestors, who have, I believe, every reason to point with pride. I refer to our collective ancestors from Adam down to any of our ancestors that may still be living and in good health, from Father Abraham down to the father of ripper legislation. That our ancestors have discharged their responsibilities well, no one will question. They have built school houses and roads and county buildings—and left us the bonds to pay. They have taken an interest in our welfare—and left us to pay the principal. They have not wanted the credit to be all theirs—so they have used some of ours. They have tried to do what was right by posterity, but have been careful not to do too much, realizing that posterity had never done anything for them.

But our ancestors have other things for which to answer. It was one of our ancestors—far, far back it is true, but nevertheless our ancestry can not escape the responsibility—who first sprang the mother-in-law joke, in which the bride's mother is made to appear the bane of bridegrooms and the promoter of domestic infelicity; whereas many a

man is only able to manage his matrimonial partner through the assistance of the bride's mother. Then there are the sand and sugar joke and a few others of which two were taken into the ark.

Our ancestors gave us the telephone and the electric light and the sewing machine. But they also gave us the giant fire-cracker and the candy caramel and the corset and also a large collection of liquid foolish promoters. Look what we have done for ourselves. Have any of our ancestors come forward to help us? We have invented the automobile and appendicitis and the rubber conscience.

The credit is not all on our ancestors' side of the ledger. They crossed in the Mayflower, beside of which a Reed's Lake steamer is an ocean liner. They landed on a stein and rock-bound coast and endured privation and danger. But we have had to endure their descendants and in some sections we still have to obey their blue laws. We have had to sell America's fairest daughters to pay ancestral debts. We have had to cut good people dead when we met them on the street because we feared that if we spoke to a poor man our ancestral tree would have the dry-rot.

I am proud of my ancestors; and I presume that across the Styx the feeling is reciprocated. I am trying to follow in their footsteps—but I am in no hurry. I come from a family of soldiers, to be autobiographical. One grandfather was an Amer-

ican major and a great grandfather on the other side a member of the King's Own. But neither ever did any more soldiering than I have done in my short but valuable career.

Ancestors are a handy thing to have. I advise everybody to have some. Then for whatever good you do, you receive the credit. If you do any wrong, it is because it is in the blood. Douglas Malloch.

"All is not gold that glitters," and many a laugh is full of anger.

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.

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.

## "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.

**EARLY-CLOSING.**

**Some Places Where It Will Not Work.**

Grocery reforms ought to be taken up with some judgment. There are some places that you can not reform, no matter how hard you try, and the grocers in those places had better make up their minds to that right at the start.

I saw an early-closing scheme started about a month ago that almost disrupted the business of a small town up in Northern Pennsylvania.

The grocers up there had no business to try it. And I say that, much as I believe in early-closing.

There are about 1,600 people in this place. It is a sleepy little hole. There is not a great deal of business in the town proper, but quite a good deal comes in from the surrounding territory, which is all farming.

There are six grocery stores in the village and they are all of the conventional village type, all keeping open until 9 or half-past at night and never dreaming that they could do anything else.

One of these grocers died a few weeks ago and his widow decided to keep the place going. She did not know anything about the business, so she advertised for a manager in a Philadelphia paper, and it was this manager who started the early-closing racket.

He had worked nearly all his life in a city, and did not seem to understand that the city and the country are totally different, and that you can not apply the methods of one to the other. So he got off at the little country station with his mind full of the reforms he was going to make to talk of the trade of his new field.

Early-closing was the first. All undertaker's, had been keeping the stores in the village, even the open until 9 o'clock at night. The new manager thought 6 o'clock was about the proper thing, so he went around among the other five and began to talk for the early-closing.

He found the old fellows very chary. As they were doing, so they had done for many years and their fathers before them. To overturn the lifelong custom was a real revolution—they did not like it.

However, the new man was persistent and he finally succeeded. They all came in, one by one, and agreed to close their stores five nights in the week at 6 o'clock. To advertise this, they had it announced in the local paper and in the county paper and also got out circulars.

The reform took effect on the following Monday. Five minutes after 6 on that night found every grocery store in the place tightly closed. The country people who drove into town to get supplies found only barred shutters and they were mad clean through. They had to turn back again and drive home, some of them five or six miles, without any goods.

That is why I say early-closing in that town should have never been attempted, and I took the liberty of telling those grocers so, too. The chief trade of the town was from the

farming people who worked all day and then spruced up and came to town to buy in the early evening. These people could not come before 6 o'clock, so it was a matter of barring them out entirely.

The thing raised a big time. One or two of the farmers whose families had driven fruitlessly to town went to the county paper and got the editor to print a lot of stuff about their grievance, as they considered it. The paper took the side of the farmers, because the grocers in the village did not advertise, and he sputtered quite a good deal about it.

There was another little town, somewhat smaller, about three or four miles from the county seat, and the merchants there got together and drew up a statement inviting the farming element to trade there and pledging to have open stores to serve them. This statement was printed in the county papers and was seen by everybody. I am told that it got a good deal of new trade for the town.

When the matter of early-closing was being discussed and before it was put into effect, some of the five grocers had thought of the farming trade and had asked the new manager what was to become of it. He did not know anything about it, but made the bluff that when it once got used to it, it would come to town earlier.

The grocers allowed themselves to be persuaded against their better judgment. When the thing actually went into effect, however, and began to make such a hulla-bullo, they began to get an all-gone feeling in their stomachs. They waited a few days and the farming trade did not, as the new man had confidently prophesied, come to town earlier. It did not come to town at all, in fact, and the poor grocers woke up to the realization that they had deliberately lopped off a good slice of their trade.

The scheme lasted two weeks to the day. The five grocers, leaving out the store that had the new manager, got together and decided to abolish it. This they did without even consulting the reformer at all. He did not know anything about it until he read in the county paper one day a statement signed by the whole five that they had been led by an "outsider who did not understand local conditions to make the mistake of closing their stores at 6 o'clock in the evening." They now realized it was a mistaken move, the statement said, and beginning with that very night the stores would be open until 9 o'clock, as usual.

The new manager was left to close early or late, as he pleased. So he closed late.

It was quite a while before all of the old trade came back. Little by little it came in, but some had become fastened to the other town and the dealers there did everything they could to hold it. The other place was the more convenient, however, and slowly it drifted back.

You do not want to mention reforms in the place now at all. The new manager never tried any more;

in fact, I believe he left there shortly after that.

There is no use talking, boys, there are places which must always remain closed to these modern movements. There are conditions there, as there were in this place, that you can not remove and are bound to take account of.

Take the cash system. That is the ideal way of selling goods—cash in hand when the goods are sold; but there are some places where the cash is not ready—where it only comes once a month, and furthermore, where the people have for generations been used to buying on credit. To ask them to pay cash for everything is like asking the leopard to change his spots, and, by gad, they won't do it!—Stroller in Grocery World.

**She Appreciated It.**

Bacon—Did I understand you to say your wife said the conversation was brilliant and sparkling?

Crimsonbeak—Those are her exact words.

"What was she doing at the time?"  
"O, she was furnishing the conversation."

There is a vast difference between merely seeing what needs to be done, and actually taking notice of it.

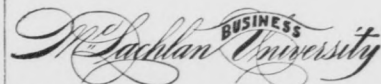


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**Rubber and Steel Stamps Seals, Etc.**

Send for Catalogue and see what we offer.

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



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.

**SEARCH METAL POLISH**

FOR CLEANING BRASS, COPPER, TIN, NICKEL AND STEEL. REMOVES ALL RUST.

DIRECTIONS:  
APPLY WITH SOFT CLOTH, WIPE OFF WITH DRY SOFT CLOTH OR CHAMOIS

MANUFACTURED BY  
**MFCOLLOM MFG. CO.**  
DETROIT, MICH.  
U.S.A.

**"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.

**McCullom Manufacturing Co.**  
Chamber of Commerce, Detroit, Mich.

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

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

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

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

**Shoes and Rubbers**

**What I Would Do If I Were a Shoe Dealer.**

If there ever existed a shoe clerk, who has not at some stage of his career asked himself that question (and answered it, too, then I have only to say the chances are very largely in his favor of always remaining a clerk, and a very indifferent one at that.

If I were a retailer my first step would be to select a store in a first class location, one that would give me ample space and good display windows. Having selected the location I would fit the store out with the very best fixtures I could afford.

Being a retailer the natural supposition is, I am a good judge of shoes in all their essential parts. By this I mean I should be able to judge the value of leather, workmanship, and everything that enters into the construction of a shoe, as well as have at least a theoretical knowledge of the various methods used in the manufacture of the different grades of shoes (which is not a hard matter to obtain in this day of libraries) and I would use that knowledge in buying my stock, getting the very best goods obtainable, with the least expenditure, taking advantage of all discounts, never purchasing on time unless I could obtain no advantage by paying cash, which is very rare.

I would next select my clerks, using every effort to secure only those who were thoroughly familiar with the business, and who were gentlemanly salesmen, using every effort to sell goods, yet giving no offense. I would use every effort to foster a friendly feeling between my employes and myself, asking their opinions, and encouraging suggestions, showing my appreciation of their efforts, increasing their salaries as rapidly as the business justified it; in fact, try to impress upon them that their interest in the upbuilding should be identical with mine.

Next I would contract with one or more newspapers for a given number of lines of advertising to be used within a stated time and start my advertising with an announcement occupying a half page or more if I could afford it. This I would follow up with advertisements, gauging my space, so as to conform with the condition of the money market, but having an advertisement of some description appear every day.

Outside of newspaper advertising I would use no other medium, except my show windows, which I would have dressed in an attractive manner and change at least twice a week. I would also see that every package that left my store contained a printed card or slip calling the purchaser's attention to some speciality which I carried in stock.

It is very true that a large number of our most successful retailers use novelties such as fans, tablets, pencil boxes, etc., and it may pay them, but to my mind the element of doubt as to their paying is too great and for that reason I would eliminate them.

I would adopt a "catch-phrase" or motto, that I would make a feature of every advertisement and have it appear on all my printed matter, in fact, burn it into the mind of the public so whenever my store or the phrase was mentioned they would immediately associate one with the other. I do not mean by this a fancy or meaningless phrase, but one which was representative of the store.

In my advertising I would exercise the utmost care that it would contain nothing that was not absolute facts and that everything advertised would be found at the store exactly as represented, in fact, educate the public to know that my store was a thoroughly "dependable" one. After I had the customer in the store I would use every effort to please him, make him feel that the store was trying its utmost to fulfill his wants, convince him that it was a pleasure to serve particular people, for, after all, your advertising is worthless unless it is backed up at the store. Advertising, judiciously done, will bring the customer in, after that "it's up to you."

I would subscribe for one or more trade journals, one or more journals devoted to advertising, for my own use, as well as for my clerks, study them thoroughly, encourage my clerks to do the same, keep in touch with the market reports, and read every piece of literature that I could lay my hands on that had reference to the shoe business.—Delgrave Beach in Boot and Shoe Recorder.

**Reputation As An Asset.**

Every store acquires a reputation just as does a man, and when once fastened to it, that reputation clings with a grip that is hard to shake off. The reputation of a store is no mean part of its capital, and the merchant is able to give it just the reputation that he chooses.

A dealer may sell unreliable goods at such prices as he is able to demand until what customers he has enter his store with every faculty on the alert to save them from being cheated. He may keep a stock so cheap that people of means will cease to even look at it. He may crowd his shelves with a stock so choice that no poor person will cross his threshold, or he may sell honest goods at fair prices until he has a patronage that, like himself, is honest to the core.

Honesty is an asset of great value. Anyone can afford to be honest at the loss of a good deal of present gain, if for no higher motive than that honesty will yield larger returns in the future. The merchant who, to turn a few dollars quickly to-day, permits the reputation of his store to be placed in jeopardy by an unwise policy, is simply selling a fortune for the paltry sum he receives. To keep reliable goods, to sell them at fair prices, to represent them just as they are by word of mouth and through the press, and to turn one's back upon all unfair dealing of every kind, may not be a short cut to wealth but it is the only way to acquire that enviable reputation which is honorable, profitable.

**A Few More Weeks**



CHILD'S CORDOVAN

and your patrons will be after several pairs of sturdy shoes for the children to wear to school. Our own make Cordovans are what you should recommend. They are the acme of sturdiness and so well made of good leather that you won't hear any complaints about their not wearing well.

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

**Mayer's**  
**COMFORT SHOES**

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

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

**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.

**EXCLUSIVE SHOE STORES**

**Drawing Trade Away From the Department Stores.**

"Are the shoe departments holding their own?"

"Are exclusive shoe stores regaining their former prestige?"

These are questions anxiously asked by department managers nowadays.

On every side we hear complaints from the shoe buyers in department stores that business is not as lively as it should be.

"There is something radically wrong," is the comment of one department buyer, "for everywhere can be seen the necessity of bargain sales in order to keep up the volume of business. There certainly must be some cause for this falling off, as the amount of business made by special sales is not legitimate and can not be considered the foundation upon which the volume of business of the department can be based.

"On the other hand, exclusive shoe stores are almost daily springing up, and to all appearances they are selling shoes.

"This trade comes from some quarter, and it is most natural to believe that it is being drawn from the shoe departments in the various dry goods stores."

Within a comparatively short time there have been opened on Sixth avenue alone, between 14th and 23d streets, five exclusive shoe stores. In one department store shoes have been added and another department enlarged. At the present time we have knowledge of four other concerns doing business in this same territory that will open shoe stores or shoe departments within one year, two of them to be exclusive shoe stores.

The complaint of poor business comes mostly from the department stores where saleswomen predominate. Of course, there are exceptions. The better class of trade refuses to allow women who are not acquainted with the business to wait on them, as they doubt their ability to fit them correctly. In such cases the high-class exclusive stores reap the benefit.

One cause of the falling off of trade in the department stores is undoubtedly the fictitious valuation placed upon bargain shoes. Department store advertising often enlarges on the truth, and the shoes put out as special bargains are rarely up to the advertisement. The public have become educated and are tired of being imposed upon.

During the past week particular note was made of the values offered three of them advertising a special sale. The buyers went into the jobbing district and purchased shoes at regular prices, stock ordinarily selling at \$2 and \$2.50. These shoes they claimed to be good values at \$3 and \$3.50, and were offered to customers at \$1.98 and \$2.25 a pair.

In some of the department stores no effort was made to conceal the inferiority of the shoes. Others in their newspaper advertisements and window cards mentioned the jobber's name. It is possible there were fifty

pairs from this concern of fairly good value. In most cases the cartons from the jobbing house, with the name and style of the shoe plainly printed, were piled upon the fixtures and in the rear of the department. This condition prevailed in one of the foremost department stores in Greater New York. In another department store, which caters to the men's trade as well as the women's, and is presided over by a high-salaried buyer, a great many of the men's lines which sell for \$3.50 are ordinary jobbing-house goods. Is it any wonder that the department store trade is at a standstill when such a condition prevails?

Another reason why department stores are getting a black eye is because of the success of the men's specialty stores. A man will buy a pair of a certain style shoe and find them satisfying in every particular. He hears his wife complain of the shoe she is wearing. What is the result? He requests her to go to the same store at which he purchased his shoes and get a pair of their specialty line for women. Note how quickly the Hanan & Son shoe sprang into popularity. Their managers say a majority of their business came through the men who had worn the Hanan shoe for years. Consequently they advised their wives, sisters and mothers to buy the same shoe.

Within the last five or six years a great many of the manufacturers of men's shoes have added women's lines, so that at the present time almost every men's specialty store carries women's footwear of the same name.

The sooner a department store manager gets away from the idea that, because his happens to be one of the leading department stores, people are going to rush in for their "wonderful bargains," that prove to be anything but bargains, the sooner will complaints of this sort cease in New York and elsewhere.—Shoe Retailer.

**Her Proposal Turned Down.**

There is a town in Southern Michigan that boasts a female preacher, and the lady's duties are many. One day she may visit the sick, another attend a funeral, and the next baptize a baby. One afternoon she was preparing a sermon for the following Sunday, when she heard a timid knock at the parsonage door. Answering the summons she found a bashful German standing on the step and twirling his straw hat in his hands.

"Good afternoon," the preacheress remarked. "What do you wish?"

"Dey say der minister lifed in dis hous, hey?"

"Yes, sir."

"Yess? Vell, I vant to me kit marriet."

"All right; I can marry you," she said.

The lady's hair is beginning to silver, and the German glanced at it. Then he jammed his hat on his head and hurried down the walk. "What's the matter?" she cried after him.

"You gits no chance mit me," he called back. "I don't vant you; I haf got me a girl already!"



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**

**W**E 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.



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.

### Lost Art Which Was Revived in Germany in 1881.

Paradoxically enough, the splendid sculptured leather which is being so extensively employed for interior decoration is both old and new. Leather sculpture was first practiced in the monasteries of continental Europe during the fifteenth and sixteenth centuries. In the days before Guttenberg the monks took particular pride and pleasure in bookmaking. Not only did they excel in the art of illuminating, as the binding of many a treasured volume testifies, but, indeed, the prodigious labor expended on the contents made substantial bindings a necessity. Selected cowhide was the chosen material. In thousands of instances it has endured until to-day.

Guided by the inspiring genius of Michael Angelo, Leonardo da Vinci, Raphael, Botticelli, Albrecht Durer and Hans Holbein, at a time when the very air of England, France and Italy was charged with the renaissance of art, the German monks, responsive to these uplifting pulsings, produced book bindings not unworthy of the artistic contents. Crude although the results were in many instances, they stand for the beginning of the best in leather sculpture.

Then came the dominating event of the sixteenth century, the Reformation, and leather sculpture, along with many other arts and crafts, was lost sight of in the "revolt of light against darkness." For centuries it was lost. But in 1881, Henry Busse, of Germany, imbued with the tremendous impulse which then dominated and developed the art industries of Germany, revived this art of leather sculpture. Better yet, he adapted it to the requirements of modern times, until travelers were enthusiastic and decorators and furnishers took to importing this leather for use in their handsomest schemes. Now the studios for this country, wherein nothing else is done, exist here in Philadelphia.

Some champions of the gentler sex have immediately jumped to the conclusion that this was a work for women; not one woman is employed in the studios, however. Those in power gallantly hold the work as too arduous. As for that absurd statement about using water for the temperature of the room, no thermometers are in evidence, and water that stands a while is not likely to go into any surprising tantrums of heat and cold.

How is it used? Why, for anything for which leather is suitable—anything from an applique on a velvet drape to an immense mural decoration. While many modern subjects are successfully treated (notably an art nouveau orange tree, with green-gold foliage on a wine-colored leather screen), the best of the work is restrained to mediaeval subjects and heraldry. Just now eight panels depicting the eight industries that have made Pennsylvania (navigation, ship-building, agriculture, arts, forestry, railroading, mining and iron working) are of great interest; these are to form a frieze in the Lieutenant-Governor's room of the new capitol at

Harrisburg. Each panel is 6 feet in height by 14 in length.

Now for the process. First, the artist sketches the design. Then it is transferred to the leather. Next the outlines are cut in. Now the relief is formed by inserting some pliable substance under the horizontal incisions made by a sharp knife. And now, with the leather very moist and pliable, the detail is hand-modeled with modeling tools. This is where the sculptor shows himself.

For chairs, ecclesiastical or otherwise, for screens, for the bindings of resolutions and memorials, portfolios, for mural decorations (forty-nine panels illustrating the life of Robin Hood have been done for a dining-room at the nation's capitol), and for innumerable smaller articles this leather is most admirably adapted.

Speaking of book bindings, that holding the guest register is the popular thing with those who have a handsome place and do much entertaining. In this case a view of the house and grounds sculptured, as is the border. This is a splendid opportunity for elaborating upon the name of the place (oak leaves and acorns for "The Oaks," say), not to mention the owner's coat-of-arms or anything connected with the history of the family.

But there is no end to the possibilities of this sculptured cowhide, which may serve as anything from a posy-decorated photograph holder to a superb mantel decoration showing St. George slaying the dragon. No idea is too difficult to carry out.—Philadelphia Record.

### Near to Nature's Heart.

On the Kronprinz Wilhelm one moonlight May night a young man and a girl were discovered making love. The news of this discovery spread among the passengers, and many a joke was cracked. But Senator N. B. Scott, of West Virginia, said in the smoking room:

"There is nothing to laugh at here. Innocent lovmaking is natural in the young. This fact was well brought out by an adventure that happened to a friend of mine years ago in the mountains of West Virginia.

"The young man was hunting. He came to a lonely cabin, and, being thirsty, he knocked at the door for a drink. The drink was handed to him by a girl so charming that, with a smile, he said:

"'Would you be angry if I should offer you a dollar for a kiss?'

"'No, sir,' the girl answered, with a little blush.

"So my friend took the kiss and then he gave the maiden the dollar. She balanced it in her hand a moment. She knitted her pretty brows in perplexity.

"'What,' she asked, 'shall I do with all this money?'

"'Why, anything you please, my dear,' said my friend.

"'Then,' she murmured, 'I think I'll give it back to you and take another kiss.'"

The manufactured goods of the United States are now three times as valuable as those of Great Britain.

## Do You Know What We Carry?

Men's, Boys', Youths', Women's, Misses' and Children's Shoes

Lycoming Rubbers (best on earth), Woonsocket Boots, Lumbermen's Socks, Canvas Leggings, Combinations, Leather Tops in all heights, and many other things.

**Geo. H. Reeder & Co.**  
Grand Rapids, Mich.

### 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. 244S	Misses' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 12½ to 2.....	.80
No. 234S	Child's Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 8½ to 12.....	.70
No. 224S	Infants' Dongola Lace, Patent Tip, Fair Stitch, Low Heel, 6 to 8.....	.60



Hirth, Krause & Co., Grand Rapids, Michigan

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TRADESMAN COMPANY, Grand Rapids, Mich.



**EATING HABITS**

**Become Significant of a Person's General Temperament.**

The subject of eating has so enlisted a German scientist's interest that he has made tabulations as to the actual process. The size of the ordinary bite or mouthful for the average person he finds is three-tenths of a cubic inch. And it takes thirty seconds completely to masticate a mouthful of solid food like beef steak or cheese. The size of the largest bite recorded is half an inch in diameter. The tongue guides as to the size of mouthfuls to be swallowed, the tongue's judgment being helped by sensations through the teeth and gums.

There is no knowing whether the Professor made his observations at a camp fire when the eaters were off guard and etiquette in abeyance or in formal diningroom circles. But it is certain that into eating there goes considerable individual expression, and the demeanor and practice at meal time becomes significant of the person's general temper and qualifications. Here are some that a woman has interpreted:

The woman who, as she eats, flushes noticeably, swallows her food rapidly, almost in jerks, and keeps continually turning over the morsels on her plate, is she to whom material things mean a good deal. She is selfish and capable of being spiteful. However fair and shapely in youth she will be stout at 40.

The girl who looks pretty when she eats is the vivacious, dimpling sort of girl who makes into new life when she sings or talks or laughs. She puts small, nicely proportioned mouthfuls between her pretty red lips with a dainty precision that makes it seem a nice attention on her part really to eat the food. And she manages her knife and fork as though she made a pleasure of it, imparting a certain grace and facility to the operation. Her eating manner betokens a sunny temper and a disposition to make the best of things.

The nervous girl can be told by the manner in which she breaks her bread and sips her soup. She eats in a quick, voracious manner, even although eating little, and with evidently very limited interest in the food for its own sake. Such a girl will never have the force or courage to pursue her ambitions. She would be crushed by adversity rather than rebound from it. And a friend to confide in and rely upon is a necessity to her.

The girl who eats steadily as though it were a business to get through, not sparing much interest to the talk going on around or to the relishable qualities of the viands, is the systematic, practical girl, who will make a good wife and orderly housekeeper. She would look naturally to the main chance in household or business investment, be thrifty and economical, and not be apt to bother her husband or friends with flighty, erratic tendencies.

The girl of heedless view is told by the spoon left upright in the half-drained cup, the knife and fork

left at cross angles or balanced ticklishly on the plate, and the chair pushed back just as she arose from it. She is of insensible, undiscriminating nature, with little chance to develop an interest in the finer things of life. When she becomes a housekeeper her servants will be slatternly and the nicer points of convenience and household comfort will be missing.

The girl who eats onions in every form, not so much because she likes them as because she believes them to be wholesome; who eats cereals on principle and abstains religiously from deserts and sugary confections that she deems pernicious is the sort to develop strongmindedness and independent proclivities before she is out of the twenties. She will make a good wife but not a comfortable one. She is the sort of woman to get for herself a hobby and never quit riding it.

The girl who eats slowly, even while not consuming much, munching her mouthfuls deliberately and surely, is of impractical turn, given to understanding things that the majority of people count as of most consequence. She is fastidious and aesthetic, destined never to make much show in the world, and to care little for that fact so long as she has leisure and a well-ordered existence.

The sort of girl to make a good helpmeet for a man is she whose organ of taste is as alert as her other faculties; who eats in a noticing, discriminating way that implies her recognition of the importance of matters usually considered humdrum. She does not hesitate to interrupt the most interesting talk by asking for another helping or for some condiment she lacks, and shows plainly her belief that the embroidery of life should be subordinate to the main material.

The girl, on the other hand, who is so taken up with the topics under discussion that she forgets to eat and has her plates in the various courses borne away before she has more than tasted of them is ill-fitted for the sterner duties of life. She will always be entertaining herself with whims and illusions while real opportunities slide by. She will lack judgment and make mistakes, but will be a warm-hearted dependable mate to the husband whose nature is strong enough to guide her.

The girl who, in the ordinary routine of boarding-house or hotel life, hurries through her meal and never fails to gather her plates and dishes and pile them for the waiter's benefit is one to whom dispatch and system are inborn, and the subtler things of life meaningless. She comes from a stock of steady-going housewives so engrossed with the homely round of existence that they had no time to cultivate the graces. If such a woman had millions and untold luxury within her grasp, she could not rid herself of these slavish housewifely propensities.

For a woman to slouch forward in her seat, wind her feet around the back legs of her chair and fall to

with knife and fork is a sure token of grossness of temper and dull or untrained perceptions. She is the sort of woman who could derive amusement from vulgar sources, and whose appetite would not be interfered with by anything else about her.


**Just Like a Woman.**

Mrs. Gabbie—No, indeed, I don't have that woman doctor any more.

Mrs. Ascum—Why, I thought you liked her.

Mrs. Gabbie—O! She got to be hateful. She used to keep the thermometer in my mouth nearly all the time so that I couldn't say a word while she monopolized the conversation.

**Grand Rapids Awning Com'y**  
Davis & Rowison, Proprietors



**AWNINGS,**  
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Horse and Wagon Covers, Seat Shades, Umbrellas, Etc.

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

This Elegant Display Case, filled with 2 1/2 dozen 10 cent packages, **\$2.40**

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

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**Red Seal Brand Saratoga Potato Chips**

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**"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.

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**In Everybody's Mouth**

**Honeysuckle**  
**Chocolate Chips**

Packed In Pails and Boxes

**Putnam Factory**  
**National Candy Company**  
Grand Rapids, Mich.

Woman's World

Some Things To Avoid at Summer Resorts.

This is the time of year when every woman who can afford it, and a good many who can not, put all the furniture in pajamas, and pack their trunks and hie off to a summer resort. Generally speaking, this is a good move. Any woman who has wrestled with the servant question for a whole year, who has thought up one thousand and ninety-five regular meals, and a few hundred irregular ones; who has had to cater to appetites that demanded Delmonico fare on a quick-lunch basis of expenditure; who has had to sew and twist and turn and contrive to make one dollar look like five, has honestly earned a vacation.

Moreover, her husband has earned one, too, and whether he gets to leave town or not, he deserves rest from her society, exemption from the noise of the children and freedom from having to eat home cooking and keep home rules. Uninterrupted matrimony can become the most deadly bore on earth. Too much of the society of even the person we love best can get on one's nerves. In a twelve months a man has told his wife everything he knows and has heard her opinions on every subject under the sun over and over again, and it is time for her to go out and hunt up something new to talk about and give absence a chance to make the heart grow fonder. If people were only married three days a week,

instead of seven, there would be fewer divorces.

Sometimes we need to go away from those who are nearest and dearest to us to get a focus on their virtues, just as we need to eat hotel meals to realize how good home cooking is. When a woman starts off in the summer, she generally thinks of her husband as an ordinary sort of a person, who does not shave as often as he ought to and who is sadly lacking in enthusiasm about everything but stocks and merchandise, and who has failed to understand her higher nature and know that she is a problem. By the time she has been away a week she revises this opinion and begins to think him handsome and distinguished-looking; in two weeks she commences adorning him with a halo, and by the end of the summer, when she is ready to return, he has become once more the romantic hero of her youthful dreams.

Nor does the wife, either, suffer by absence. A decent and chivalrous regard for her feelings keeps a man from showing how reconciled he is at his wife's departure, but he does not disguise from himself that it is going to be mighty comfortable to be able to come home any old hour without having to give an account of himself and be free to eat where he likes and what he pleases without anybody reminding him that it is bad for his digestion or is sure to bring on another attack of the rheumatism.

For the first week he goes about feeling like a boy out of school; he

renews old comradeships and makes a night or two of it with the boys and wakes up with the headache. Then it begins to dawn on him that domesticity unfits a man for being a rounder and that when you are used to going to bed at 10 o'clock you get sleepy before 3. A little later on he wearies of the restaurants and commences yearning for home cooking, and by the time he has hunted for clean clothes and found that he forgot to put anything in the laundry, and does not know where the collar buttons are, he begins to appreciate the love—fussy, perhaps, but reliable—that took cognizance of all his little ways, and by the time Mary gets back he sees in her the guardian angel that he wooed and wed.

The scarcer the commodity, the higher the price, is an old business adage that applies to love as well as trade. If diamonds were as plentiful as oyster shells, we should make roads of them, instead of keeping them in a jewel box, and so, when I hear of those couples who have never been parted for a single day, I am filled with compassion to think how many renewed honeymoons they have missed. It is worth going away just to get back.

The summer hegira is, then, a first aid to domestic peace; but when a woman starts off on her summer vacation there is one thing I always want to call her attention to, and that is the importance of being as discreet in August as she is in December. The fact that there is something in the summer season that seems to melt

people's moral principles down into an oleaginous pulp that makes it dead easy for them to slide into devious ways is a phenomenon that is too well known to be disputed. The dog days are a time of general laxness, when the preachers temporarily abandon the fight with the devil, when the godly take liberties with their code, and when the balance of us who are miserable sinners cherish the cheerful hope that the recording angel knocks off business and shuts up shop.

So far as women are concerned, this annual climatic degeneration of manners and morals is startlingly noticeable. Women who, in winter, would esteem it immodest to lift the hem of their dress to their shoe top, in crossing a muddy street, in summer will brazenly promenade up and down the beach in a bathing costume that would make a ballet dancer blush; women who, in town, are models of discretion, have no hesitation in permitting familiarities in the country that they would not think of tolerating elsewhere; women who would have fits of horror at the mere thought of being photographed at a restaurant, smoking cigarettes and drinking, recklessly let themselves be snapshot in such Bohemian attitudes if it is on a yacht or in a camp, so that sometimes it looks as if in trying to get away from conventionality they came pretty near getting away from dignity and propriety as well. Perhaps one of the reasons we love the good, old summertime is that we pack up our consciences with



Certain wise men once refused to believe in the existence of a planet, newly discovered. "But look through this telescope," said the discoverer of the planet, "and see it for yourselves." "No," said the wise men, "we know it isn't there and we won't look." History proves their error.

We know that every retail merchant needs a National Cash Register. It is proven by the sale of 330,000 registers to merchants engaged in every conceivable line of retail business. It is proven by

thousands of enthusiastic testimonial letters.

Yet there are many storekeepers who doubt the truth of our claims and refuse to investigate them. Are they not like the men who said, "We know it isn't there and we won't look"?

Maybe you can't see this matter as we see it and as 330,000 merchants see it, but all we ask you to do is to investigate. Don't say that you are right until you know that you are right.

We can prove that we are right if you will give us a chance. Mail the corner coupon today.

NATIONAL CASH REGISTER CO., DAYTON, OHIO

"Had No Idea of the Number of Mistakes"

National Cash Register Co.

PETERSBURG, VA.

GENTLEMEN: I had no idea of the number of mistakes we have been making in the ordinary transaction of our business until I put in a register.

R. L. BOWMAN.



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

392 styles at higher prices.

Fully guaranteed second-hand registers for sale.

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NATIONAL CASH REGISTER CO. DAYTON, OHIO.

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

Name \_\_\_\_\_  
Mail address \_\_\_\_\_

CUT OFF HERE

our woollens in camphor and leave them behind us at home.

Why this is thus nobody knows. Why our grip on the cardinal virtues should be a strangle hold in winter and a feeble and lifeless grasp that anything can pry loose in the summer is also a mystery past finding out. The important point is that such is the case, and there are few more cynically amusing experiences than to watch the different attitude in a woman in her own home in December and in a summer hotel in August.

The first thing that strikes you is the decadence in her manners. Now there is no better recognized axiom than that a lady is always a lady and recognizable at sight. She does not have to proclaim the fact through a megaphone—except at a summer resort. If in town you should meet a woman who began her first conversation with you by announcing that she belonged to the fashionable set, and that her grandfather was Major Blowitz, and her uncle had been Governor of the State, you would set her down on the spot as a parvenu of the deepest dye.

On the contrary, the ethics of the summer resort seem to make bragging a perfectly legitimate pastime. You can not sit two days on the hotel veranda without having been made wise as to everybody's pedigree and social station at home, and their riches, actual or prospective. Yet, strange to say, these very women who drag their distinguished ancestors or connections by marriage into every conversation by the hair of their heads, if they won't come any other way, would not dream of being guilty of such execrable taste if it was not in the summer.

Another peculiarity is the facility with which a woman lets go her grip on veracity on such occasions. I have listened with bated breath while a small cottage became a splendid mansion, as a good, truthful woman described it to strangers. I have witnessed the transformation of a small, kinky-headed negro house boy into "my butler," and a couple of occasional tickets to the opera turned into "my box." I have heard women casually mention Mrs. Croesus and Mrs. Billion, whom they only knew through the society columns, as "dear Jane," and "my friend, Sally Billion," and I have wondered if Cinderella's fairy godmother had not learned how to do her transforming act from the rocking-chair brigade of a summer hotel. My dear ladies, do not fall into these errors. If you are a lady, it will show for itself, and you won't need to advertise the fact. If you have social position in your native town, if you have fine houses and carriages and automobiles, money speaks for itself, and people will find it out; but if you have not, do not imagine for a moment that you are deceiving anyone by the pretense. Nobody in this sophisticated age is going to believe that you really prefer a tiny room at the top of a house to a big one on the ground floor, or that you left your pearls in your husband's safe, or that you walk because you prefer it to riding.

Then—and, perhaps, this is the greatest temptation of all—do not talk about yourself or your family or your friends to strangers. All of us have problems that vex us, and about which our thoughts beat tirelessly like moths about a lamp. We have troubles that lie upon our hearts like great heavy worms and that wake up and begin to gnaw in the night, and the temptation to talk about them to some sympathetic stranger with whom we have gone for a solitary stroll is well-nigh irresistible. "I'll never see her again," we think, "and she'll never know anybody that I do; so what's the harm?" Ah, my sisters! reflect what a little place this world is, and how we move about in it. The story you told to a stranger may be repeated to the very person of all others who should never have known it, and so your secret be blazoned to the world. Besides, you are trusting to someone else having more discretion than you have yourself.

Do not gossip. Do not be one of those who sit in the rocking-chairs on the hotel veranda and tear to pieces the character of every young girl and foolish young married woman who passes. Think that some day your daughter will have to pass through that fiery ordeal, and show mercy as you would have mercy shown to her. Every married woman knows that the American girl is often foolish; that she is not half chaperoned; that she is allowed to do things that are indiscreet; but we all know that ninety-nine times out of a hundred, even when she is most reckless, she is dead straight, and down at the bottom she is sound and sweet and true. Give her the benefit of the doubt. I have seen one courageous woman stem the black tide of scandalous speculation about a young girl and turn it away, leaving her safe, and surely any woman's vacation must be a happier one for feeling that she has done no living creature any harm.

Finally, beloved, do not overdo your pleasure. There is neither rest nor health in tearing madly from one end of the country to another. Get next to nature's heart, breathe in its peace and strength and health, so shall you return home to better fulfill the duties that await you there.

Dorothy Dix.

#### "Puffeckly Assassinated."

Col. Prentice Ingraham, author of a thousand novels, soldier in several wars, and a gentleman of the old Southern school, is lifted from the earth several times a day by a colored elevator conductor, who, like most of his race, is very fond of elaborate language. Recently an artist in the apartment gave a song recital and the darky heard her sing.

"Well, James," said the colonel to the conductor the next morning, "what did you think of the singing last night?"

"I was assassinated wid it, sur," he replied, "puffeckly assassinated, sur; she do sing wid great fluentility."

If your expenses are larger than your business justifies, you do not know how to spend money.

## Facts in a Nutshell

# BOUR'S COFFEES MAKE BUSINESS

### WHY?

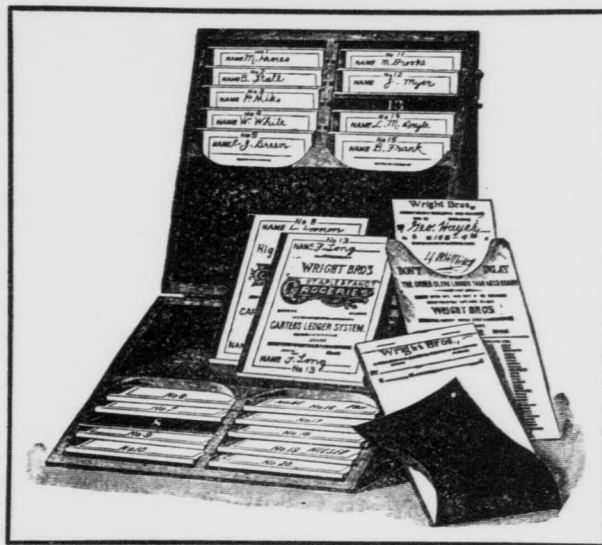
They Are Scientifically  
**PERFECT**

129 Jefferson Avenue  
Detroit, Mich.

113-115-117 Ontario Street  
Toledo, Ohio

## 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.

## MINERAL GLOWWORMS.

## One of the Latest Revelations of Science.

The old alchemists taught that there is only one matter or material substance, but that it assumes, under varying circumstances, many different forms. This doctrine was the basis of the idea that they could make gold. What was necessary, according to their views, was to discover what is the primary and original form of matter, and to determine how it could be changed from one substance to another.

In the prosecution of their investigations they sought what they termed a universal solvent, which, they believed, was a liquid of some sort that would dissolve every substance and reduce it to its primary form. If, for instance, it was held that iron, copper, silver and gold were all different forms of the same substance, the universal solvent would reduce them all to the primary material, which would be the same for each, and it would then be possible to discover how this substance had become converted into the various metals, and the secret of making gold would become known. All that would be required would be to dissolve sufficient quantities of the cheap metals into the primary substance, and then convert this into gold.

But instead of discovering how to reduce all matter to a single form, the result has been to separate what were supposed to be indivisible elemental substances into their compounds, and whereas there were supposed to be only a few of these original elements, now there are many, perhaps hundreds or thousands. This discovery, however, does not militate against the possibility that they are all varieties of one.

The fact that quicksilver, although a metal of great weight, is fluid at ordinary temperatures, but may be solidified by cold and vaporized by heat, suggested that the same qualities were possessed by all varieties of matter, and since then air and most of the gases which are vapors at ordinary temperatures have been liquefied and solidified. Possibly all matter is subject to such changes.

Phosphorus spontaneously gives off light by disseminating its particles into the atmosphere, where they are converted into light and heat by combining with the oxygen of the air. But there are material substances which spontaneously give out light without combining with the atmosphere. It is said the diamond will do this, and there is an Oriental story of a family, too poor even to purchase a candle, that was found gathered around a table upon which was an enormous diamond that gave out sufficient light to enable the people to read and sew, and yet they were ignorant of its immense value, save that it furnished light.

The most interesting thing of this sort, and based on more substantial fact than the diamond story, is radium. Radium, which has been but recently discovered, is classed as a metal. It is obtained so far only in

small quantities, associated with uranium, a well known metal, and thorium, another recently discovered substance, in an earthy, carboniferous matter called pitch blende. Radium has the power to emit or give off light, and this it does continually without any provocation, and without losing any of its substance.

If a lump of gum camphor be exposed to the air, it will give off its particles until it is finally evaporated. Not so with radium. Radium not only gives out light, but it is constantly emitting three sorts of rays which are classified by the scientists thus: The rays called G, which appear to be chiefly of the same nature as the X-rays of Rontgen; rays called B, or cathodic, which are similar to the cathode rays in a Crookes tube and to the Lenard rays outside such a tube, and are found to consist of extremely minute flying corpuscles or electrons negatively charged; and rays called A, which appear to be composed of projected and positively charged atoms of matter flying away at an immense speed measured by Prof. Rutherford, of Montreal. An article on the subject in the Nineteenth Century for July thus describes the singular properties of this remarkable substance:

"The whole power of emission is designated radio-activity, or spontaneous radio-activity, to distinguish it from the variety which can be artificially excited in several ways, and was discovered in the first instance as a bare experimental fact by M. Becquerel. The most prominent, the most usually and easily demonstrated kind, are the B rays; for these possess remarkable penetrating power and can excite phosphorescent substances or affect photographic plates and electroscopes after passing through a great length of air or even through an inch of solid iron. But although these are the most conspicuous, they are not the most important. The most important by far are the A rays, the flinging off of atoms of matter. It is probable that everything else is subordinate to this effect and can be regarded as a secondary and natural consequence of it.

"For instance, undoubtedly radium or any salt of radium has the power of constantly generating heat; M. Curie has now satisfactorily demonstrated this important fact. Not that it is to be supposed that a piece of radium is perceptibly warm, if exposed so that the heat can escape as fast as generated—it can then only be a trifle warmer than its surroundings; but when properly packed in a heat-insulating inclosure it can keep itself five degrees Fahrenheit above the temperature of any other substance inclosed in a similar manner; or when submerged in liquid air it can boil away that liquid faster than can a similar weight of anything else. Everything else, indeed, would rapidly get cooled down to the liquid-air temperature, and then cease to have any further effect; but radium, by reason of its heat-generating power, will go on evaporating the liquid continually, in spite of its surface

# 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.**

having been reduced to the liquid-air temperature.

"Tested by any of the methods known, the radio-activity of radium appears to be constant and inalienable. Its power never deserts it. Whichever of its known chemical compounds be employed, the element itself in each is equally effective. At a red heat, or at the fearfully low temperature of liquid hydrogen, its activity continues; nothing that can be done to it destroys its radio-activity, nor even appears to diminish or increase it. It is a property of the atoms themselves, without regard, or without much regard, to their physical surroundings or to their chemical combination with the atoms of other substances. And this is one of the facts which elevate the whole phenomenon into a position of first-class importance.

"The most striking test for radio-activity is the power of exciting phosphorescence in suitable substances; as, for instance, in diamond. Sir Wm. Crookes has shown that by bringing a scrap of radium, wrapped in any convenient opaque envelope, near a diamond in the dark, the gem glows brilliantly; whereas an artificial stone remains dull."

The far-reaching meaning of this discovery is not yet even suspected. Radium is being experimented with by several investigators, among whom are M. and Mme. Curie, French scientists. It is claimed by astronomers that the sun is a body of fire which is actually burning up its material, and that in the course of time it will become exhausted and extinguished, but if it were made of radium or some analogous substance, which doubtless exists, with far more active powers, such a sun could give off light and heat forever without being exhausted. Radium in all probability holds some important relations to electricity, and it opens a vast field of physical research heretofore absolutely closed. It is a most interesting substance, and operates in the nature of a revelation in science.

Frank Stowell.

**Some Ways of Making Advertising Pay.**

The average merchant believes in advertising. He thinks that advertising is the proper thing—that it must be profitable because it seems to win for some other merchant.

One merchant, whose advertising does not pay, writes some arguments on a piece of paper, hands it to the printer and leaves the arrangement, the display and the choice of space to the printer's judgment or rather lack of judgment.

Another merchant will draw the size of his advertisement on paper—put his name at the top—write a catch line that is entirely original—write up a few specials and a staple article at a cut price—and write the reading matter in short sentences. He will use dashes instead of commas and strive to make his reading matter as concise as possible. Another point—he uses the language of the masses. No flowery words.

This merchant knows how his advertisement should look and he gives

the printer thorough instructions as to the appearance of the printed advertisement. If he can not secure the best space on the first page he takes the advertisement to the other paper. He believes that a front page with a circulation of 1,000 is better than a back or inside page with a circulation of 1,500. This merchant's advertising pays.

In all advertising there must be originality, but originality is not worth a great deal if one has not the knowledge to turn it into the right channel.

A man should have some mark of "character" in all his advertisements that will instantly impress upon the observer's mind the fact that it is Blank's advertisement. This without more than a glance.

There should be some distinctive feature—some make the name plate answer the purpose—some the border—others the form of the advertisement—and still others will use a sharp, effective saying which appears in every advertisement whether in the paper or on the bill board.

The up-to-date merchant of today does not run down his competitor—his store—or his goods. Such advertising is a disgrace.

The show windows are the eyes of the store—you strive to keep them appearing to the best advantage—do the same with your advertising.

Not all methods of advertising will pay in the same locality. The merchant must spend money to find out the proper course to follow.

When writing advertisements cultivate brevity and conciseness. When you have these two requisites to a good advertising sentence join them with your stock of originality and you have a power.

Brevity in advertising consists in saying a great deal in few words—conciseness consists in straining the true advertising worth of those few words to their utmost.

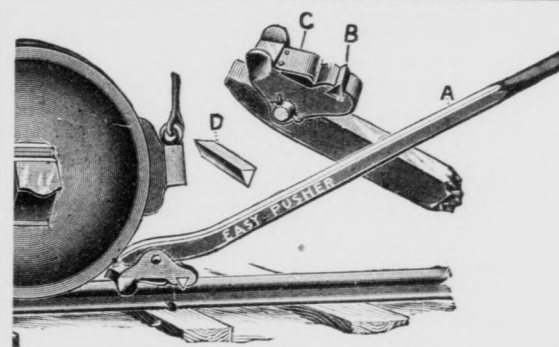
Do not expect your advertising to make you successful at once—assure yourself that you are following the right kind of publicity for your locality and that you are doing good advertisement writing—then push it as hard as you can.—Shoe Trade Journal.

**The Cure of Stings.**

All sorts of stings—whether from wasps, bees, hornets or bumblebees—should be sucked to remove as much poison as possible; then have a slice of acid fruity apple, tomato or peach, or a crushed berry or grape, either ripe or green, bound lightly to the wound. If the pain is very severe after a minute take off the fruit, wash the sting in warm water and bathe it well in alcohol. Then wet a folded linen rag in either alcohol or vinegar, and bind on the sting. If neither alcohol, vinegar nor fruit of any sort is at hand, try a bruised plantain leaf. Change the application, whatever it is, every ten minutes until the pain subsides.

A lie is an illegitimate child that is liable to call a man "Father" at inconvenient times.

**The Easy Car Pusher**



Everybody who loads or unloads cars NEEDS one.

Price, \$5.00 Each.

**Foster, Stevens & Co.** Grand Rapids, MICHIGAN

**LAWN SWINGS**



As large buyers of this class of goods we are in position to offer them to the trade at the lowest market prices. We carry a heavy stock and will execute your orders promptly. Write for special prices.

**FLETCHER HARDWARE CO.**

DETROIT, MICHIGAN

**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

## Clerks' Corner.

### The Kind of Popularity That Pays and Stays.

Written for the Tradesman.

Raymond Nottingham went over to Millbridge and enrolled in the clerking force of Shook & Co.'s department store. He had been there hardly a fortnight when Mrs. Shook after an afternoon's round of calls said to her husband at tea, "I hear you have a treasure at the store in a new clerk. Who is he?"

"Lace curtains, I guess you mean. In other words, Nottingham—that's the only way I can remember the name. About his being a prize remains to be seen. Just now he's more than all right. The store folks are looking at him as a little tin god on wheels, and for that very reason I'm holding back. He doesn't seem splurgy, but it too often happens that the people who come in with a whirl and a rush go out in the same way, or, if they stop long enough to settle down, don't amount to a row of pins. The young fellow just now is on the wave crest of popularity and I'm waiting for the wave to go from under to see which side up it leaves him. It is apt to make the best of us giddy to be acknowledged right off as the thing; but to give the young fellow his due up to date he's more than holding his own.

"I've watched this same idea before. If Curtains—"

"O, come now, give the boy a fair

start. It's just as cheap. 'If Nottingham,' you were saying."

"Well, if Nott—the rest of the long name is superfluous—is working from the surface, his popularity will be shortlived. If it's the genuine thing, he's going to scoop us all right into his net and that's the end of it. I guess it's your old idea, Elizabeth, in another form. I've been watching him pretty sharply for a day or two and I don't believe there is a bit of sham about him and a man, young or old, who makes people think well of him because he really likes them is the man that's got the right stuff in him clear down through. It's a certain kind of heart-work that the world likes and never gets tired of. He's your kind—I can see that. I expect you'll have him boarding here before the month's out!"

There was the usual conjugal appeal not to give way to excessive smartness, but for all that the middle of the next afternoon found the good lady at the store. It proved to be an unusually busy day—the time of all times to forward the purpose of her visit—and finding a good place where she could pretend to buy and at the same time see what was going on, she gave the young fellow from Deadwood a good looking over.

There wasn't a bit of the pretty about him. Of the average height, it was very evident that he wasn't going to be satisfied with his five feet, eight and that there would be two inches more or there was going to be a tremendous fuss about it! He was in earnest from his head to

his heels and while his shapely hands were deftly handling the goods there was something in the strong determined face that told the merchant's wife that there was no sham work here. The action, whatever it was, was the result of pure heart-purpose, utterly indifferent to the world's thought or opinion.

With that idea settled in her mind the good woman began to take in its surroundings. She liked the way the fellow was put together. While the shoulders were not unusually broad and square they were carried as if they were well set. The neck looked as if it had been built up according to a previously well-formed plan and was there to stay, and upon this was placed the head as a crowning glory, the chin, just rescued from the pugnacious square, being lifted slightly enough to let it be known that it was entirely satisfied with itself. From first to last the face was a study. The nose was Gibsonese. The forehead was broad and white as milk, as the rest of the face would have been if the sun had not stained it with tan. "Blue were his eyes as the fairy flax," with enough of the "fairy" left out to harmonize with the hair which at the first glance Mrs. Shook candidly pronounced red, but which she boldly changed to golden before she left the store—just the shade that harmonizes with the bold determined character that hunts down a wrong and strangles it. Her study ended with the fit of his coat and collar, which good taste had improved with a tie of the correct shade and

shape. Then with the mental conclusion, "The animal can't be improved upon; now we'll see the sort of manhood it holds," she watched and waited.

"Here, cash!" snarled out the clerk at the counter next to Nott's. "You little, lazy imp of ugliness, you stir your stumps or I'll show you how!"

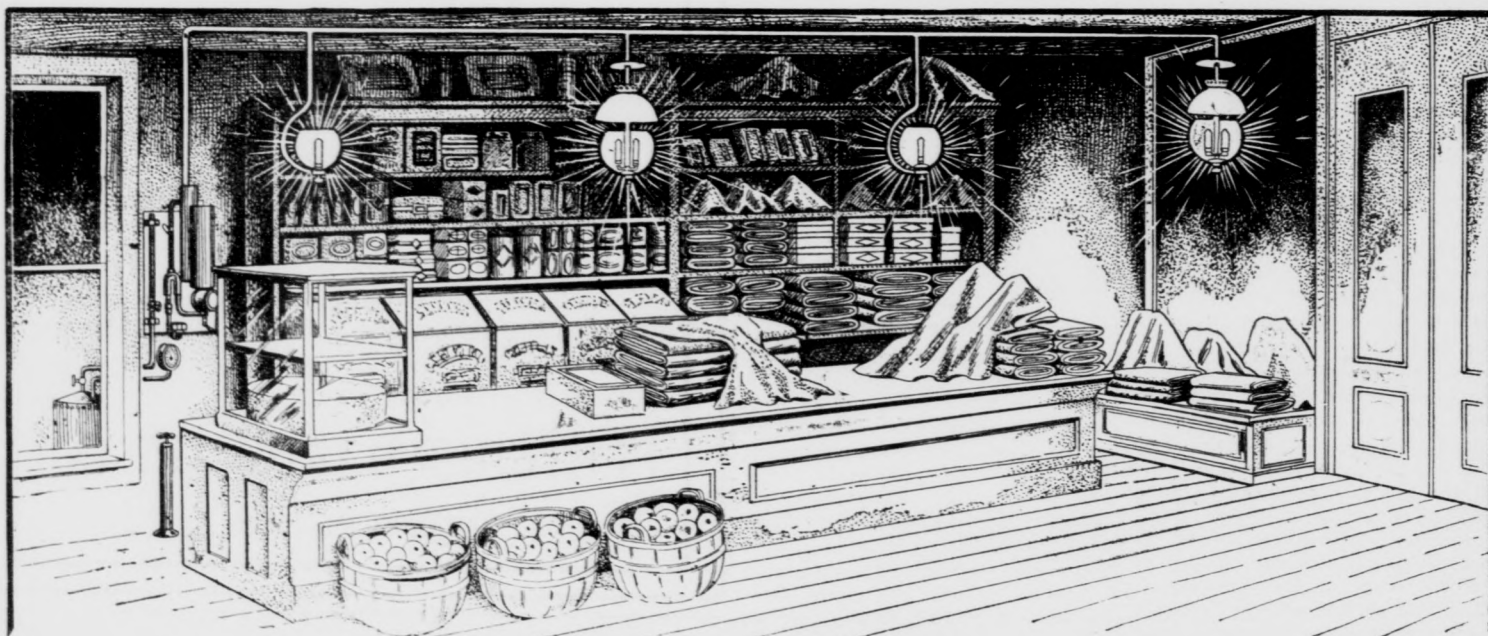
The blue eyes, with no suggestion of the "fairy flax" in them then, backed up with a face that was instantly leonine in its look, glared at the insulting clerk and the man behind them said with a meaning not to be mistaken, "Rodney, wait until he shows you how!"

Doubtless the presence of the proprietor's wife had everything to do with the result; but Rodney promptly hid himself under the wing that protected him and answered the call when it was given respectfully as it was shortly after.

"Good as far as it goes," remarked Mrs. Proprietor to herself. "What's coming next?"

She did not wait long. A little bent old woman, poorly but cleanly clad, had edged her way to Nott's counter or nearly to it to let him see her intentions. In an instant he was at her side and as tenderly as if she had been his mother he aided her to his counter and found a seat for her. She looked at him an instant in pleased surprise. Then in a tone which they who heard it will never forget she said, "I thank you;" and for the next fifteen minutes the balcony scene in Romeo and Juliet was unconsciously rehearsed, so far at least as unaffected

# 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.

tenderness was concerned between the two—on his part because he saw in "wrinkled age" the grandmother he adored and she because unexpectedly again the courtesy the world had seemingly forgotten was hers once more.

"It was a sight well worth the seeing," the proprietor was told at the supper table. "In less than five minutes they were calling each other by name and one would have thought the Queen was purchasing material for a reception gown instead of a little dried-up, broken-down, old woman buying a black calico with a white sprig in it. And what do you think! Right in the middle of it when they were settling the question of whether the goods would stand the test of washing and the Nebraska sun, in come his imperial highness—oh, that man who pretends he's related to the Duke of Marlborough-Churchill—and goes up to Nott with his grandest air and says, 'My good man, I must trouble you to fill this order at once. Mrs. Churchill is waiting in the carriage and'—O, dear me! I do wish I could tell you how he did it; but the way that young man stood up and looked at that little piece of paper and then at Pomposity, who saw he had made a mistake, and then the high-bred air with which he begged the old woman's pardon for the forced interruption; his call for 'Rodney' and his giving him the order with 'The gentleman has made a mistake. Take him, please, to the silk counter!' and then giving old Churchill a look that he tried to return and could not, he went back to his customer whom he did not leave again until she went away with her calico under her arm, pleased as a child and actually whispering something to him as he left her at the door. That's what Nott's popularity is based on—he is sincere in whatever he says and does. People see that and there is nothing else that is worth anything. So, the only thing I can think of is to get his room ready—I'll give him the one over the dining room—and ask him to occupy it."

The idea was carried out. There was an invitation to tea and in due time the room over the dining room had Raymond Nottingham as its cherished occupant; "because," as Mrs. Shook put it, "the young man who is popular not because he tries to be but because he can not help it, is just the sort of young man I want in my house and at my table; and I wish to goodness there were more such young men to show by their life and living that that sort of popularity is the only kind that stays and pays."

Richard Malcolm Strong.

**Make a Confidant of the Clerk.**

A chain is no stronger than its weakest link. In a big store a large amount of confidence must necessarily be imposed in each assistant. The store, to each customer, is for the time being represented by the assistant who is serving, and on the conduct of that assistant will depend the opinion formed of the store as a whole.

Next to the quality of the goods sold, there is nothing which appeals more to the purchaser than the personality of the firm. In every walk of life is found the potency of personality. The attraction or repulsion exercised by one person over another is just as powerful in business as in social walks of life. If you meet people at a party or at any other pleasure function, you usually put forth all your efforts to please. Why not do the same in business?

Have you never noticed how one clerk at a certain counter seems to have more people to wait on than others? Does it strike you that many of these people have been waited upon by the same clerk on some former occasion? A man or woman will, as a general rule, seek out a clerk who has served them before, provided that they are satisfied with the service. There is reciprocity between your firm and yourself born of your treatment of those with whom you come in contact.

Every friend that you make for yourself is a friend made for the firm, and the firm's customers, if you handle them rightly, are friends made for yourself. The golden rule applies as much in this instance as in others with little change. Treat every one you meet as though they were your own personal customers, and by so doing you help the firm.

The man who helps his employer is the man whom the employer helps. The firm where every clerk is doing his best to please is the one that is doing the trade. The firm that is making money for itself usually pays good money, and money is what you want.

Remember that a modern store is like a big chain. If you are the link with a flaw the inspector will find you out. Be a strong link always. Then the more of the other links that break, the more your strength stands out.

**Acting the Part.**

"Now, Henry," said the bride, "I want you to understand distinctly that I do not wish to be taken for a bride. I am going to act exactly as if I were an old married woman. So, dearest, do not think me cold and unloving if I treat you very practically when there is anybody by."

"I don't believe I can pass for an old married man," said Henry. "I am so fond of you that I am bound to show it. I am sure to betray myself."

"No, you mustn't. It's easy enough. And I insist that you behave just like all old married men do. Do you hear?"

"Well, darling, I'll try, but I know I shall not succeed."

On the first evening of their arrival at their hotel the bride retired, and the groom fell in with a whist party, with whom he sat playing cards until 4 o'clock in the morning. His wife spent weary hours in weeping. At last he turned up and met his grief-stricken bride with the hilarious question: "Well, ain't I doing the old married man like a daisy?"

She never referred to the subject again, and everybody in future knew that they had just been married.

**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.

**Grand Rapids Fixtures Co.**

A new elegant design in a combination Cigar Case



Shipped knocked down. Takes first class freight rate.

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

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

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

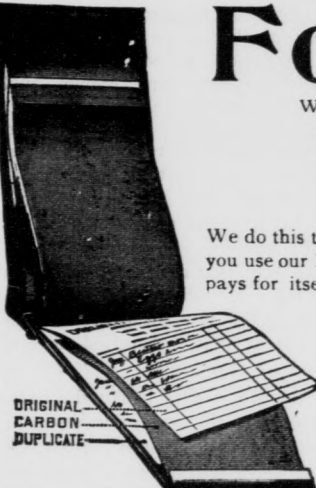
**For \$4.00**

We will send you printed and complete

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


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

**A. H. Morrill, Agt.**  
105 Ottawa Street, Grand Rapids, Michigan  
Manufactured by  
**Cosby-Wirth Printing Co.,**  
St. Paul, Minnesota



ORIGINAL CARBON DUPLICATE

**Housecleaning**



**BRUNSWICK'S EASYBRIGHT**  
INSTANTANEOUS CLEANER  
CLEANS EVERYTHING.  
TRADE MARK

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

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

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

## FARMING VS. STOREKEEPING.

The Shoemaker Should Stick to His Last.

Written for the Tradesman.

Here is a true story of a discontented man who was not satisfied to stay in his own backyard, but must leave his own occupation to take up another which seemed to promise thousands in profits. It serves to illustrate things as they are, rather than as some of us would like to have them.

Uncle Bill Tosslegrass was one of the best farmers in the country in many ways. It was said of him that his cattle were the fattest and best bred of any in the township of Hill-top. The grass in his fields was always green and his cultivated crops never failed to turn out well. In fact, he was a successful tiller of the soil, a man who had been born and reared amid the hills, where the only sounds that broke the natural stillness of the days and nights was the back lot and the singing of the birds mingled with the various noises from the barnyard. Uncle Bill knew all the ins and outs of farming, so that he had been able to accumulate a considerable sum of money. He lived well, drove good horses and was envied by his neighbors.

But, like many another man who has lived in this pushing world, he was discontented. Uncle Bill was quite a hand to read, and among the publications that graced his sitting-room table was a farm journal printed away out in Kansas. It was one of those journals that everlastingly wail over the hard lot of the poor farmer and is long on telling how the merchants or "middlemen," are getting rich at his expense. Uncle Bill read this paper continually, until it came to pass that he made up his mind that he would quit farming and go into the store business himself. He had come to believe that he was working too hard and that he might just as well move to town, invest his money in a store and have a continual good time like other men were doing. He was imbued with the idea that there was four times as much money in running a store as in farming and, besides, all a man had to do was to sit in an easy chair and wait for customers to come and lay down their money.

Accordingly, Uncle Bill sold his farm and disposed of his tools, etc., at auction. His next move was to buy a house and lot in town and invest in a mercantile business. Inside of a month he was settled and ready to get rich. No more would he work and sweat under a summer sun. He would from now on take life easy. He had blossomed into a "middleman" and would reap a share of the rich harvest that was being gathered by the other fellows.

Bill opened the doors of his store to the public in a most dignified way. He did not make any flourishes, so that a goodly number of the worthy people of the town passed him by and bought their stuff of another merchant down the street who was putting up a big yell about his goods, which were being sold regularly

at cost, in order to make room for new things that were soon to arrive. The other fellow was a very undignified individual and took up half the local newspaper in which to blow about his bargains. He also distributed bills all through the country. A solicitor from the paper called on Uncle Bill to see if he did not want to cut loose a little, but he said it would only be throwing money away, and as he had worked hard to get it he guessed he would not let it slip through his fingers in that fashion. He was from the country, but they would find that he was far from easy picking, just the same.

Quite a number of people came to the store, however, because Uncle Bill was known all over that end of the county. He belonged to several societies and his friends dropped in to see him when coming to town with butter and eggs. But it seemed to Uncle Bill that his rural acquaintances acted different than they used to before he moved to town. He did not try their butter and, as a result, he got beautifully buncoed. Some of the stuff they palmed off on him was strong enough to stand alone, while he now and then got a batch of eggs that seemed to be of exceedingly ancient vintage. He would not have discovered it had his town customers not raised a howl when he sold them the poor stuff. They called him down on occasions most numerous and Bill now and then let his wrath get the better of himself, which resulted in loss of trade.

Some of his rural friends carried the work still farther and brought him apples that were to all appearances the finest grown. But Uncle Bill had by this time grown suspicious and dug down into the bottom of the package. He discovered that those on the bottom were little, wormy, good-for-nothing things that were fit only for the cider mill. When he brought the poor fruit to light the growers got mad and Uncle Bill was kept in a continual row with somebody. He thought that store-keeping had a few disagreeable features, but at that, he mused, it was as good as farming.

But the straw that broke the camel's back was the sad experience he had with several persons who came into the store with a lot of promises to pay soon, but no money. Most of them had money coming in a few days and if he would allow them to do a little trading on credit they would be greatly obliged. Now Uncle Bill was a kind hearted man. He did not like to see people going without the necessities of life when it was in his power to help them out. They all seemed such nice pleasant people that he felt a pleasure in accommodating them, and thus he smiled as his business began to increase by leaps and bounds. The fellows who were getting stuff on tick sent their wives and children to do trading, so that the place was nearly always filled with customers. Soon the time for paying the bills came due, but the gentlemen who were so profuse in promises failed to put in an appearance. But the chil-



## 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.

Agency Columbus Varnish Co.

# Miles Hardware Co.

113-115 Monroe Street, Grand Rapids, Mich.



The FOREST CITY PAINT & VARNISH CO.  
CLEVELAND, OHIO

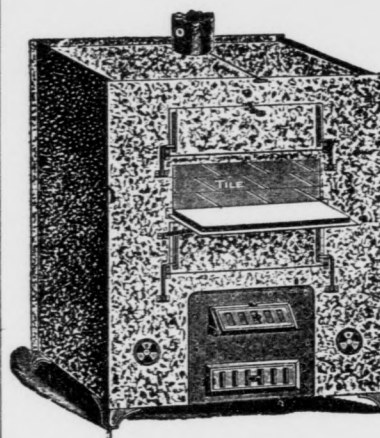
Established 1865

## 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



dren continued coming after goods. Uncle Bill thought that perhaps they were unfortunate and did not get their money, so he did not say anything. Meanwhile the bills kept growing, also the calls for money from the wholesale houses. At last the merchant became disgusted and tried to get his money by dunning those who had failed to pay their store bills. This move resulted in the withdrawal of their patronage and when Bill figured up he found \$3,000 in bad debts.

But he determined to make a fight for his money. He went to a lawyer and told him he wanted to commence proceedings against several people who refused to pay their store bills. The man of legal lore asked to see the accounts and as his eyes wandered from one to another a grim smile slowly came over his countenance.

"Why," he said at length, "you could not collect those bills if you retained fifty lawyers."

"What's the reason?" queried Uncle Bill, who was by this time feeling quite down in the mouth.

"Because, they are all professional deadbeats. They have buncoed nearly every storekeeper in town in the same way. The best thing you can do is to charge them up to experience and let them go. The woods are full of such criters and a man in your business has to fight shy or he will get nipped. I'd rather have a good farm than all the stores in this town. Yes, sir, a good farm is the best kind of property a man can hold. I wish I had one myself."

Uncle Bill went back to the store feeling decidedly blue. That night he figured up to see how he stood financially and discovered that his business had been running a little under expenses since he started.

"Well, I'll be hanged!" he exclaimed after making the discovery. "I guess farming ain't so bad after all. When I was farming it I made some money, and I guess that's where I belong. Guess I'll sell the blamed old store before I get any farther into the hole. Then I'll go back to the country and raise cattle. That's a game in which I've always held the winning hand."

And so it came to pass that Uncle Bill quit storekeeping and went back to the country. He found that farming is not the only thing that brings troubles to a man. "I guess we do not need that blamed paper any more," he said to his wife, after they had been in the country a short time. And now he and his better-half take life easier and enjoy themselves more than ever.

Moral—The shoemaker should stick to his last.

Raymond H. Merrill.

**The Right Way to Walk.**

A man who really knows how to walk should walk like a cat or a race horse. His muscles should play from neck to heel, so that he can feel them contract and expand up and down his back and across his abdomen as if they were alive and twining about him. But anybody looking at him should not be able to notice a single motion of the body ex-

cept the forward motion, as he makes step after step.

With each step the ball of the toe must give an upward impetus as well as a forward one. But the body must not bounce. That upward force must be taken by the knee, which bends just enough to take it and carry the foot clear of the ground.

Nature is a magnificent economizer. Whatever is the least laborious in nature is also the most beautiful. Hence, she has made that walk the most graceful which involves the least labor.

The foot must not be lifted higher than just enough to clear the ground. The toes should point almost straight in front, turning outward more and more as the body is propelled forward, until, at the moment the toe swings the body along the foot is well turned outward, but only for an instant.

"Springing" the body forward expresses it exactly. The toe should not throw the weight forward, but merely spring it ahead, keeping it in full control all the time.

A person who is walking correctly in this way has his body in such perfect command that only an overwhelming force can throw him. It is hardly possible for him to trip so badly that he will fall forward. His knees would immediately take up part of the shock and the feet, being free instead of being dragged, will step forward to overcome the fall.

If a person walking correctly should step on a slippery place and fall backward, the free foot would swing forward at once and balance him, just as a skater keeps his balance.

When jostled such a person can side-step as lithely as a cat. He runs into no one, because he can stop short without an effort.

**The Finishing Touch.**

The small boy with his eyes open often knows more of things as they are than the artist who draws things as they are not. An illustrator who is winning laurels by his fine work maintains that his most valuable critic is his son, a boy of 12.

He knows little about drawing, says the artist, but he has a quick sense for beauty and a keen imagination as well. Not long ago I had to make a drawing of a street full of people running to a fire. I flattered myself I had made a lifelike and moving scene and submitted it to my boy with a feeling of satisfaction.

He surveyed it for a moment, hands in his pockets, head on one side. Then he said:

"The people are all right, but where's the dog?"

"The dog?" I enquired. "What dog?"

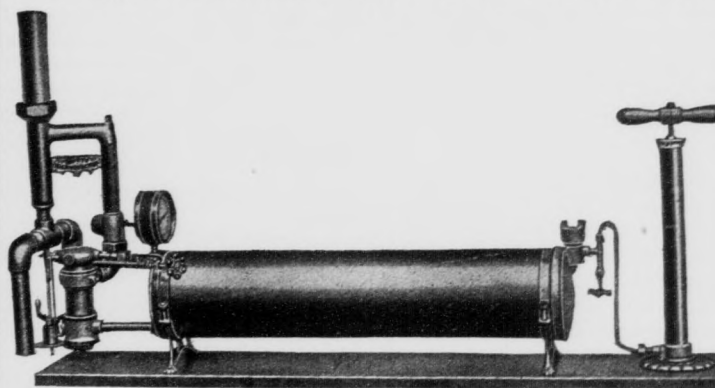
"Any dog," he said, in a tone of pity for my dullness. "Why, father, don't you know there's always at least one dog running alongside and getting under everybody's feet when you're going to a fire? Haven't you ever been to a fire, father, or seen a crowd going to one?"

When I thought it over, I knew he was right, and the dog went in.

**We Want Local Agents**

Who are hustlers to sell

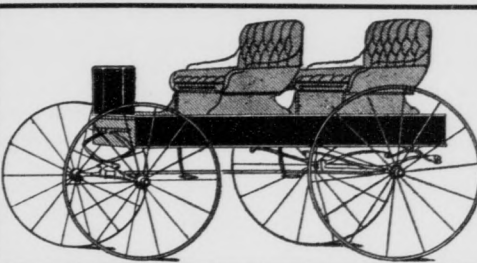
**Safety Incandescent Gas Machines**



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.



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.

**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.

### Where They Eat Horse Meat.

Not only in Berlin, but in almost all the great cities of Europe, horse meat is eaten by the lower classes. There are great slaughter houses in Paris which kill thousands of horses every year. In Vienna more than 25,000 horses and a number of donkeys annually are killed, and Berlin eats horse meat by the thousands of pounds every day. Such horses are inspected both before and after killing, and every piece of meat must be stamped as healthful by the inspectors. Have you ever seen a piece of horse flesh? It is redder than beef and looks for all the world like venison and tastes not unlike it. There are 200 butcher shops in Paris which sell nothing else.

One of these shops which I visited in the poorer quarters of Berlin had steaks, roasts and soup bones nicely dressed and ready for sale. The meat was black where it had been exposed to the air, but red when fresh cut. Upon the wall hung horses' sides half cut up, and on hooks from the ceiling hung horses' hams, smoked and dried. On one wall were long strings of little sausages, black as ink, speckled with bits of white fat. Each string weighed a pound, and the bare-armed butcher behind the counter told me that it was made of ground horse flesh, and sold for twelve cents a pound. He said a good loin roast cost eight cents, and the best steak ten and twelve cents. He showed me a pile of Hamburger horse steak at a lower price, and also some yellow horse fat, which he says the poorest classes use as cooking butter. He says that horse fat is as good as goose grease to cure a cold, and that horse oil is excellent for rheumatism.

This man's family was at dinner when I called, and upon my asking if he ate horse meat himself, he took me into his diningroom, where his wife and children were devouring plates of soup made from horse bones. The children looked healthy, and he told me their bodies were largely made of horse flesh. He asked me to sample a bit of the meat, and I did so. It tasted like tough deer, with a light gamy flavor. I do not like it, but that may be owing to prejudice, or it may be that the bite I took was from an ordinary old street car plug, tougher than ordinary.

I have visited several of the horse slaughter houses. The first one was like a big barnyard surrounded by low stables and fenced in at one side with long buildings of red brick. At the right of the gate stood a group of butchers, their shirt sleeves rolled up above their elbows and their bare, brawny arms covered with blood. Each butcher had a leather apron, well spattered, and looked altogether rather repulsive than otherwise. I had a permit to see the establishment, and in addition gave a small fee to one of these men so that every thing was thrown open to me. The first room we entered contained the horses that had been killed that morning. There were several score of them hung like beeves from the rafters, with their heads downward.

A splendid bay horse which had just been killed was being dressed on the floor, a white horse was being skinned, and an inspector was going over the various cuts of those hung from the rafters and stamping them.

### Recent Business Changes Among Indiana Merchants.

Anderson—Mrs. C. L. Hughel, in the drug business, has sold out to John Rust.

Attica—Jas. S. Hall has sold his grocery stock to F. B. Ogborn.

Danville—Cope & Carter are succeeded by J. Cope in the dry goods business.

Ekin—Wm. E. Small, who has been running a grocery store here, has failed.

Frankfort—Full & Merrill succeed W. A. Full & Co. in the manufacture of carriages.

Franklin—H. Weyl has sold his boot and shoe stock to Weyl & Burton.

Gaston—Fallis Bros., retail harness dealers, have been succeeded by Fallis, Brown & Fallis.

Gaston—Fallis, Brown & Fallis have bought the furniture stock of G. W. Rowlett.

Hector—O. B. Snyder & Co., grocers, are succeeded by O. B. Snyder & Son.

Indianapolis—The Pettis Dry Goods Co., a department store, has increased its capital stock to \$400,000.

McNatts—Rea & Younce are successors to Rea Eli in the grocery business.

Moore Hill—F. C. Noble, dealer in hardware and implements, has sold out to Noble & Scripture.

New Carlisle—The Brummett Mercantile Co. succeeds the Brummett Hardware Co. (not inc.)

Pendleton—The Rogers & Son Co. has sold out to Rogers & Ellington, engaged in the grocery and dry goods business.

Pennville—Johnson & Son have bought out H. A. Davis, engaged in the jewelry business.

Portland—Elliott & King, manufacturers of buggies and harness, has sold out to Elliott & Hutchens.

St. Joe Station—H. Milliman & Co., engaged in the drug business, have dissolved partnership.

Terre Haute—George J. Hammerstein has taken his son into partnership in his china, glass and queensware business under the style of H. J. Hammerstein & Son.

Seymour—L. C. Nichter is succeeded by G. B. Russell in the grocery business.

Wabash—C. F. Moore, Vice-President of the Wabash Baking Powder Co., has retired from business.

Warsaw—Stoffer & Nye, dealers in groceries, have sold their stock to E. E. Nye.

### Lacked Her Assurance.

Mrs. Wildman—I can tell you this, Mr. Wildman; if you continue in your present life of extravagance you'll surely pay for it some day.

Mr. Wildman—I wish, my dear, that my creditors had the same faith in my good intentions.

It is only because the water works that the fountain plays.



## A Peep into the Future

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

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

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

We believe this system will do as much for you.

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

*Save three Pennies!* Do it today.

Ask Department "K" for Catalog.

THE COMPUTING SCALE COMPANY

MAKERS DAYTON, OHIO

THE ONEWEIGHT SCALE COMPANY

DISTRIBUTORS CHICAGO, ILL.



**To Cut Down Family Expenses.**

Michael Corday, the French economist, who frankly admits that one reason of the diminishing family is the expense of rearing many children, offers the following suggestions for cheapening family expenses:

There are among the poorer classes many households where three children drive away all comfort and where five bring misery. The excuse of sterility is the costliness of the child. Instead of discussing those projects which pass over people's heads, we should take certain practical, easy measures of immediate and sensible effect which would lighten little by little the cares of paternity and which would prompt us to conciliate the legitimate desire of comfort with the not less natural desire of raising a family.

Our legislators would realize the truth of this if they put themselves in contact with real life; the life which is not told in books. To begin with, I would reduce the cost of traveling with a family. In public conveyances in our cities a child costs as much as a grown person as soon as he is no longer on the parental knee. Our companies, moreover, do not tolerate two children in this position, although nature has provided us with two knees. From the age of 4 a child costs as much as a man in city traveling. The father of four children, traveling with his little family in a public conveyance, must spend six times as much as if he were a bachelor.

On our railroads, beyond the age of 7, a child pays full price. Is it not absurd that these little ones should be charged as adults so early? It is true that they fill places, but the carriage is rarely full on long journeys, which are the most expensive to the parent. If the children were charged as baggage, they certainly would not cost as much as grown persons.

They are counted as grown-ups too soon, not only on the railroads and street cars, but in all other business.

The railroads should raise the age at which children pay full price, and also, of course, that at which they pay half-price. In Switzerland, for example, children only begin to pay half-price at 10 years of age. This is a step in the right direction. A reduction should be allowed to families whenever several articles of the same kind are sold. The State should set the example in establishments under its direction or control. The reduction would be serious and appreciable. Our railway companies only take a trifling step when they reduce the price for more than four members of a family on certain routes and at certain times of the year. This reduction is so small and the possibility of using it so limited that I may say that the companies have only indicated the way in which they should go.

A progressive and rapid reduction of prices should be applied to all commerce and all institutions for the benefit of large families. Some steps have been taken in this direction. Our colleges are allowing increased

reductions for two and three brothers confided to them.

Many of our family restaurants have introduced the child's portion, the expense of which is much lower than that of the full meal. They profit very well by this plan, and are keeping it up. Merchants in general should introduce reduced prices for things sold to a number of members of the same family. One only needs to carry out the principle of wholesale and retail commerce to do this. Does not the merchant pay a lower price because he buys a large quantity of goods? Why should he not give some benefit to the overburdened parent who has to purchase wholesale to a certain degree? The problem of repopulation would be largely solved if our merchants would take this patriotic and sensible view. To the many who are interested in this problem, I say: "If you do not wish to reduce the size of families, reduce the cost of keeping them."

Frank Stowell.

**The Strike Fever.**

"Hello, Laura, is that you?"

"Yes."

"This is George. Say, I can't get anything to eat down town here today. The hotels and restaurants are all closed on account of the strike. Have a good dinner ready for me this evening when I come home."

"I can't do it, George. The girl says all the grocery stores and meat markets out here are closed on account of the strike."

"Well, cook up a pudding or something of that kind."

"Can't do that, either. No milk today. The milkmen are on a strike."

"Well, Great Scott! Can't you send one of the children in with a lunch-on of bread and molasses?"

"No. Johnny says there are no

trains or street cars running. But, say, maybe I can—"

"Well, go on. Maybe you can what?"

But there was no response.

Everybody at the telephone office had gone on a strike.

A man who has a personal attachment for his superior—a feeling of loyalty—will be of better service to him than one who works for him simply because he is paid for it.



**A Handsome Book Free**

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

- Petoskey
- Bay View
- Wequetonsing
- Harbor Point
- Oden
- Mackinac Island
- Traverse City
- Neahtawanta
- Omena
- Northport

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

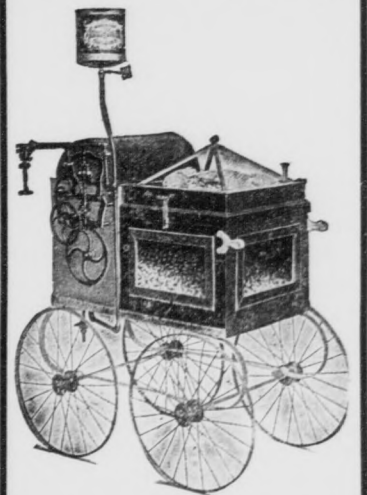
**Grand Rapids & Indiana Railway**  
(The Fishing Line)



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.

**Little Gem Peanut Roaster**



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

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

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

**CHURCHES  
SCHOOL HOUSES  
and HOMES**

must be decorated with ALABASTINE to insure health and permanent satisfaction. Write for Alabastine Era and free suggestions by our artists. Buy only in packages properly labeled "Alabastine."

**Alabastine Company**  
Grand Rapids, Mich.,  
and 105 Water Street, New York City

**IF A CUSTOMER**

asks for

**HAND SAPOLIO**

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

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

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

## THE ANTI-HOODOO.

## A New and Novel Form of Special Sale.

Written for the Tradesman.

The success which has attended the novelty in the shape of a bargain sale recently instituted as a weekly July feature by a local firm induces me to give some particulars concerning the plan in the belief that it will be of interest to other merchants and may serve as a suggestion for something similar that will be helpful in other cities.

This novelty is an anti-hoodoo sale, a name novel enough in itself to attract attention, and that is the purpose of advertising and of sales. There is a well grounded superstition that anything we do on Friday is apt to prove unlucky, and while I doubt whether this belief is extended to the making of purchases, the superstition offers opportunity for this novel way of disposing of goods that have to be forced off the shelves. Because I believe other merchants may want to adopt this scheme, which was originated in my home city, I am going to quote some of the advertisements that were used and describe the methods that were pursued in some detail, so that the merchant who has not a superabundance of confidence in himself as an advertisement writer will have a well written advertisement to go by and a well defined plan to follow.

The first intimation that people of my home city had of the anti-hoodoo sale was contained in an advertisement which occupied fourteen inches, double column, in a good position in the local papers. The advertisement was written in a cheerful, familiar, and conversational tone which was bound to make it attractive, and I believe that it was very generally read because it possessed these qualities and also because it was sort of a preliminary advertisement, and it is quoted here complete to serve as a model for those who may themselves want to adopt the anti-hoodoo sale as a real novelty and a helpful stock-mover. This is the advertisement just as it appeared and whether you contemplate an anti-hoodoo sale or not, I recommend it to you as a well written advertisement, even although it was not written by an advertising expert, but by a merchant himself:

## Are You Going To Join Our ANTI-HOODOO FRIDAY SOCIETY?

Be sure and read this advertisement and the succeeding ones, and be on hand Friday when the first meeting will be held. The object of this society is to prove that all the hard things said about Friday are not true. You hear people say they would not start on a journey on Friday. You hear them say it is unlucky to buy anything on Friday. You hear storekeepers declare that Friday is a bad one. We are going to disprove these old time notions. WE ARE GOING TO DO BUSINESS, AND LOTS OF IT, ON EVERY FRIDAY IN JULY. WE ARE GOING TO MAKE FRI-

## DAY A LUCKY DAY FOR YOU.

Since Jonah was the first Hoodoo, we are going to call this society ANTI-JONAH LODGE, No. 1. We would like to have you join. Everyone is eligible. Our motto is: "Down With Unlucky Friday."

## THIS IS OUR PLAN:

Commencing next Friday, July 10, and continuing every Friday during the month, we will hold a series of Special Hourly Sales.

A continuous performance, something doing every minute. For each hour during the day commencing at 8 a. m. we will sell some one thing from three departments

At a Ridiculously Low Price.

## FOR INSTANCE:

From 8 to 9 o'clock

The Dress Goods Department will offer a line of Dress Goods, Linings, or Silks.

The Domestic Department will offer Bed Spreads, Sheetings, Prints, Etc.

The Shoe Department will offer Shoes.

From 9 to 10 o'clock

Three other departments will offer specials, and so on all through the day with the exception of the hour from 12 to 1. The prices will be the lowest you ever heard of, and the goods offered will be of the highest grade. But they will be sold for only one hour.

Full particulars about Friday's execution of prices will be in this space to-morrow. Be on hand Friday and be initiated.

Needless to say this advertisement put the bargain hunters on the quiver and also awakened a great deal of interest among those who are not ordinarily classed as bargain hunters and many people other than the regular patrons of the store. The plan adopted was simple—a new adaptation of the hourly sale idea, but in an exceptionally attractive form. For one hour of the day in some department there was a sale at which really good values were given.

The advertiser himself described it in his next announcement much better than I can, and I quote from his advertisement:

During the day thirty-two different bargains were offered in nine different departments of the store. While to quote each one of these bargains would occupy too great space, a few are mentioned to show the character of the bait which was offered to the public. Here is the preliminary announcement just as it appeared in a three column advertisement a day before the sale:

## TO-MORROW!

The First Meeting of THE ANTI-HOODOO FRIDAY SOCIETY.

Be on hand early and join. Initiation commences at 8 a. m. and continues all day until 6 p. m. We want you to join. Everyone is eligible. As stated yesterday the object of this society that we are to form between the people and ourselves is to disprove the old-fashioned notion that Friday is unlucky or a hoodoo. We

are going to make it lucky Friday for you. We are going to make it a bright, busy Friday for us. There will be no black, unlucky or Hoodoo Fridays here. Here is the constitution of the society. Don't you think it is an attractive one? Commencing to-morrow, and continuing every Friday during July, we will hold a series of

## SPECIAL HOURLY SALES

for each hour during the day except from 12 to 1 o'clock. Three departments will offer some items at a ridiculously low price. Remember these sales are for one hour only, and during that hour you'll be able to buy the goods cheaper than you ever did before. Sales commence at 8 a. m. to-morrow.

## Here Is the Program for To-morrow:

Following this was a long list of attractive prices, from which I quote only one of the from three to five offered during each hour of the day. These are quoted to show the diversity of the bargains that were advertised and the style that was followed: From 8 until 9

A large line of Etamines, Voilles, Crepes and Fish Nets in Black, Tan, Brown, Grey and Blue, the regular price of which is \$1.50 and \$1.75.

At only 85c per yard.

From 9 until 10

Women's Fancy Colored Lace Hose, regular 15c quality,

At only 8c pair.

From 10 until 11

Fine Huck Towels, plain hem and

## 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. Wilmink

## 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 &amp; CO., 360 Gratiot Ave., Detroit, 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.

## CELERY NERVE GUM



PROMOTES THAT GOOD FEELING. Order from your jobber or send \$2.50 for five box carton. 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 boxes 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

hemstitched, 17x32 inches, 15c value,  
At only 9c each.

From 11 until 12

Fine Swiss Nainsook and Cambric Embroideries and Insertions up to 8 inches wide, worth up to 25c,

At only 9c yard.

From 12 to 1 No Sales.

From 1 until 2 p. m.

Children's Hand Turn Shoes, worth up to \$1.50, sizes to 11,

At only 39c pair.

From 2 until 3

Full size Bed Spreads, Marseilles pattern, washed and hemmed, ready for use, regular value \$1.35,

At only 75c each.

From 3 until 4

Thirty-eight Corded Madras and Mercerized Oxfords, regular price 15c,

At 7½c yard.

From 4 until 5

Lawn and Dimity Kimonas, regular \$1 value,

At 59c each.

From 5 until 6

Misses' and Children's Shoes, all sizes up to 2, Patent Leather and Vici Kid, regular prices \$1.25, \$1.50 and \$2,

Only 89c pair.

It should be borne in mind that only one bargain is quoted here of the half dozen which the store actually offered in its advertisement.

The first day of the Anti-Hoodoo sale was all that the dealer could have desired. All day throngs of customers filled the store, but the throng was not the only desideratum. Incidentally this clever firm moved off a large amount of odd styles and sizes which could not have been disposed of in months of ordinary trade. The result was a general cleaning up of stock all over the store. Every counter had been cleaned up of something with which it had been encumbered for a long time.

It is true that many of these goods were sold at an apparent sacrifice. From the consumer's point of view they were real bargains. The goods were sold at much less than their ordinary selling prices. In many cases they were sold at less than cost. But one of the greatest mistakes that a merchant makes is a lack of courage to occasionally sustain a small loss in order to avoid sustaining a larger one. The most marked type of the unprogressive merchant is he who unpacks a bale of goods and marks them and never changes the price. The older that goods become, as a rule, the more they decrease in value; and the merchant who is wise will admit this shrinkage. It is in this fact that lies all the value of moving stock promptly when it is first received and of the wisdom of disposing of stock at even a loss after it has become a dead letter.

There are a hundred arguments in favor of such a course. The man who allows goods to become stale on his shelves eventually finds himself the slave of a tremendous amount of antiquated goods. These are being carried on the tax roll at pretty close to their original value; but if misfortune overtakes this man and

appraisers are sent into his store, he will find that the goods that he has been holding at fancy prices on his books as a part of his assets have depreciated hundreds of per cent. of actual value in the appraisal.

In the thirty-two bargains offered there were one or two instances where fresh, desirable goods were sold at less than cost, but the reason must be plain to any merchant. For instance, at the first anti-hoodoo sale, this store quoted Mennen's Talcum Powder at 9c a box, while its actual cost to the store was close to 10½c. It was still a wise quotation on the part of the store; for who would not be willing to pay a cent and a half for every customer who came into his place of business? At this ratio the expenditure of three dollars in money would bring 200 customers into your store every day and that is as good returns as the best reputation or the best advertisement could bring you.

These offers made at an actual money sacrifice were perhaps made for the sole purpose of attracting people to the store. During the hour at which this popular talcum powder was sold below cost, there were sales in progress in several other departments and it is very reasonable to presume that many a woman who was attracted by the exceptionally low price of the small article visited the other counters before she left and very likely purchased articles on which the usual price was being charged and on which the usual profit was being realized.

The purpose of the ordinary bargain sale is not so much to make an actual profit on the goods offered as to establish a reputation for the store and to bring customers into the place who are very likely to be present or future buyers of other articles. If this merchant lost one and a half cents on a package of talcum powder and made one or two dollars on another sale, he certainly was not the loser.

There was a peculiar feature in connection with this sale, for it had been supposed that there would be a tremendous crush of bargain hunters to buy the powder at such a ridiculously low price, and to protect the store a rule was established that only one box would be sold to each customer. Nevertheless only about three dozen boxes of the powder were sold during the hour in which it was on sale, while in other departments, where bargains were offered which paid the store an actual profit, the sales were much larger. This serves to demonstrate anew how little the public knows about the cost of goods, although the ordinary customer assumes to possess extensive knowledge on this subject.

The first day of the anti-hoodoo sale was followed by this clincher, which served to pave the way for the next. I quote this advertisement also for the benefit of the man who wishes to institute an anti-hoodoo sale, and also as a model of a succinct advertisement:

THE FIRST  
of our

ANTI-HOODOO FRIDAY

Sales Has Been

AN ENORMOUS SUCCESS.

We demonstrated to hundreds of people who attended to-day that instead of Friday being a hoodoo, it is a lucky day for them. It has been as we predicted, a busy day for us.

THE SPECIAL HOURLY SALES HAVE CREATED A SENSATION.

It is no wonder, for never before has Dependable Merchandise been offered at such low prices as prevail during these sales. If you didn't attend to-day you are a loser.

Remember the next one will be Friday, July 17th. Watch the papers for still Bigger Bargains.

In due time another anti-hoodoo sale was held, preceded by this announcement:

TO-MORROW THE SECOND OF OUR ANTI-HOODOO FRIDAY HOURLY SALES.

Something Interesting Doing Every Minute. Special Hourly Sales of Dependable and Desirable Merchandise at Prices Never Heard of Before.

The first of these sales, held last week, was a hummer. Every one who took advantage of the bargains offered was more than satisfied, and declared they would come again this week. Were you in that class? If not, better join to-morrow. Come with the crowds. Convince yourself that Friday is a lucky day for you.

The anti-hoodoo sale, however, is now an established thing. They have been held by this firm throughout July and have created more comment perhaps than any sale held in my home city in a long time. It was a departure from the old "¼ Off" and

"Below Cost" and other similar sales.

In an interview which I had with one of the proprietors for the purpose of this article for the Tradesman, he expressed himself as very much pleased with the results which had been attained. The firm did not humbug its customers with poor goods. At the same time it benefited itself by getting rid of good goods which had become antiquated. It may be safe to say that not a customer who patronized this sale was dissatisfied. In fact, it is safe to say that the customers were as well satisfied as the proprietors. The clerks are delighted. Their counters have been cleared up. The work of the semi-annual July inventory has been made simple and room has been made for the fall goods.

This store will discontinue these sales with the last Friday in July, but such a success have they been that they will be resumed in January, previous to the next semi-annual inventory. The Anti-Hoodoo sale has added to the store's reputation for cheapness without detracting from its reputation for the sale of dependable goods.

I recommend the Anti-Hoodoo sale for your consideration.

Charles Frederick.

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.



PREPARED MUSTARD WITH HORSE RADISH

Just What the People Want.

Good Profit; Quick Sales.

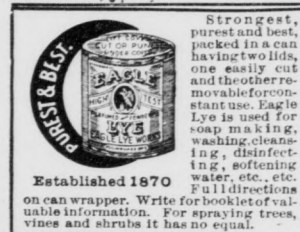
THOS. S. BEAUDOIN, Manufacturer

Write for prices

518-24 18th St., Detroit, Mich.

EAGLE HIGH LYE 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.

OUR

New Deal

FOR THE

Retailer

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

Absolutely Free of all Charges

One Handsome Giant Nail Puller

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

HOW OBTAINED

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

Eagle Lye Works, Milwaukee, Wisconsin

GRADUAL GROWTH.

Annual Report of the Citizens Telephone Co.

The seventh complete fiscal year of your company closed with June 30, last—the most important and significant year in its influence on the development and prospects of your company thus far in its existence, in the opinion of the Officers and the Management of the Company. During that time the growth of the system has been marked, and while the totals of new telephones installed but little exceed the figure reported a year ago, the actual growth is considerably greater than that which signaled the year ending with June 30, 1902.

The statistics of comparison as to the Company's exchanges and toll line system are presented first for your consideration; deductions therefrom, details will be given subsequently. In accordance with custom heretofore adopted, the statistics are given in comparative form, the following being a list of the exchanges and the number of telephones in service in

	1902	1903
Grand Rapids,	4,423	5,165
Alto,	42	57
Athens,	26	25
Baldwin,	11	36
Bellevue,	65	70
Belding,	145	210
Big Rapids,	6	8
Cadillac,	...	449
Caledonia,	15	159
Cannonsburg,	19	15
Cascade Springs,	12	44
Casnovia,	25	29
Cedar Springs,	122	129
Clarksville,	97	98
Coral,	15	15
Dimondale,	19	92
Fellows,	49	53
Empire,	...	16
Freeport,	77	135
Fremont,	92	114
Grandville,	6	2
Grattan,	17	19
Grawn,	3	4
Greenville,	339	422
Hastings,	383	423
Hersey,	11	15
Holland,	502	592
Honor,	...	15
Hudsonville,	...	8
Ionia,	278	432
Jenison,	5	15
Kalamo,	11	6
Lowell,	222	344
Lansing,	1,390	1,735
Manton,	61	61
Mason,	...	148
McBain,	...	25
McCords,	...	8
Middleville,	172	218
Moline,	33	87
Nashville,	168	252
Newaygo,	30	42
Northport,	...	10
Portland,	5	360
Rockford,	138	225
Sand Lake,	...	40
Suttons Bay,	...	19
Traverse City,	773	1,054
Trufant,	6	12
Vermontville,	227	315
Zeeland,	67	110
*Leelanau County	85	38
Toll Stations,	96	107
Total,	10,496	14,082

You will observe that the net gain in your system of telephones is 3,586, or somewhat more than 34 per cent. during the year—almost precisely the total gains in number of telephones reported a year ago. Then the total was 3,533, or 53 less; the gain for that year was so large as to be considered remarkable, and that it has been exceeded at all, the past year, is highly gratifying. The gain in the City system is 642 telephones during the past year as compared with 935 during the preceding year; could the hundreds of orders now waiting the completion of your new system have been cared for as they were given, the actual growth would have been considerably more than last year in the City system, and the total growth in number of telephones would have considerably exceeded the growth of the year 1901-1902. Further, could the energy which has necessarily been expended on the erection of the new building and preparation for the new plant in your City Exchange have been devoted to the caring for urgent demands for service in other portions of the system—to the building of small exchanges in neighborhoods that have been importuning the Management for service for many months past—a very considerable further element of growth could now be reported. However, the actual growth is large enough; and since it was clearly impossible to do all that was desirable to be done within the time under consideration, we may content ourselves by saying that the Management did that which seemed to be most important first, and that the coming year will care for delayed orders and for urgent friends, which will conduce to a pleasing report when you assemble for your Annual in 1904. With the completion of the new plant the prospects for growth in this City, because of orders now on hand and others indicated, are that the ensuing twelve months will be the most remarkable in the history of the Company.

The statistics of growth above given show that at several points exchanges are now owned by your Company which were not a part of its system a year ago. Cadillac is the most notable example, with Mason, the county seat of Ingham county, second in importance in this list, although not the larger, because Portland, Ionia county, has more than twice as many phones; but Portland is not a county seat and the Mason Exchange will grow during the ensuing year more rapidly than Portland will. You will observe, too, in making comparisons that your Exchanges at Lansing and Traverse City, which reported remarkable growth a year ago, have gone quite as well relatively during the past year. The star opposite Leelanau county is for the purpose of calling your attention to the fact that several points in that county not credited with exchanges last year are now given in the foregoing list: namely, Empire, Honor, Northport, Suttons Bay. The development of the Grand Traverse region has been

very considerable and prospects for the near future are very bright for considerable additional service in that region.

The growth in the Company's Long Distance system, in toll lines, has been nearly twice as great during the year just closed as during its predecessor. There were added 162 miles of pole lines, carrying 210 miles of copper metallic circuits and 71 miles of iron metallic circuits, making a total toll line system of 1,020 miles of toll line poles; 1,230 miles of copper metallic circuits, and 934 miles of iron metallic circuits, with a total of 4,308 miles of wire. Copper for an additional circuit between this City and Reed City, a distance of about 80 miles of circuits, and for a new line from Marshall to Battle Creek, about 50 miles more of circuits, or a total of 260 miles of wire, has been ordered and would have been in service before this could the wire have been obtained as rapidly as desired. Of course the additions to the pole mileage of the system just mentioned are solely additions to the Long Distance lines of the Company. During the past twelve months a very considerable increase of pole mileage has been made in the expansion of farmers lines, some hundreds more of telephones in farm houses being now used than were a year ago; not a little of the growth in Lowell, Ionia, Portland, Rockford, Cedar Springs, Nashville, Middleville, Vermontville and other points being of this character.

Speaking of the Long Distance lines of the Company, the growth in business in the system has been more pleasing, larger, considerably, than the growth in the system itself. The year ending July 1, 1901, showed an increase in Grand Rapids' toll business of 19 per cent.; the year ending July 1, 1902, gave an increase of 25 per cent. over the preceding year; and the year just ended shows an increase over the preceding year of 67,709 Grand Rapids connections or switches, a trifle more than 30 per cent. increase. A year ago the total was 220,863, making the total for the year just ended 288,572. This comparison is considered in the Company's office as a sort of barometer of the Long Distance business of the Company. When we speak of Grand Rapids' connections we mean the number of messages or completed conversations between telephones in the Grand Rapids Exchange and telephones outside; these connections have no relation to the other Long Distance calls of the Company, as between any other two exchanges or toll points in or connected with the system. The growth of that business has undoubtedly kept pace with the increase in the Grand Rapids connections.

Another way of stating this growth is embodied in the following figures: Last year the banner week in Grand Rapids' connections included 5,717 switches. This year the banner week, the second week of July, there were 6,642 switches, an increase of 725 switches. Last year the report of the banner day was 1,059; this year

the banner day is 1,232, an increase of 173 switches in a day, or nearly 17 per cent. It was pleasant to tell you last year that "thus far there have been five days this month where the Grand Rapids' connections exceeded 1,000 per day." This year every day in the month save Sundays and the 4th, the Grand Rapids' connections of your system have exceeded 1,000 switches. There is a steady growth in this department of business. June, a 30 day month, exceeded all its predecessors; May, last, was the next largest month. These facts tell a story of very great importance.

The physical growth of the property is no more gratifying than the development of your Company's business on its financial side. During the past year the gross income (with a few small items of toll line receipts from minor offices closely estimated) is \$274,343.79, as compared with \$198,110.98 reported to you last year; an increase of \$76,232.81 in gross revenue of a company in a single year is a considerable sum. It convinces you that the expenditure of the large amount of new capital invested during the same twelve months produced a very important effect in addition to revenue—which is what the added investment was intended to accomplish. In passing it may be said that the added investment not only added to revenue, gross and net, but it added greatly to the strength of the system, making far more useful and sufficient for all needs the telephone exchanges and toll line service previously in operation. The effect of the added investment upon the plant and the previous investment should not be lost sight of. The changes in gross revenue from quarter to quarter during the year when analyzed are also significant. The first quarter's figures are \$57,556.49; the second quarter, \$66,951.61; the third quarter, \$70,913.99; the fourth quarter, \$78,921.70. The analysis for the final quarter of the fiscal year showing almost \$79,000 of gross earnings indicates that your system is now earning nearly \$320,000 per annum. A brief retrospect of the Company's gross income for its respective fiscal years is presented: At the end of the first fiscal year, in '97, it was reported at \$43,742.05; in '98, \$57,524.50; for the year 1899, \$72,832.56; in 1900 the gross income was reported at \$104,173.81; in 1901, \$147,557.64; in 1902, \$198,110.98, and last year, 1903, the sum named heretofore, \$274,343.79. The tendency in this regard is certainly sufficiently marked to secure attention.

The gross expenses of the past year for operation, management, general expenses, taxes, etc., were \$76,066.60; for reconstruction, repairs, maintenance and depreciation, \$100,499.46. So after paying dividend requirements of 2 per cent. each quarter, aggregating \$82,777.73 in the year, by formal action of your Directors on Saturday night, the sum of \$15,000 was carried over to surplus, making your new surplus account \$55,231.48. The last dividend payment, the checks for which were

mailed you yesterday, aggregated \$23,514.67, there being almost 1,100 (1093) checks. The dividend payments in gross last year were \$56,231.41, \$26,546.32 less than this year's. The gross expenses of operating your plant during the past year, including depreciation, as you will see, were \$176,566.06. A detailed analysis would be instructive, but would take more of your time than is desirable. Suffice it to say that the gross expenses of the last quarter of the fiscal year, including its proportion of depreciation, aggregated but \$46,975.87. You will remember that the revenue statement for the same quarter was \$78,921.70, or \$31,945.83 larger.

During the year just closed and in accordance with formal action of about 80 per cent. of the stockholders, amended articles of association (the sixth amendment in the history of the Company) were filed in the office of the Secretary of State on the 17th of November, increasing the authorized capital of the Company to \$2,000,000 and the number of Directors of the Company to eleven. On the 1st of July, instant, the amount of capital stock outstanding was \$1,212,880, as compared with \$847,065 reported to you at last year's annual meeting, from which you will see that the net sales of stock during the past fiscal year have aggregated \$365,815, an average of a trifle more than \$1,000 a day for every day in the year. The sales thus far this month aggregate \$27,020. The requirements for money with which to meet such a very large growth of more than 3,500 telephones in the year just closed—to take care of the expansion and improvement of your system in this City including the new Automatic apparatus—are very considerable. Your Directors have recently authorized the sale of an additional \$150,000 of stock and your Secretary is disposing of it as rapidly as possible; with what degree of success the record of the month thus far suggests.

During the past fiscal year a total of 340 new stockholders was added to the list, making the total of those now holding stock in the Company quite a little in excess of 1,100. The sales thus far this month include 21 new stockholders. The preceding fiscal year of sales added 215 new stockholders—87 in the first half of the year and 128 in the second half; during the year just closed 145 the first half of the year and 195 the second half. It is the policy of the Company, even more firmly now than ever before, to increase the number of its partisans—every stockholder is necessarily, in the very nature of things, watchful of his own, and hence our interests; the larger the number of those watchful, the more surely are the Company's interests served.

Last year General Manager Tarte made a report of pleasing character as to the number of troubles afflicting the telephones of the City system. Our records this year show that we have had 28 per cent. less trouble per subscriber than during the previous year. We gave then the following statement: "Our rec-

Hardware Price Current

Ammunition		Caps		Cartridges		Primers		Gun Wads		Loaded Shells		New Rival—For Shotguns		Paper Shells—Not Loaded		Gunpowder		Shot		Augurs and Bits		Axes		Barrows		Bolts		Buckets		Butts, Cast		Chain		Crowbars		Chisels		Elbows		Expansive Bits		Files—New List		Galvanized Iron		Gauges		Glass		Hammers		Hinges		Hollow Ware		Horse Nails		House Furnishing Goods		Iron		Knobs—New List		Lanterns																																																																																					
G. D., full count, per m.	40	Hicks' Waterproof, per m.	50	Musket, per m.	75	Kly's Waterproof, per m.	80	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	No. 2 U. M. C., boxes 250, per m.	1 40	No. 2 Winchester, boxes 250, per m.	1 40	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	No. 10, pasteboard boxes 100, per 100.	72	No. 12, pasteboard boxes 100, per 100.	64	Kegs, 25 lbs., per keg.	4 90	1/2 kegs, 12 1/2 lbs., per 1/2 keg.	2 30	1/4 kegs, 6 1/4 lbs., per 1/4 keg.	1 50	In sacks containing 25 lbs.	Drop, all sizes smaller than B.	1 65	Snell's.	60	Jennings genuine.	25	Jennings' imitation.	50	First Quality, S. B. Bronze.	8 50	First Quality, D. B. Bronze.	9 00	First Quality, S. B. S. Steel.	7 00	First Quality, D. B. S. Steel.	10 50	Railroad.	13 00	Garden.	29 00	Stove.	70	Carriage, new list.	60	Plow.	50	Well, plain.	4 00	Cast Loose Pin, figured.	70	Wrought Narrow.	60	1/4 in.	5-16 in.	3/8 in.	1/2 in.	Com.	7 00	BB.	8 1/2	BBB.	8 3/4	Cast Steel, per lb.	5	Socket Firmer.	65	Socket Framing.	65	Socket Corner.	65	Socket Slicks.	65	Com. 4 piece, 6 in., per doz.	net	Adjustable.	75	Clark's small, \$18; large, \$26.	40	Ives' 1, \$18; 2, \$24; 3, \$30.	25	New American.	70&10	Nicholson's.	70	Heller's Horse Rasps.	70	Nos. 16 to 20; 22 and 24; 25 and 28; 27.	28	List 12 13 14 15 26.	17	Discount, 70	Stanley Rule and Level Co.'s.	60&10	Glass.	90	Single Strength, by box.	90	Double Strength, by box.	90	By the Light.	90	Waydole & Co.'s, new list.	38 1/2	Verkes & Plumb's.	40&10	Mason's Solid Cast Steel.	30c list	Gate, Clark's 1, 2, 3.	60&10	Pots.	50&10	Kettles.	50&10	Spiders.	50&10	Au Sable.	40&10	Stamped Tinware, new list.	70	Spanned Tinware.	20&10	Bar Iron.	2 25 c rates	Light Band.	3 c rates	Door, mineral, jap. trimmings.	75	Door, porcelain, jap. trimmings.	85	Regular 8 Tubular, Doz.	8 00	Warren, Galvanized Fount.	00

Levels		Mattocks		Metals—Zinc		Miscellaneous		Molasses Gates		Pans		Patent Planished Iron		Planes		Nails		Rivets		Roofing Plates		Sand Paper		Sash Weights		Sheet Iron		Shovels and Spades		Soldier		Squares		Tin—Melyn Grade		Tin—Allaway Grade		Boiler Size Tin Plate		Traps		Wire		Wire Goods		Wrenches																																																																																																																																				
Stanley Rule and Level Co.'s.	dis	70	Adze Eye.	\$17 00.	dis	60	600 pound casks.	7 1/2	Per pound.	8	Bird Cages.	40	Pumps, Cistern.	75	Screws, New List.	85	Casters, Bed and Plate.	50&10&10	Dampers, American.	50	Stebbins' Pattern.	60&10	Enterprise, self-measuring.	30	Fry, Acme.	60&10&10	Common, polished.	70&5	"A" Wood's patent planished, Nos. 24 to 27.	10 80	"B" Wood's patent planished, Nos. 25 to 27.	9 80	Broken packages 1/4 c per pound extra.	9 80	Ohio Tool Co.'s, fancy.	40	Scotia Bench.	50	Sandusky Tool Co.'s, fancy.	40	Bench, first quality.	45	Steel nails, base.	2 75	Wire nails, base.	2 25	20 to 60 advance.	Base	10 to 16 advance.	10	8 advance.	10	6 advance.	20	4 advance.	30	3 advance.	40	2 advance.	70	Fine 3 advance.	50	Casing 10 advance.	15	Casing 8 advance.	22	Casing 6 advance.	28	Finish 10 advance.	32	Finish 8 advance.	32	Finish 6 advance.	42	Barrel 1/2 advance.	48	Iron and Tinned.	50	Copper Rivets and Burs.	47	14x20 IC, Charcoal, Dean.	7 50	14x20 IX, Charcoal, Dean.	9 00	20x28 IC, Charcoal, Dean.	15 00	14x20 IC, Charcoal, Allaway Grade.	7 50	14x20 IX, Charcoal, Allaway Grade.	9 00	20x28 IC, Charcoal, Allaway Grade.	15 00	20x28 IX, Charcoal, Allaway Grade.	18 00	List acct. 19, '88.	dis	67	Nos. 10 to 14.	com. smooth.	com.	Nos. 15 to 17.	3 75	Nos. 18 to 21.	3 90	Nos. 22 to 24.	4 10	Nos. 25 to 28.	4 20	No. 27.	4 30	All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	4 10	First Grade, Doz.	6 00	Second Grade, Doz.	5 50	1/2 @ 1/2.	19	10x14 IC, Charcoal.	10 50	14x20 IC, Charcoal.	10 50	20x14 IX, Charcoal.	12 00	Each additional X on this grade, \$1.25.	10 50	10x14 IC, Charcoal.	9 00	14x20 IC, Charcoal.	9 00	10x14 IX, Charcoal.	10 50	14x20 IX, Charcoal.	10 50	Each additional X on this grade, \$1.50.	10 50	14x56 IX, for No. 8 Bolters, } per pound..	15	14x56 IX, for No. 9 Bolters, }	15	Steel Game.	75	Oneda Community, Newhouse's.	40&10	Oneda Community, Hawley & Norton's.	85	Mouse, choker per doz.	15	Mouse, delusion, per doz.	1 25	Bright Market.	60	Annealed Market.	60	Coppered Market.	50&10	Tinned Market.	50&10	Coppered Spring Steel.	40	Barbed Fence, Galvanized.	3 00	Barbed Fence, Painted.	2 70	Bright.	10-30	Screw Eyes.	10-30	Hooks.	10-30	Gate Hooks and Eyes.	10-30	Baxter's Adjustable, Nickeled.	20	Coe's Genuine.	70	Coe's Patent Agricultural, Wrought.	70&10

Crockery and Glassware

STONEWARE		Butters		Churns		Milkpans		Fine Glazed Milkpans		Stewpans		Jugs		Sealing Wax		LAMP BURNERS		MASON FRUIT JARS		With Porcelain Lined Caps		LAMP CHIMNEYS—Seconds		Anchor Carton Chimneys		First Quality		XXX Flint		Pearl Top		La Bastie		Rochester		Electric		OIL CANS		LANTERNS		BEST WHITE COTTON WICKS		COUPON BOOKS		Coupon Pass Books		Credit Checks																																																																																																																																					
1/2 gal., per doz.	48	1 to 6 gal., per gal.	6	8 gal. each.	52	10 gal. each.	66	12 gal. each.	78	15 gal. meat-tubs, each.	1 20	20 gal. meat-tubs, each.	1 60	25 gal. meat-tubs, each.	2 25	30 gal. meat-tubs, each.	2 70	2 to 6 gal., per gal.	6 1/2	burn Dashers, per doz.	84	1/2 gal. flat or rd. bot., per doz.	48	1 gal. flat or rd. bot., each.	6	1/2 gal. flat or rd. bot., per doz.	60	1 gal. flat or rd. bot., each.	6	1/2 gal. fireproof, ball, per doz.	85	1 gal. fireproof, ball, per doz.	1 10	1/2 gal. per doz.	60	1/2 gal. per doz.	45	1 to 5 gal., per gal.	7 1/2	5 lbs. In package, per lb.	2	No. 0 Sun.	35	No. 1 Sun.	46	No. 2 Sun.	48	No. 3 Sun.	55	Tubular.	50	Nutmeg.	50	Pints.	4 50 per gross	Quarts.	4 75 per gross	1/2 Gallon.	6 00 per gross	No. 0 Sun.	Per box of 6 doz.	1 74	No. 1 Sun.	1 95	No. 2 Sun.	2 92	No. 0 Crimp.	1 86	No. 1 Crimp.	2 08	No. 2 Crimp.	3 04	No. 0 Sun, crimp top, wrapped & lab.	1 91	No. 1 Sun, crimp top, wrapped & lab.	2 18	No. 2 Sun, crimp top, wrapped & lab.	3 08	No. 1 Sun, crimp top, wrapped & lab.	2 75	No. 2 Sun, crimp top, wrapped & lab.	3 75	No. 2 Sun, hinge, wrapped & lab.	4 00	No. 1 Sun, wrapped and labeled.	4 60	No. 2 Sun, wrapped and labeled.	5 30	No. 2 hinge, wrapped and labeled.	5 10	No. 2 Sun, "Small Bulb," for Globe Lamps.	80	No. 1 Sun, plain bulb, per doz.	1 00	No. 2 Sun, plain bulb, per doz.	1 25	No. 1 Crimp, per doz.	1 35	No. 2 Crimp, per doz.	1 60	No. 1 Lime (85c doz).	3 50	No. 2 Lime (75c doz).	4 00	No. 2 Flint (80c doz).	4 60	No. 2 Lime (70c doz).	4 00	No. 2 Flint (80c doz).	4 60	1 gal. tin cans with spout, per doz.	1 30	1 gal. galv. iron with spout, per doz.	1 50	2 gal. galv. iron with spout, per doz.	2 50	3 gal. galv. iron with spout, per doz.	3 50	5 gal. galv. iron with spout, per doz.	4 50	5 gal. galv. iron with faucet, per doz.	3 75	5 gal. galv. iron with faucet, per doz.	5 00	5 gal. Tinting cans.	7 00	5 gal. galv. iron Naeefas.	9 00	No. 0 Tubular, slide lift.	4 75	No. 1 B Tubular.	7 25	No. 15 Tubular, dash.	7 25	No. 1 Tubular, glass fountain.	7 50	No. 12 Tubular, slide lamp.	13 50	No. 3 Street Lamp, each.	3 60	No. 0 Tub., cases 2 doz. each, box, 15c.	45	No. 0 Tub., cases 2 doz. each, box, 15c.	45	No. 0 Tub., bbls 5 doz. each, per bbl.	1 90	No. 0 Tub., Bull's eye, cases 1 doz. each.	1 25	No. 0, 1/4-inch wide, per gross or roll.	18	No. 1, 1/2-inch wide, per gross or roll.	24	No. 2, 1 inch wide, per gross or roll.	34	No. 3, 1 1/4 inch wide, per gross or roll.	53	50 books, any denomination.	1 50	100 books, any denomination.	2 50	500 books, any denomination.	11 50	1,000 books, any denomination.	20 00	Can be made to represent any denomination from \$10 down.	50 books.	1 50	100 books.	2 50	500 books.	11 50	1,000 books.	20 00	500, any one denomination.	2 00	1,000, any one denomination.	3 00	2,000, any one denomination.	5 00	Steel punch.	75

ords show that during the year ending July 1, 1900, each subscriber or telephone had one trouble every 53 days; during the year ending July 1, 1901, each subscriber had one trouble every 64 days; during the year ending July 1, 1902, each subscriber had one trouble every 81 days." During the year just closed our records show that there was one trouble per subscriber every 104 days—or 28 per cent. less actual trouble per telephone than during the previous year. The new cables which have been installed recently will make a very great difference in our outside troubles during the coming year, and in 1904 in this phase of report it is confidently expected that the comparisons of statistics will continue pleasing. It is not contended that the quality of the service during the latter part of this fiscal year has at all times been up to the standard of this Company, or all that could be desired. Most of you, most of our patrons, are well aware that the business of the Company has grown beyond all expectations and to an extent that has made it impossible with the facilities and apparatus at hand to adequately and properly care for the traffic; hence the urgency of preparations for the new building and the new plant

Our friends and patrons have been exceedingly patient under the circumstances. It is a pleasure to make public acknowledgment of this fact and to testify to the sincere appreciation of such patience and kindness; and further, to express the confident belief that the future service of the Company with the new system will amply compensate for the interruption during the change, which is in preparation.

Because it is desirable to make the record complete in this respect and not because it is news to any of you, it should be stated that the expectation of your Company one year ago is rapidly becoming a realization. It was then said that the Company had recently bought a site for permanent home and headquarters between Louis and Campau streets on the east bank of the Grand River, and that plans for a suitable building were then under discussion. It was found desirable to negotiate an exchange of realty with Kent county, our neighbor on the east of our building site, to the end that our tract of land, as well as the county's, should be rectangular in form, and for that purpose delay was necessary until the Board of Supervisors should meet and act upon the proposition made by your officers. As the newspapers have informed you, small triangles of land were "swapped," accomplishing just the purpose desired, after which completed plans for the building were adopted, and the work of putting in a foundation was hastened with as much speed as winter weather would permit. It is believed that one of the most substantial substructures in the City or State was constructed; it may almost be said that your new building stands on a rock, for the foundation is of concrete made with Michigan cement, and might almost be spoken of as

a monolith—although not of the form usually ascribed to a monolith. The superstructure all can see and it tells its own story. Each and all of you are welcome to visit the building and note its progress from time to time. In a few weeks you will be especially invited to attend an opening reception, when its character, the purpose for which it is designed, and its occupancy will be made very evident to you. It is the purpose of the Management to invite the owners first to see their property, after which the general public will be given a chance to see our new home. It is believed that the building is practically fire-proof. Its construction thus far and the moneys paid for it give good reason for believing that the total investment for the building will closely approximate the original estimate of \$45,000, not a large sum for such a building, 77x143 feet in size, two stories and basement in height, with heating apparatus, etc., etc.

After the building was decided upon and was in process of construction, and after weeks and months of very careful investigation of the subject, and after securing proposals that were exceedingly gratifying in their character both as to quality of apparatus offered and prices made, your Directors entered into a contract for Automatic apparatus, switchboards and telephones for your City Exchange, purchasing as the first order 5,000 switches and all the telephones necessary in connection therewith. This decision as to apparatus was not made until representatives of the Board of Directors, and on the technical side of operating such a plant, had visited cities in Massachusetts and New York, where the Automatic apparatus was already in use, and where the opinions of both the telephone companies and their patrons were obtained at length. There was remarkable unanimity of preference for the Automatic service among the hundreds of patrons using it who were thus visited. The expressions of opinion were so pronounced and emphatic, were so evidently intelligent and honest, that there could be no doubt as to probabilities from the use of Automatic apparatus in our own Exchange. Under such circumstances and because of the economies very evidently to occur from the use of Automatic apparatus, a contract was entered into. The apparatus is now arriving, several carloads of switches and telephones having been placed within the present month in the new building. The work of installation is to begin in a very few days and will be pushed with due zeal and diligence. The Management is quite anxious to get the new apparatus into service and thus to give our patrons the best of service as any of the telephone users can be. In this same connection it may be said that our Company, which has a very much larger system outside of Grand Rapids than in our home Exchange, and in a territory that is continually calling for more telephones, will have little difficulty in using the thousands of tele-

## 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.

## 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.



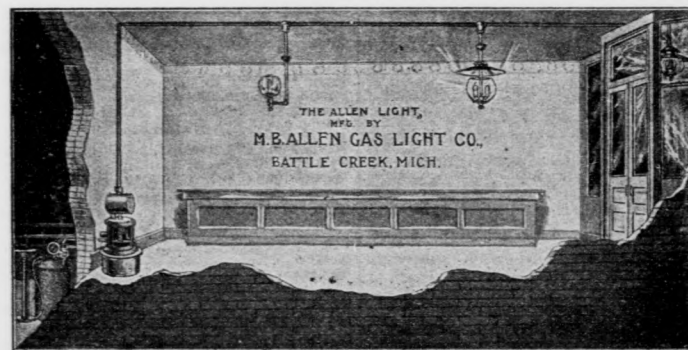
**WALL CASES,  
COUNTERS,  
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ETC., ETC.**

Drug Store Fixtures  
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Estimates Furnished on Complete  
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**Geo. S. Smith Fixture Co.**

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Grand Rapids, Michigan



**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.



phones displaced in this City by the Automatic apparatus; these telephones will not have to be cast aside or wasted by any means.

A year ago mention was made of the decision of Judge Brown, of the Eastern District of Massachusetts, in the celebrated Berliner case. While it was admitted that an appeal to the United States Circuit Court of Appeals might be made by the Bell Company, it was believed that the final result would be an affirmation of Judge Brown's opinion. What was expected has been realized. The decision of the Court of Appeals, unanimous, was handed down just about the holidays and became a part of a very agreeable Christmas for the independent telephone companies of the country. That decision was the end of the celebrated Berliner case and patent, and the independent telephone companies of the country are giving themselves no concern about patent suits—are certain that patents are no longer an appreciable factor in the telephone competition and business in this country.

You probably have noticed that it is expected that work will begin in Kalamazoo in the building of a system to cost in the neighborhood of \$150,000 within the coming month. Toledo capitalists are said to be interested in the project. The independent company in Toledo has been signally successful and has stimulated and encouraged many such investments. Your Company has promised the Kalamazoo Citizens Company that in the event of the building of a good independent system in that town, toll line connections will be provided. It should be further stated that the actual work of building an independent plant in Ann Arbor is in progress, considerable capital from Pennsylvania having engaged in that project. Anthracite coal men, chiefly of Scranton and Wilkesbarre, within the last two years or thereabouts, have invested some \$10,000,000 in independent telephone properties. They are parties to the Ann Arbor plant among other projects they are interested in. They are also putting money into the new independent plant in Chicago, which is to use Automatic apparatus, the same as is to be installed in your Exchange in this City, and which is expected to be in operation in a few weeks.

The general news of the telephone field throughout the country, as reported at the meeting of the National Association last month in Chicago, is decidedly pleasing. For example, every considerable city and town in the State of New York, outside of Greater New York, has built or is building an independent plant, and there are more than 50,000 independent telephones already in service in that State. In Pennsylvania there is no exception to this condition; Philadelphia and Pittsburg, as well as the smaller towns, are also provided with flourishing independent exchanges. The same thing is true of Ohio, save as to Cincinnati, where it is believed that work on an independent plant will begin yet this year. The general prospects never were more flatter-

ing for independent telephone companies throughout the country than they appear to be at the present time.

During the year just closed, as you may have noticed from the report as to Cadillac and the number of telephones in operation, your Company bought the plant, taking possession last October. Your Company owned toll lines through that town and were indirectly interested in the property before its purchase. When it was bought, it had somewhat more than 200 telephones in service. With 449 the first of the month and prospects that the 500 mark will be passed before the year closes, an idea of the development of the plant is gained. What that development means in another way is suggested by the fact that the toll line revenue from that exchange has considerably more than doubled since your Company took the exchange and its management. Similar reports as to growth of the Long Distance business of the Company could be made as to many other points in your system. Your gross receipts from this source the past year were \$65,696.54, as compared with \$44,567.17. An increase of \$21,129.37 in this department in a year, or very nearly 50 per cent. is something to be proud of.

A new copper metallic toll line is building from St. Joseph and Benton Harbor North along the Lake Shore through to Saugatuck, there connecting with the headquarters of the farmers' co-operative telephone system, known as the Saugatuck, Douglas and Ganges Telephone System. Your Company will build a copper line from Holland to Saugatuck to connect therewith, and work on the line will be in progress shortly. The completion of that line will give through connections to South Bend, Indiana, as the line between St. Joseph and Benton Harbor and the Indiana town named is rapidly approaching completion. South Bend's new plant, of about 2,000 phones, has developed with wonderful success during the past year, substantially supplanting the Bell. It is the sec-

ond independent exchange built there, the first having been sold to the Bell some time ago. That a second independent plant was built is significant. The Illinois Telephone-Telegraph Company, the independent Chicago Company is preparing to build a toll line connection through to the East, joining the independent propositions at South Bend. Thus your Company will get a through line to Chicago and also to points in Northern Indiana, as well as to Indianapolis and to the Ohio River at Louisville, which lines must develop a large business and prove exceedingly satisfactory.

During the year there have been no fatalities, no serious accidents to persons, no sleet storms, bad wind storms or other serious troubles to mar the record, for which we are most grateful.

It is a pleasure to again bear testimony to the zeal, energy, and efficiency of your staff of employes. Your Secretary and General Manager Tarte have almost unqualified words of praise for their colleagues in the operation and management of your property in this city and throughout your system. Much depends upon the loyalty and fidelity of such a staff. Perhaps no other company in the country has more to be grateful for in this direction than yours. A year ago the annual report stated: "The future is full of promise, bright promise. Great growth is still in progress; there will be very considerable growth, both in the exchanges already developed and in others which the Company must build in the territory which it has planned to serve. You may count certainly upon the continued zeal, enthusiasm, energy and loyalty of all in your employ—they each and all have nearly as great pride in your property and its success as though individual owners thereof." The same thing can be said to-day, with even more of positiveness and emphasis. The conditions of the past months give ample warrant for this assertion.

E. B. Fisher, Sec'y.

**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 trimming, 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. 19. Another 1 seat Mobile in good condition except needs painting, at \$275.

Get our complete list  
**MICHIGAN AUTOMOBILE CO.**  
GRAND RAPIDS, MICH.

**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

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.

## Commercial Travelers

Michigan Knights of the Grip  
President, B. D. PALMER, St. Johns; Secretary, M. S. BROWN, Saginaw; Treasurer, H. E. BRADNER, Lansing.

United Commercial Travelers of Michigan  
Grand Counselor, 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.

### Some Causes of Failure and How to Eliminate Them.

Written for the Tradesman.

In the following table I have tried to take into account favorable and unfavorable influences of many kinds so that we may guard alike against the loss of time caused by unnecessary discouragement and the waste of effort which is the inevitable consequence of misdirected energy.

A. Bad habits—the most dangerous of all stumbling-blocks in the life of any one and which, once contracted, are to be energetically resisted until conquered.

B. Errors in decision due to the following:

1. Youthful haste.
2. Bad advice.
3. Negligence.

a. Lack of industry.  
b. Missing of opportunity, that is, by unintelligent industry. If in a subordinate position we have not studied the interest of the proprietor, but hardened ourselves into machines.

c. Overcaution of old age.

d. Circumstances produced by the stupidity or treachery of others, resulting in misapplied power, from which we might recover if we were not easily discouraged.

To avoid failure we should aim at the following:

A. Cultivate steady moral habits and sound principles rather than dependence on favor or influence.

B. Listen respectfully to the advice of those who by superior age, wisdom or wider experience have gained a deeper knowledge of the world than ourselves, remembering that judgment arises out of that training or education of the intelligence which comes only by experience. In this way we may secure success by a more systematic effort based on a broader knowledge of conditions, instead of kicking at everything we do not understand. George Eliot puts the matter very pithily: "I'll tell you how I got on: I kept my ears and eyes open and made my master's interest my own." The condition precedent to promotion is that the man must do something beneficial to his employer beyond the strict boundaries of his duties. He must perform, save or even suggest some service for his employer which he could not be censured for leaving undone. Ability will not down. Lastly we should:

C. Economize time and money.

Time is money.

To rise above circumstances, to engage in a pursuit for which both mental and physical capacities are fitted, to be energetic and up-to-date—this insures a life whose close will not be spent in unavailing re-

grets over wasted work. Said good old Richard Sharp:

"After many years of thoughtful experience, I can testify that all who began life with me have succeeded or failed as they deserved. One man is more successful than another only so much as he makes himself so."

Thomas A. Major.

The recent prevalence of strikes and a growing disposition to take questions arising therefrom into the courts are resulting in a goodly number of decisions which will stand as precedents. In Adams county, Illinois, the employes of a manufacturing company struck and quit their jobs. Thereupon the employers hired non-union men and at least one of them had a year's contract. About two months later the strike was settled and the union men went back to work. When they found the non-union men in the establishment they threatened to strike again unless he was discharged, and rather than to have any more trouble and interruption, with the consequent loss, the employer discharged the non-union man, who promptly sued and has just recovered \$1,650 damages, which his former employer must pay. The verdict seems a just one and adds another to the rapidly increasing list of precedents for guidance in similar cases.

A Government secret service man, whose business is with counterfeiters, spoils the story that half the silver dollars are made outside the Government mints, and, being of the same weight and fineness of legitimate coin, can not be detected—the silver in a dollar costing but 50 cents, making a nice margin for the maker of the queer coins. The detective calls attention to the fact that Government dollars, being stamped cold from silver in sheets, have clean-cut lines, while molded coins have not and are detected at once. For counterfeiters to operate a plant as expensive or as noisy as is necessary to stamp out dollars is impossible.

The American Medicine protests against the practice under which men who are rejected as defective by medical examiners for one life insurance company are refused consideration by other companies. As these companies exchange lists of rejected candidates and also records of examinations, the operations are much like those of a trust. It is declared that medical examiners frequently make mistakes in diagnosis and applicants suffer the consequences in inability to obtain insurance. It is also declared that records of medical examination should be regarded as confidential and that to exchange them is a violation of medical ethics.

Italian newspapers report that Italy, besides receiving an ever-increasing revenue from travelers who visit her shores, is earning increased sums by the rapid revival of her manufactures. Italy ought to be one of the most prosperous countries in the world, but that the conditions there are unfavorable for the masses is strikingly demonstrated by the

streams of Italians coming to this country, more numerous this year than ever before. The Italians seek the land from which come the tourists to their own land with evidence that it is possible to earn more than a livelihood here.

There is a banana war in New York City. Nearly 250,000 bunches arrived there in the early days of July. The market was well supplied by the combination which has heretofore controlled the trade, but a competing company entered the field and added 60,000 bunches. The combine stocked up the dealers in the interior cities at low prices and left the battle to be fought in New York. The hot weather created an immediate crisis. The best bananas were sold at fifteen cents a bunch Thursday and many were given away outright.

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.

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 Warwick

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

A. B. GARDNER, Manager.

## HAVE YOUR BOOKS AUDITED

Our auditing department is equipped to go over books of any company and draw off an exact statement of affairs.

We can arrange with any firm or corporation to audit their accounts periodically.

We open books of new companies and install new modern and approved book-keeping systems.

Statements of business affairs of companies that are unsatisfactory or are so involved that they are confusing, can be investigated and elucidated by us and the result attained will be the result of our many years of business judgment.

Write to us and we will give you special information that will be of interest to you.

MICHIGAN TRUST CO.  
GRAND RAPIDS, MICH.



### THE IDEAL 5c CIGAR.

Highest in price because of its quality.

G. J. JOHNSON CIGAR CO., M'F'RS, Grand Rapids, Mich.

## USE OUR BRILLIANT GAS LAMPS



Halo 500 Candle Power.

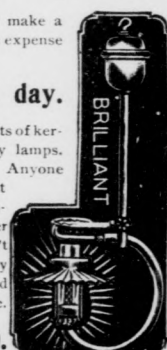
and cut down your expenses. One lamp will make a 25-foot room BRIGHT AS DAY. The average expense of a 100 Candle Power Light is

Less than one-half a cent a day.

One quart gasoline will go farther than 9 quarts of kerosene; give more light than 8 or 10 ordinary lamps. Better than gas or electric light at ¼ the cost. Anyone can use them. It is the one gasoline lamp that never fails to give satisfaction or to do as represented. Every lamp guaranteed. Over 100,000 sold during the last five years. Don't be persuaded to try imitations - they are risky and expensive in the end. Everybody pleased with the BRILLIANT. Write for catalogue.

BRILLIANT GAS LAMP CO.

42 State St., CHICAGO.



100 Candle Power.

**Gripsack Brigade.**

Frank D. Warren, for the past year on the road for the Clark-Jewell-Wells Co., has engaged to cover Ohio for the J. P. Dieter Co., of Chicago. He will make his headquarters in Cincinnati.

Fred W. Oesterle (Rindge, Kalmbach, Logie & Co., Ltd.) has been taking a fortnight's rest, during which time he has had the pleasure of entertaining Rev. J. H. Horst, of Covington, Ky., and Rev. H. E. Wulzen, of Hamilton, Ohio. Rev. Horst is his father-in-law.

Sturgis Journal: J. C. Wolfinger, who is traveling in the interest of the Miles Medical Co. of Elkhart, is at home on a vacation to remain until August 1. While here, he is assisting in Tobey's drug store, while Mr. Tobey and family are enjoying the luxuries of a short residence in their cottage at Klinger Lake.

Three Rivers Herald: The Three Rivers traveling men will hold their picnic August 7 at Pulver's resort, Corey Lake. There are at present twenty-seven traveling men who reside in this city, a record few cities the size of ours can boast of. This means that Three Rivers is a pleasant place to live, else they would move elsewhere. The boys are all genial fellows and we are glad we have so many of them within our borders.

Big Rapids Herald: Miss Winifred Herrendeen, daughter of Mr. and Mrs. H. H. Herrendeen, of Muskegon, formerly of this city, was united in marriage in Grand Rapids last Monday evening to Charles H. Osmun, of Lapeer, a traveling salesman in Michigan for a Boston silverware firm. Mr. and Mrs. Osmun are now in the South on a two weeks' wedding trip. They will reside at Lapeer, where Mr. Osmun has a fine home. Many Big Rapids people know the bride. A greater part of her life was spent here. She is one of the finest young ladies and her many Big Rapids friends will join with this paper in wishing herself and husband well.

Howell Democrat: At Lyons, on Monday of this week, five gentlemen and a lady were riding in a bus from the west-bound train up to the center of the town, when all of a sudden one of the horses indulged in the act of kicking, which caused the team to start on a runaway. Charles Adams and Andrew B. Fishbeck, two traveling men from this place—(the former representing Crowley Bros. and the latter J. W. Fales & Co., both of Detroit—were passengers in the vehicle. Mr. Adams, at the risk of his life, leaped from the bus and ran along the side of the team until he caught one of the horses by the bits, thus preventing a runaway. It was a courageous act and most likely saved the lives of the entire party.

**The Ideal Woman.**

This is somebody's idea of the ideal woman. We have an idea this world is no place for such an ideal, save as she is idealized in the idea of the idealist:

An ideal woman is one without an ideal.

Not only is she easy to live with, but she is worth living for.

She has no history.

She has no story.

She wears a reasonable hat at matinees.

She is too clever to talk of woman's rights; she takes them.

She wears frocks that match her hair; she does not dye her hair to match her frocks.

She helps her husband to build up a future for himself, and never seeks to rake up his past.

She believes that a theory is the paper fortress of the immature, and that a clergyman may still be a man.

She knows that when men talk about a woman being good-looking they mean that she is well dressed, although they do not know it.

She does not insist upon her husband eating up the cucumber sandwiches left over from one of her parties; she eats them herself and suffers in silence.

She is not such a fool as to fancy that anyone is ever convinced by argument.

She does not reason; she loves.

She does not believe that a man can love only once or only one. She herself prefers loving much to loving many.

She knows that every real woman is the ideal woman—the fact being that every idea of the ideal woman is wholly dependent on the idealist, and every woman who is idolized is idealized.

**Broom Corn Very Strong.**

There is certainly a boom on in the broom corn market. The upward movement is caused by the small stocks on hand and the short acreage reported from the sections which formerly were depended upon for the big end of the supply. The acreage in the Illinois district is the smallest in twenty-five years. There has been a gradual but a very marked decrease since 1895, the year of the big crop. This year will show a decrease of 10 per cent. over last year. While the old districts are going out of broom corn growing, the newer lands to the south are taking it up. In Illinois the movement is from the old "central district" to the lower portions of the State, while in Kansas the crop is migrating to Oklahoma. Broom corn can not hold its own in a country where wheat and Indian corn get a foothold. It has been our big wheat acreage that has gradually been driving out the broom corn. What land is left after the wheat is in now goes to Indian corn. During the last few days a number of crops were sold between Arcola and Mattoon for \$100 a ton, an enormous price. A few crops found a market in the central district at \$90 a ton, and a crop or two of very inferior brush went at \$80 to \$85, which sixty days ago would not have brought more than \$50 per ton.

Claude Hamilton and Guy W. Rouse spent Sunday at Cecil Bay, inspecting the properties of the Emmet Lumber Co.

**Surface of the Moon.**

The photographing of the heavenly bodies has made most important, as well as interesting, additions to our knowledge of astronomy.

The photographic plate is very much more sensitive than is the human eye and when this plate or film is put in the place of the eye at the little end, or more properly, at the eyeglass of a big telescope, it reveals objects that were invisible to any human optics. Thus it is that the existence of vast numbers of celestial objects has been made known when no telescopic power has revealed them to the eye, for they appear in the photograph as small points of light.

Subjects of very much more interest to the unlearned observer are photographs of the moon, the nearest object in the heavens. A writer in Harper's Magazine for August presents some fine pictures of lunar scenery. It is worth while to recite a few facts concerning the moon, so as to give some idea of what the astronomers hold it to be.

The moon is about 240,000 miles away from us. It is about 2,000 miles diameter, it contains about one-thirteenth of the surface area of our earth, and it revolves around our globe every twenty-eight days. The other heavenly bodies are vastly more distant. Mars, even at its nearest approach to the earth, is about eighty times farther distant than our satellite. The sun is nearly four hundred times farther from us than is the moon; Jupiter about two thousand times; the nearest of the fixed stars approximately one hundred million times.

The photographs of the moon show a state of things that is described as a dead volcanic desert. There are enormous mountain peaks and great basins, making up a chaos of rock and sand, with no signs of water or vegetation. The astronomers hold that the moon is a dead thing without water, an atmosphere or vegetable or animal life. This opinion, however, is based on the fact that we have never seen but one side of the moon. It always keeps the same dead side turned towards our earth, and under the circumstances it is scarcely fair to hold that the side which we do not see is also dead. On the contrary, it may have continents, seas, rivers, cities and inhabitants like ourselves.

If there be any living creatures on the moon they must be like those on our earth, since the theory of its origin is that the moon is a big chunk that was thrown off from our earth by some possible tremendous explosion. It has been claimed that the two hemispheres were once a single body of land, joined where the Atlantic ocean now is, and when the moon was thrown off it left the big hole that is now the Pacific ocean, while the balance of the land was split and riven as it now is. The Atlantic filled up the greatest breach, while the Gulf of Mexico, the Mediterranean and the Red seas filled up others. Probably some of the inhabitants and other animal and vegetable organisms were carried away with the

moon, and as a matter of course, they live on the good side, which we never see, while we look only into a vast desert of mountains and dry seas. The photographs, however, are very interesting.

As to our earth, it is a globe nearly eight thousand miles in diameter and weighing three-fourths as much as a solid globe of iron of the same size. We know that this great mass of the earth, with its mountains and forests, its continents and oceans, not only makes a complete rotation on its axis every day, but also moves forward, in its inconceivable yearly journey around the sun, with a speed of nineteen miles every second—a speed nearly a thousand times greater than that of a railway train running seventy miles an hour. On such a chariot and at such a speed we are riding, and have been all our lives, through the abyss of space; and if it should for a single second of time stop spinning either on its axis or around the sun, a shock would be produced that would probably shake off another moon, even if it did not tear our globe to fragments. If some catastrophe in the enormous past knocked the moon off from our globe, there is no assurance that some other such event may not occur. We can neither predict it nor prevent it.

**Work While You Wait.**

Work in spite of yourself, and make a habit of work; and when the habit of work is formed, it will be transfigured into the love of work; and at last you will not only abhor idleness, but you will have no happiness out of the work which then you are constrained from love to do.

Commenting on the trolley development the Buffalo News says: In most counties the trolley operates at first to diminish the business of the steam railroads, but it is found later that the growth of towns and villages along the trolleys more than makes up the first loss. Central New York has begun only to enter upon its richest inheritance. It is unquestionably destined to be the garden section of the world as well as the theater of the greatest manufacturing activity known anywhere."

Booker Washington does not despair of the negro's future in the South. He says that the South is the best place for the negro and that he should stay there and make friends with his white neighbors. It is probably true that if the negro is to work out his salvation he must do it in the South. Recent occurrences indicate that he can expect no particular favor in the North and that prejudice against him exists in both sections of the country.

Owosso Press: John A. Royce, formerly of this city, but in business in Chicago for three or four years, will represent the Scotten-Dillon Co., of Detroit, in Illinois. Heretofore his work has been confined to the city of Chicago.

Man probably does as many good things through his vanity as through his virtues.

## Drugs--Chemicals

### Michigan State Board of Pharmacy

Term expires  
**WIRT P. DOTY, Detroit** - Dec. 31, 1903  
**CLARENCE B. STODDARD, Monroe** - Dec. 31, 1904  
**JOHN D. MUIR, Grand Rapids** - Dec. 31, 1905  
**ARTHUR H. WEBBER, Cadillac** - Dec. 31, 1906  
**HENRY HEIM, Saginaw** - Dec. 31, 1907

President, **HENRY HEIM, Saginaw.**  
 Secretary, **JOHN D. MUIR, Grand Rapids.**  
 Treasurer, **W. F. DOTY, Detroit.**

Examination Sessions.  
 Houghton, Aug. 25 and 26.

Mich. State Pharmaceutical Association.  
 President—**LOU G. MOORE, Saginaw.**  
 Secretary—**W. H. BURKE, Detroit.**  
 Treasurer—**C. F. HUBER, Port Huron.**  
 Next Meeting—**Battle Creek, Aug. 18, 19 and 20.**

### The Modern Pharmacist.

Charles H. Avery said at a recent banquet of physicians: "Previous to 1880 we had no pharmacy laws. A shoemaker or blacksmith could in a day set himself up as a pharmacist. Compare those conditions with those of to-day and note the tendency toward better things. Never was there a day when the average ability of the registered pharmacist ranked so high as this. Never was he so worthy of being trusted with the manufacture of our standard official and unofficial preparations.

I would advise a more general adherence to the use of formulas contained in our standards in the National Formulary. This work was issued by the authority of the American Pharmaceutical Association in 1888, and revised in 1896, and is worthy of an honored place among our useful handbooks of to-day.

With the use of it we could consign to oblivion that obnoxious nostrum called Antikamnia, by adopting in its stead Pulvis Acetanilidi Comp. In place of Lactopeptin we would use Pulvis Pepsin Compound. We would no longer import our Syrup Hypnos. Comp., Proprietary Pepsin Essence, and dozens of the other high-priced specialties of to-day would be tabooed, and in their place reliable preparations of the pharmacist's own make and exact working formula known would seek the favor of physicians, and we would not be forced to allow so many prescriptions to be turned away unfilled because some special manufacture had been specified by the prescriber.

Recently a prescription came into my store calling for Elixir Amm. Val. Wyeth, with positive instructions to dispense no other. Suppose another physician had a preference for P. D. & Co.'s, or Warner's, or S. & D.'s? Should we be forced to carry in stock a dozen varieties of Elix. Val. Amm.? Would not some of them become very stale and wanting in virtue while waiting for the call of their own friendly physician? Would not a better article be dispensed if one freshly prepared remedy, made from a standard formula, were caused to displace the twelve stale ones?

A druggist might be able financially to carry complete lines of all the various pharmaceutical laboratories, and provide a warehouse for their storage, but really, is not the idea supremely ridiculous? Should we keep in stock twelve kinds of Paregoric, or Syrup Tolu, or Camphor Water? If the pharmacist is required by law

to be qualified to make any preparation called for in the U. S. Pharmacopoeia, is he not also competent to prepare any preparation desired by the honest and ethical physician?

### The Drug Market.

Opium—Is very firm at the advance noted last week. Another advance is looked for.

Morphine—Has advanced 10c per ounce, on account of higher prices for opium. A 25c advance was expected.

Quinine—At the Amsterdam sale on July 23 higher prices were paid for bark. The manufacturers immediately advanced the price of quinine 1c per ounce.

Soap Bark—Is in better supply and has declined.

Oil Wintergreen—Is in light supply and very firm.

Oil Peppermint—Is dull and weak. There are conflicting statements made about the new crop.

Linseed Oil—Is dull and lower, on account of higher price for seed.

### Formula For Flexible Glue.

Experiment on this line and report:

Glue, best.....7 ozs.  
 Glycerin.....16 fl. ozs.  
 Water .....sufficient.

Pour enough water on the glue to cover, and macerate several hours, decant most of the water; apply heat until the glue is dissolved, and add the glycerin. If too thick, add more water. It may be colored with an alcoholic solution of aniline.

Wm. Mixton.

### Too Many Physicians.

Dr. Billings, President of the American Medical Association, says that only about 2,500 new doctors are needed each year, while the yield is over 10,000 per annum. He also says that most of the medical colleges should be eliminated and the number reduced to about twenty-five; also that there should be departments of the big universities.

### Cantaloupe Sundae.

Take a small sized cantaloupe, cut in two, remove the seeds, slice off a small portion from the bottom so that it may stand squarely. Place in the half of the cantaloupe the usual amount of ice cream. Top with crushed pineapple and whole cherries. Insert spoon upright in meat of cantaloupe. Place upon napkin and serve on fancy plate.

### An Alkaloidal Idea.

Every advertisement should be condensed until it says the most that can be said in the least number of words. What the doctors want is information rather than essays. Tell them distinctly what you have to sell and why they should buy. Do not use your money to advertise competitors.

C. W. Edwards, dealer in dry goods and clothing, Shelby: The Tradesman is a book that is right and can not have too wide circulation. Dorothy Dix's stories are very entertaining and educating. I wish every one could read them.

### Successful Popularity.

There are men who are universally liked. I do not mean the simply "good fellow," nor the "glad-hand," or "hail-fellow-well-met" sort either. I mean the man of dignity—of parts—successful.

Walking on the street one day with a prominent jurist I noticed the universal good will that was conveyed with the "good morning" of his friends and neighbors—children, hack-drivers, and workmen. They all knew him; he seemed to know them all. I said something about being popular; the reply was, "They all like me because I am fond of them."

Smile in your mirror and it smiles back at you; look pleasantly at the world and it reflects your good-natured looks; cultivate a warm feeling toward all men and they radiate and give back the warmth. Deal justly. Trade on broad principles. Be not too jealous of your rights. The world—mankind—soon discovers where it is well treated and trades there. The sporadic successes of doubtful character are founded on different lines, I am well aware, but what are such successes in reality worth?

Who are best worth cultivating, clerks, your workmen, your everyday and all-day business associates or the few club friends? Ever think of it? You actually spend more time with these helpers than you do even with your family. It is said that "no man is a hero to his valet." Few of us have valets. How many of us are real heroes to our clerks and workmen? How many of us are really popular at the office?

Be loyal to your clerks and they will return it in loyalty. Trade on broad lines, buy of broad people, treat the public generously, and success is sure to come—a success that is worth the winning and keeping and cherishing. Be exacting, carping, looking out carefully for your little rights, and sure as the sun shines the world will have its eye on you, watching you in a way that you do not care to be watched.

Keep sweet and move on pleasantly.

### Fragrant Moth Powder.

According to some authorities it is not necessarily the disagreeable odors that drive away, or keep away moths, but that almost any powerful fragrant odor is despised by them quite as much. On this principle the following very pleasant moth powder has been constructed, and its action is said to be almost magical: Mix 1 part each of freshly ground cloves, mace, nutmeg, cinnamon, caraway and tonka bean, with 6 parts of orris. The ingredients must be of the best quality. A little of the oils of clove and cinnamon might be used to fortify the mixture.

### Is Petroleum a Food?

This question has agitated physicians and scientists for some time and seemed to have been settled in the negative. Recent developments from the use of petroleum to kill mosquitoes, however, would indicate that there is something on the other side.

Prominent places in New Jersey have spent considerable money during the recent year for the use of petroleum to kill and prevent mosquitoes. As a result of these tests it is now claimed that this year's crop of mosquitoes in these sections are larger and fatter than ever before, and that they are out looking for business nearly two months earlier than usual.

### Human Rays.

Rays of light from the human body visible to the eyes of some of the lower animals and strong enough for taking photographs, form the remarkable and interesting scientific discovery made by Professor A. W. Goodspeed. It was not the result of research or study, but came about purely by accident, and has opened up startling possibilities in the field of photography and radiography. The accidental finding of this new property in man has aroused great interest among scientists who have devoted themselves to the study of the X ray and similar phenomena.

### Formula for Ping Pong Soda.

Make an emulsion of one ounce of coconut oil in three ounces of mucilage of acacia; add gradually three pints of heavy foam syrup and one pint of chocolate syrup. (Heavy foam syrup for the above is made as follows: Dissolve in one gallon of water one ounce of gelatin and twelve pounds of sugar.) To serve this drink in the most appetizing manner it should be very cold and should contain a generous quantity of ice cream. It is new in name and sells well. P. W. Lendower.

That man has touched bottom who has got so low that he is willing to be despised.

## SCHOOL SUPPLIES

Tablets, Pencils, Inks,  
 Papeteries.

Our Travelers are now out with a complete line of samples. You will make no mistake by holding your order until you see our line.

**FRED BRUNDAGE**

Wholesale Drugs and Stationery  
 32 and 34 Western ave.  
 Muskegon, Mich.

## OUR HOLIDAY LINE

Will be ready for inspection soon. As it would be impossible to carry the complete line on the road, samples will only be shown in our sample rooms over 29-31-33 N. Ionia street.

Our display far surpasses any we have ever shown.

All the latest novelties in Domestic and Foreign Fancy Goods, Toys, Bric-a-Brac, Miscellaneous, Toy, Juvenile and Gift Books, Bibles, Etc.

Our Book line will also be carried by our representatives.

We make liberal expense allowance to the trade coming to Grand Rapids.

**Grand Rapids Stationery Co.**  
 Grand Rapids, Mich.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with 2 columns: ADVANCED (listing items like Corn Syrup, Pearl Barley) and DECLINED (listing items like Galvanized Pail, Galvanized Tubs).

Index to Markets By Columns

Index to Markets By Columns: A list of categories and sub-categories such as Axle Grease, Bath Brick, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, etc., with corresponding column letters (A, B, C, D, F, G, H, I, J, L, M, N, O, P, R, S, T, W, Y).

Main Price Table: Columns 1 and 2. Lists various commodities such as Axle Grease, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Catsup, Cheeser, Chewing Gum, Chococolate, Closures Lines, etc., with prices.

Table 3: Lists commodities such as Cotton Windsor, Cotton Braided, Galvanized Wire, Cocoa, Baker's, Cleveland, Colonial, etc., with prices.

Table 4 and 5: Lists commodities such as Oatmeal Crackers, Oatmeal Wafers, Orange Crisp, Orange Gem, Penny Cake, etc., and Dressed Pork, Lamb, Veal, GELATINE, etc., with prices.

6

Table with 2 columns: Item Name and Price. Includes sections for METAL POLISH, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, BARRELED PORK, DRY SALT MEATS, SMOKED MEATS, LARD, SAUSAGES, BEEF, PIGS' FEET, TRIPLE, CASINGS, UNCOLORED BUTTERINE, CANNED MEATS, RICE, and IMPORTED goods.

7

Table with 2 columns: Item Name and Price. Includes sections for SALAD DRESSING, SALERATUS, SODA, SNUFF, SPICES, Common Grades, Warsaw, Solar Rock, Common, SALT FISH, Trout, Mackerel, Whitefish, SEEDS, SHOE BLACKING, SOAP, and Gunpowder.

8

Table with 2 columns: Item Name and Price. Includes sections for Scouring, SODA, SNUFF, SPICES, Common Glass, Common Corn, SYRUPS, SUGAR, TEA, and Japan.

9

Table with 2 columns: Item Name and Price. Includes sections for Fine Cut, Smoking, TWINE, VINEGAR, WASHING POWDER, WICKING, WOODENWARE, and BUTTER PLATES.

10

Table with 2 columns: Item Name and Price. Includes sections for Mop Sticks, Falls, Toothpicks, Traps, Tubs, Wash Boards, Window Cleaners, Wood Bowls, WRAPPING PAPER, YEAST CAKE, FRESH FISH, OYSTERS, HIDES AND PELTS, and Tallow.

11

Table with 2 columns: Item Name and Price. Includes sections for Wool, CONFECTIONS, Stick Candy, Mixed Candy, Fancy-In Falls, Fancy-In 5 lb. Boxes, FRUITS, Foreign Dried, NUTS, and Peanut.

# SPECIAL PRICE CURRENT

### AXLE GREASE



Mica, tin boxes.....75 9 00  
Paragon.....55 6 00

### BAKING POWDER



1/4 lb. cans, 4 doz. case..... 45  
1/2 lb. cans, 4 doz. case..... 85  
1 lb. cans, 2 doz. case.....1 60

### Royal

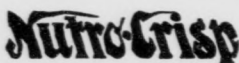


10c size..... 90  
1/4 lb. cans 1 35  
6 oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans. 4 80  
3 lb. cans 13 00  
5 lb. cans. 21 50

### 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



**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..... 3 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 3/4 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 00  
500 or more.....32 00  
1000 or more.....31 00

### CLEANER & POLISHER



1/2 oz. can, per doz..... 1 35  
Quart can, per doz..... 2 25  
Gallon can, per doz..... 7 50

Samples and Circulars Free.  
**COFFEE**  
Roasted  
Dwinnell-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 Jackson; B. Desenberg & Co., Kalamazoo, Symons Bros. & Co., Saginaw; Melsel & Goeschel, Bay City; Fielbach Co., Toledo.

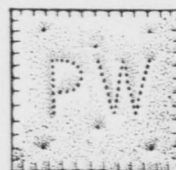
### CONDENSED MILK



Gall Borden Eagle..... 6 45  
Crowl..... 5 90  
Daisy..... 4 70  
Champion..... 4 25  
Magnolia..... 4 00  
Challenge..... 4 40  
Dime..... 3 85  
Peerless Evaporated Cream.....4 00

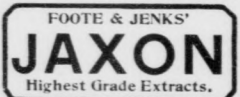
### CRACKERS

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 bul. 06  
Florodora Cookies, case. 2 00  
Subject to liberal discount. Case contains 50 packages. Complete line of high grade crackers and sweet goods. Perfection Biscuit Co., Ft. Wayne, Ind.  
Freight allowance made on all shipments of 100 lbs. or more where rate does not exceed 40c per hundred.

### FLAVORING EXTRACTS



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  
8 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 pockets 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 00

### 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..... 2 75  
Halford small..... 2 25

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 general 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.

## We Never Lose a Customer

When once a merchant has sold our goods he always keeps them in stock because his customers demand them and they bring him a good margin of profit. Shall we class you among these by sending you a trial order? Tell us on a postal card.

### E. J. Kruce & Co.

Manufacturers of

Standard D Crackers and Package Sweet Goods

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 printing is generally considered as an index to your business. If it's right—high grade, the best—it establishes a feeling of confidence. 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.**

**I WILL TAKE \$180 PER FRONT FOOT** for lot 34 Ionia street, opposite Union Depot. This is less than any lot between the new Brooks block and Monroe street has sold at within the last ten years. Is there anyone who dare invest in the best location on the best wholesale street in this city? If so, call Edwin Fallas, Citizens Phone 614.

**WANTED—A PARTNER IN FIRST-CLASS** meat market in town of 3,000 population, good farming and stock county; or would sell the business out. Answer quick. Address No. 583, care Michigan Tradesman.

**FOR SALE—AN OLD ESTABLISHED DRY** goods business in one of the best towns in Northern Michigan; population about 7,000; cash trade; \$10,000 to \$12,000 stock; can reduce to \$4,000 or \$6,000 if desired. Will pay to investigate; a grand opportunity for right party; nice, clean, up-to-date stock. Other business interests to look after reason for selling. Address No. 582, care Michigan Tradesman.

**RARE CHANCE—NEW \$1,500 STOCK** shoes and men's furnishings; established trade; 40 miles from Detroit; at 90 cents on the dollar; rent, \$2.50. Address No. 581, care Michigan Tradesman.

**FOR SALE—THE RACKET STORE, ANN** Arbor; inventories about \$2,500. For particulars address Geo. R. Manwaring, 202 E. Washington street, Ann Arbor.

**FOR SALE—LEGITIMATE MINING PAYS.** Join us in developing a good mining property; 1000 shares for Ten dollars. Address J. J. Young, Joliet, Ill.

**FOR SALE—FINE GROCERY, SHOE AND** furnishing goods business in Southern Mich. Address O. B. Bowen, Addison, Mich.

**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.

**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.

**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.

**FINE RESIDENCE, NEW STORE BUILD-** ing, general stock of merchandise for sale on account of poor health. Lock Box 280, Cedar Springs, Mich.

**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.

**WE MAKE A BUSINESS OF BUYING** out stocks of general merchandise for cash. Address The Globe, 118 Front St., Traverse City, Mich.

**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.

**MOSQUITO BOMBS (HARMLESS), HOW** to compound; Fumestone, the great ice saver; Pyroline, the great coal saver; 100 other new money-makers; mfrs. taught by mail. Address Ch. Mst, Howard City, Mich.

**FOR SALE—UP-TO-DATE STOCK OF** general merchandise, invoicing \$2,600, 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, Mentone, Ind.

**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.

**FOR SALE—MILL EQUIPPED FOR SAW** ing 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.

**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.

**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.

**WE CAN SELL YOUR REAL ESTATE OR** business wherever located. We incorporate and float stock companies. Write us. Horatio Gilbert & Co., Ellcotte Square, Buffalo.

**IF YOU ARE IN THE MARKET TO BUY OR** sell a business or other property, consult Post & Horn, 33 McGraw building, Detroit, Mich.

**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.

**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.

**SAFES—NEW AND SECOND-HAND FIRE** and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids.

**FOR SALE IN MICHIGAN—DRUG STOCK** and fixtures located in one of the best resort towns in Southwestern Michigan. Inventorying over \$6,000. Owner has to sell on account of health. Address No. 544, care Michigan Tradesman.

**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.

**FOR SALE—OLD ESTABLISHED BUS-** iness; 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.

**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.

**FOR SALE—LIGHT MANUFACTURING** business. It is now showing an annual profit of about \$1,500 per year and is not being pushed. 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.

**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.

**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.

**FOR RENT—BRICK STORE IN GOOD** business town between Detroit and Grand Rapids. Fine location for bazar or department store. Store has salesroom above. Good storage below. Modern conveniences. Plate glass window. Box 492, Howell, Mich.

**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. 522, care Michigan Tradesman.

**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.

**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.

**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.

**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.

**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.

**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.

**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. Schrouder, 37 Monroe St., Grand Rapids, Mich.

**I HAVE SOME CITY REALTY. WILL** trade for stock of general merchandise. Address No. 751, care Michigan Tradesman.

## The Kent County Savings Bank

Deposits exceed  
2 1/2 million dollars.

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

The banking business of Merchants, Salesmen and Individuals solicited

**DIRECTORS**

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

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

**FOR SALE—LARGE, GREY AMERICAN** Eagle. Price, \$12. Photograph, 15 cents. M. Kickets, Cadillac, Mich.

Business Chances continued on next page.

## CAN RUBBERS

SCHAEFER'S HANDY BOX

One dozen in a box. Retail 10c. Large profit. Ask your jobber for prices.

**MOORE & WYKES**

Merchandise Brokers  
GRAND RAPIDS, MICHIGAN  
Write us for sample.

BUY OF YOUR JOBBER

**"IMPERIAL" COMPUTING SCALE**

ONLY \$3.75

WARRANTED ACCURATE

WEIGHS 72 LBS BY 2 OZS

SAVES TIME & MONEY

COMPUTES COST OF CANDY FROM 5 TO 60 CENTS PER LB

BEAUTIFULLY NICELY PLATED THROUGHOUT

**PELOUZE SCALE & MFG. CO.**  
118-132 W. JACKSON BOULEVARD, CHICAGO.  
ATTRACTIVE CATALOGUE 30 DIFFERENT KINDS OF SCALES

# 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.

## TERPENELESS EXTRACTS.

## Why They Are Best For All Flavoring Purposes.

For many years every text book on organic chemistry has given a long list of essential oils, diverse in origin, appearance, odor and taste, which were stated to be composed of a certain hydrocarbon having the formula  $C_{10}H_{16}$ .

Yet, more than a hundred years ago essential oils were recognized as being composed of a grosser part insoluble in water together with a more ethereal portion known as the "arome." ("Volatile Oils," Gilde-meister & Hoffman, p. 35.)

Within the past two decades it has come to be generally recognized by chemists that while the main bulk of most essential oils is composed of the hydrocarbon  $C_{10}H_{16}$ , in several isomeric forms, the real distinctive odor and taste are due to the relatively small proportions of oxygenized constituents which exist in great variety and may now be isolated and classified according to their chemical constitution as esters, aldehydes, alcohols, organic acids and salts.

It follows from this that it is no longer sufficient that an essential oil should be guaranteed pure, but the exact, or at least minimum, percentage of its chief valuable constituent is plainly stated and made the basis for computing its value.

Oil of lemon, like the other citrus oils, consists mostly of the hydrocarbon, d-limonene, carrying in solution a large number of oxygenized constituents of which the most important is the aldehyde known as citral.

Practical investigations undertaken in 1884 showed that it is possible, by washing the oil of lemon with a mixture of alcohol and water, to separate out the hydrocarbons while all the other constituents as they naturally exist in the oil go into solution in the dilute alcohol. The well-washed terpenes obtained by this process show only a faint odor of lemon peel, are bland as linseed oil on the tongue except for a biting sensation on the tip of the tongue, and have none of the characteristic flavor or taste of lemon upon the palate.

The same eliminated hydrocarbons when subjected to the action of light for a week develop strongly the odor and taste of turpentine. The name "terpene," applied to this class of hydrocarbons isomeric and identical with oil of turpentine, was no doubt originally suggested by this fact. Application of gentle heat with access to air quickens and intensifies the production of the turpentine taste and odor.

The entire class of citrus oils and all preparations containing them also develop the flavor and taste of turpentine by exposure to light and heat, especially with access to air. Even the hard candies known as lemon drops, from this cause, frequently taste as if they were flavored with turpentine.

Experiments demonstrate that a 5 per cent. solution of oil of lemon in 95 per cent. alcohol develops on exposure the taste and smell of turpentine to a marked degree, and that a

partly filled bottle kept in the light will show the change more strongly than one completely filled and kept in the dark.

The writer has made many experiments with the terpene-free solution of oil of lemon representing a strength of 5 per cent., 7½ per cent. and 15 per cent. oil in dilute alcohol about 60 per cent., in all sizes of bottles from five gallon down to one ounce, full and partly filled, subjected to action of air, light and heat, and has arrived at the conclusion that the terpeneless extract is practically unalterable.

The terpeneless extract, being of higher specific gravity than a solution of oil of lemon in pure alcohol, is less volatile than the latter and therefore better adapted to baked goods, candies and all products in making which heat is used. Being partly aqueous, it mixes most readily into ices, ice creams, and custards, and being soluble, has become a practical necessity for the bottler.

Terpeneless oils representing in some cases thirty times the strength of the natural oil are now on the market, but while these have some good qualities they can not be said to represent truly in all cases the natural flavor of the oil, since essential oils and especially the citrus oils are modified as to their constituents by distillation.

Terpeneless extracts, made by a cold mechanical process only, of any desired strength, represent fully and unalterably the flavor of the fresh fruit. They are purely natural products and the best for all flavoring purposes. C. E. Foote.

## Why Country People Want to Go to Town.

A writer in the World's Work for August complains that the current system of education was made for city people only, and is unfitted for country children, and this has made the country people want to live in cities. He says of the text books: "Apparently, they have been written solely for city children, sons and daughters of clerks, merchants, bankers and traders. They do not even suggest to the farmer's child the possibilities of science and training in agricultural work. On the contrary, the natural and logical inference from our general scheme of rural instruction is that education is not indispensable to the farmer, but is intended chiefly for the commercial and professional classes."

Continuing, this writer claims that "to this fact more than to any other, perhaps, is due the backwardness of education in agricultural states. The school has not taken hold on farm life. Plants, soils, animals, insects, flowers, the weather, the forests and the sky—from all these things it has stood apart, while it has babbled of subjects unfamiliar and uninteresting to the country-bred child. All rural education has been hacked and hewed to fit the Procrustean bed of the city model."

It may be claimed that a town-trained mind is not competent to express an opinion on the subject, but the idea set forth in the above seems

so entirely illogical to minds that have had both country and town experience, that it is surprising that it was ever presented. The fact remains that agriculture is a most complicated assemblage of conditions and circumstances, and it has never been reduced to a science, nor ever will be, until we shall understand and be able to foreknow the weather. As matters now stand, the farming interests of this country are fairly satisfactory.

But the reason why country boys and girls want to go to town is not because the school books made them dissatisfied, but because man is a gregarious creature. The city is full of life, activity and excitement. The country is dull, lonesome and monotonous. The poets who wrote most of country life lived in London. But the fact remains that many of the ablest statesmen, merchants and men of affairs were country boys, and the country girl in a city dress is nearly always a belle.

When city people are rich enough they own country residences for the summer, and they spend a great deal of money on farming and fine live stock. Few persons farm for pleasure. They try to make all the money they can, and when they get rich enough they remove to town and engage in the business of the city. Agriculture as a science can only be learned in laboratories and experimental farms, and these are usually in the environs of cities.

School books have nothing whatever to do with giving persons a taste for town life. It depends on matters far removed from what is taught in the schools.

Edwards & Girard, dealers in dry goods and clothing, Shelby: The Tradesman is a book that is right and can not have too wide circulation. Dorothy Dix's stories are very entertaining and educating. I wish everyone could read them.

L. O. Snedcor & Son, jobbers of eggs, N. Y.: Allow us to say that your paper is immense. It is the brightest and best trade journal which we receive.

## Business Wants

## BUSINESS CHANCES

**FOR SALE—CLEAN, NEW GROCERY** stock invoicing about \$800; paying business; splendid location East Main St., Jackson, Mich. Reason, poor health. Address S. M. F., care Michigan Tradesman. 579

**A GOOD MILLINERY STOCK FOR SALE** cheap in town of 700; good location and business. Address Mrs. R. T. Bullock, Concord, Mich. 578

**FOR SALE—12 BARR PACKAGE CARRIERS**, 7 of them almost new, 5 older, \$200 for the lot; 1 National Cash Register, No. 129, been in use six months, \$50; 1 Remington Typewriter with table, No. 7, almost new, \$50. Address Box 184, Canon City, Colo. 577

**FOR SALE—FANCY GROCERY AND** fruit store with soda fountain and ice cream parlor, in town of 1200 population. Good business. Address Lock Box 318, Yorkville, Ill. 576

**FOR SALE—STOCK DRY GOODS AND** millinery in good manufacturing town, population 12,000; stock, \$13,000; can be reduced; must sell, as other business takes our time. Address J. D. Raw Co., Warren, O. 575

**STEAM LAUNDRY FOR SALE IN TOWN** of 1,300. Ernest Putman, Williamston, Mich. 574

**FOR SALE—ONE OF THE BEST EQUIP-** ped mills in the South; location at Lebanon, Ky.; daily capacity, 6,000 bushels of grain per day; established Southern trade for entire output; good reasons for selling. Address E. F. Newcomb, Lebanon, Ky. 572

**DRUG STORE FOR SALE—AM GOING** to medical school this fall. Want to sell my store. Address No. 571, care Michigan Tradesman. 571

**FOR SALE—DRUG STOCK AT 80 CENTS** on the dollar; Invoices \$1,400; doing business of \$5,000 a year. Address W. B. Minthorn, Hancock, Mich. 569

**FOR SALE—BARGAIN IN A DRUG** stock if taken at once. C. P. Utley, Hesperia, Mich. 560

**WANTED—LOCATION TO ENGAGE IN** general mercantile and produce business. Would prefer a small railroad station or small town of one or two stores north of Grand Rapids. Address No. 508, care Michigan Tradesman. 568

## MISCELLANEOUS

**REGISTERED DRUGGIST COMPETENT** to take charge wanted by Sept. 1. Address No. 570, care Michigan Tradesman. 570

**WANTED—POSITION AS CLERK IN RE-** tail hardware store by reliable young man with four years' experience; good character; no bad habits; can furnish good references. Address A. H., care Michigan Tradesman. 573

**WANTED—SPECIALTY SALESMAN (SAL-** ary 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—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. 566, care Michigan Tradesman. 566

**TRAVELING MEN—WE HAVE THE BEST** selling side line ever introduced. Light, easily carried, sells at sight. Address Lindenmeyer Company, 94 Commerce street, Grand Rapids, Mich. 568

**WANTED—A YOUNG MAN WHO THOR-** oughly understands stenography and type-writing and who has a fair knowledge of office work. Must be well recommended, strictly temperate and not afraid of work. Address Stenographer, care Michigan Tradesman. 572

## AUCTIONEERS AND TRADERS

**FERRY & WILSON MAKE EXCLUSIVE** business of closing out or reducing stocks of merchandise in any part of the country. With our new ideas and methods we are making successful sales and at a profit. Every sale personally conducted. For terms and dates, address 1414 Wabash Ave., Chicago. 317



Terpeneless  
Lemon  
Mexican  
Vanilla  
and Assorted Flavors

State in your order Jennings'  
D. C. Extracts.

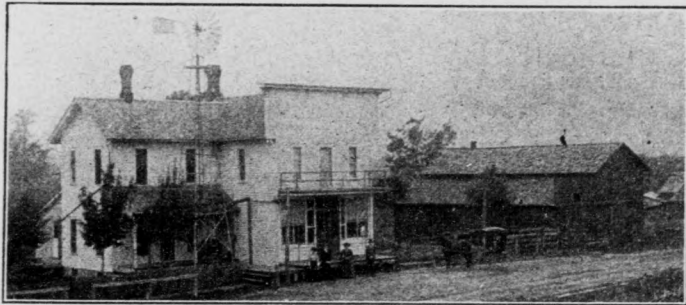
See price current.

Jennings Flavoring  
Extract Co.,

Manufacturers

Grand Rapids, Mich.

## Are You Looking For a Bargain?



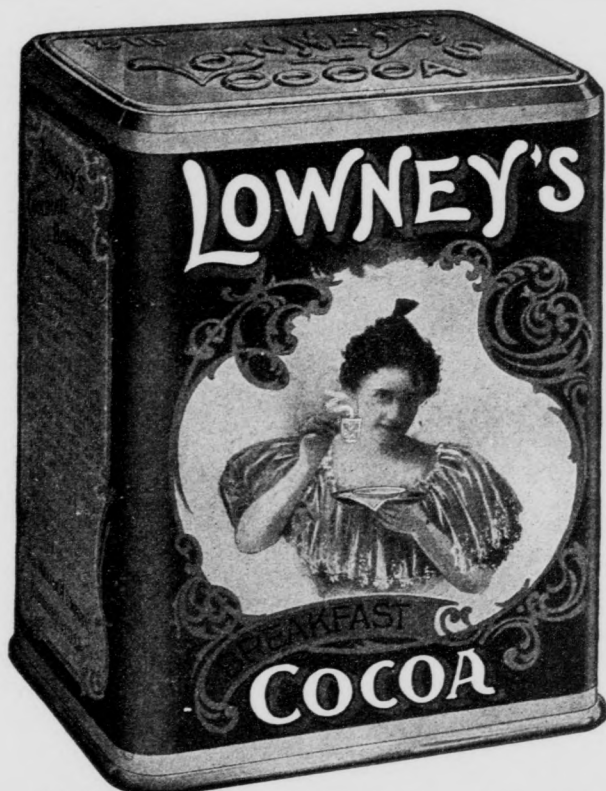
Located 17 miles south of Grand Rapids, 4 miles southeast of Moline, in the center of Leighton Township, Allegan County, in the best farming country, church and school near by.

General merchandise stock about \$1,000, such as farmers need every day. Dwelling and store 20x32, wing 16x20, all 20 feet high, cellar under both with stone wall, washroom and woodshed 10x37, one-story. Bank barn 18x48, with annex 12x47, all on stone wall. Feed mill and engine room 18x64. Saw mill 20x64. Engine 25 horse (10x12) on a brick bed, 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.



Received Highest Award **GOLD MEDAL** Pan-American Exposition

The full flavor, the delicious quality, the absolute PURITY of LOWNEY'S COCOA distinguish it from all others. It is a NATURAL product; no "treatment" with alkalis or other chemicals; no adulteration with flour, starch, ground cocoa shells, or coloring matter; nothing but the nutritive and digestible product of the CHOICEST Cocoa Beans. A quick seller and a PROFIT maker for dealers.

WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

*MAPLE JAKE every day  
Meets you with a smile.  
MAPLE JAKE everywhere—  
Eat him all the while.*

## Maple Jake

The New Sensation

The best seller in the market

A few more shares for sale at 25c on the dollar  
in limited amounts only

**Grand Rapids Pure Food Co. Ltd.**

Grand Rapids, Mich.

# Stop

and think a moment, Mr. Merchant, what a great amount of time, trouble and money you might save if you put your business on a cash basis by the use of our coupon books. Time saved by doing away with book-keeping. Trouble saved by not having to keep after people who are slow pay. Money saved by having no unpaid accounts. We have thousands of customers who would not do business any other way.

We make four kinds of coupon books at the same price. We will cheerfully send samples free on application.

**Tradesman Company,**

Grand Rapids



# Oxford Flakes

BEAUTIFUL PACKAGES

3 SIZES

READY

TO

SERVE



AT ALL JOBBERS.

CRISP

WHEAT

FLAKES

Retail at 7c, 10c and 20c per package.

Maintains your profit, Mr. Retailer, buy them.

## Oxford Pure Food Co.,

Limited

Detroit, Mich., U. S. A.

MILLS AT OXFORD, OAKLAND CO., MICH.

# Mason Fruit Jars



Ball Bros. Finest Stock. Machine made glass, porcelain lined cap. No charge for cartage. Terms 30 days net.

Pints (1 dozen in box) per gross ..... \$4.25  
 Quarts, per gross ..... 4.50  
 Half Gallon, per gross ..... 6.50  
 Bods Porcelain lined caps, 1/2 gross in box ..... 1.85  
 Fruit Jar Rubbers, 1 gross in carton.  
 Special White, per gross ..... .35  
 True Blue (best white) per gross ..... .45  
 Red Chief (best red) per gross ..... .65

Lowest prices on House Furnishing Goods, Fancy Goods, Crockery, Glassware, Furniture, Carpets, Silverware, Hardware, Grocers' and Druggists' Sundries, Dry Goods Notions, Holiday Goods, Etc., Etc. We send our complete Catalogue on request to merchants, and know that our prices will Save Money for every merchant. Examine for yourself—a postal brings it.

H. Leonard & Sons, Grand Rapids, Mich.

# MICA AXLE GREASE

has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

ILLUMINATING AND  
LUBRICATING OILS

PERFECTION OIL IS THE STANDARD  
THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.

# The Mexican Mutual Mahogany and Rubber Company

762 to 766 Spitzer Bldg.,  
Toledo, Ohio

We offer you an INTEREST in one of the best tracts of TIMBER LAND in the world. When cleared there will be no better land anywhere for AGRICULTURE.

Write for our plan to the above address and mention this paper.