

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Twentieth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 26, 1903.

Number 1040

**S**OME of the leading flours on the market made their reputation years ago when the milling business had not arrived at the perfection that it has today. It didn't take much of a mill or a miller to make what was considered good flour then. It's different now, and our millers must be artists in their line, our mills mechanical perfection, and the whole combination directed by a liberal quantity of good grain material. CERESOTA is a latter day product and THROUGH ITS MERITS SOLELY is fast taking the place of the "old timers" who gained a reputation when it was easy to do it.

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

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Loose Leaf Devices  
are money savers  
because  
they save time

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Loose Leaf Devices for Every Imaginable Use

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Grand Rapids, Michigan

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### As a Davenport

It is the work of but an instant to wheel to the center of the room. The back of Davenport swings forward and rests securely on the arms, which makes the Pool or Billiard Table

### We Have Overcome all Obstacles.

We offer you a perfect and complete Pool or Billiard Table with full equipment, at an extremely low price, while at the same time

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THE BALKE MANUFACTURING CO., 1 W. Bridge Street, Grand Rapids

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Your name on our mailing list assures your knowing of our choice offerings.

### Edward M. Deane & Company

Municipal, Railway and Corporation Bonds  
Local and Listed Stocks

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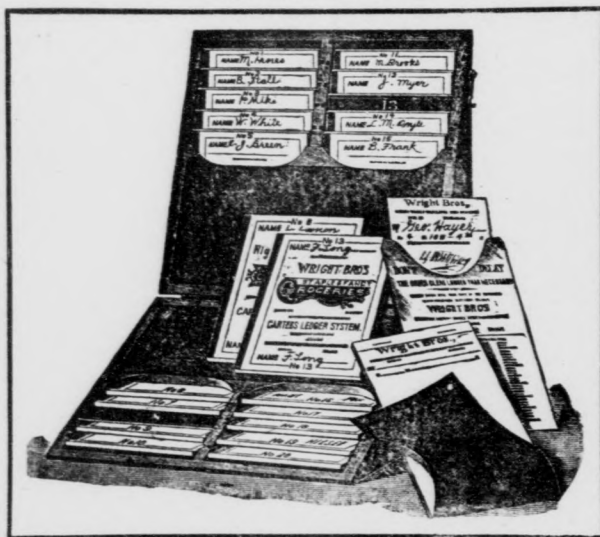
# Sunlight

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

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

## CARTER LEDGER SYSTEM.

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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.,**  
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**Means Business**  
That Dog!

SO DO WE, and we mean to hang on until we get it. **WHY NOT?** We offer you a line of baskets largest in variety of any in the U. S.; of a quality which has won us thousands of dollars of trade from Uncle Sam and the largest individual consumers, and we not only claim to but do produce absolutely the **BEST BASKETS** made. Then why not order your **BASKETS** of the right people? If you want special goods we can furnish them.

**BALLOU BASKET WORKS**  
BELDING, MICH.

# BALLOU BASKETS ARE BEST

Fruit  
Flavor



Fruit  
Flavor

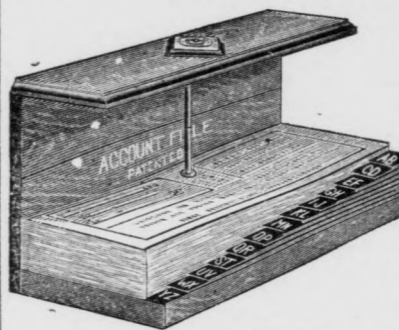
## This Is the Popular Flake Food

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

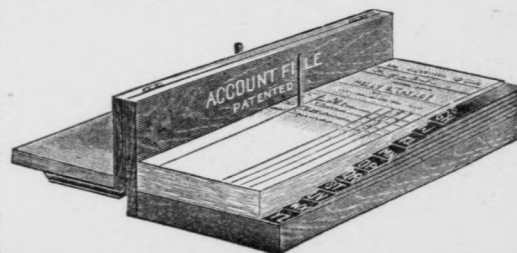
# Simple Account File



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, AUGUST 26, 1903.

Number 1040

## Have Invested Over Three Million Dollars For Our Customers in Three Years

Twenty-seven companies! We have a portion of each company's stock pooled in a trust for the protection of stockholders, and in case of failure in any company you are reimbursed from the trust fund of a successful company. The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.

Our plans are worth investigating. Full information furnished upon application to  
**CURRIE & FORSYTH**  
Managers of Douglas, Lacey & Company  
1023 Michigan Trust Building,  
Grand Rapids, Mich.

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

**Martin V. Barker**  
Battle Creek, Michigan

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**Commercial Credit Co.**  
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CREDIT ADVICES  
COLLECTIONS AND  
LITIGATION  
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.**

## IMPORTANT FEATURES.

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## Why More Books Are Not Sold.

The question has been asked why more books, doubtless meaning novels and other works of fiction, are not sold.

One reason is that the greatest numbers of the people do not read. In earlier times the people were forced to read for lack of other diversions, and the result was that in proportion to the population the book trade was better than it is now. In every town of ten thousand population there was at least one book store that kept a good line of reading matter of the better sort, and did considerable business.

To-day, with the growth of cities and the extension of railways, there are so many more diversions to attract the attention and to fill up the leisure of the people, that they do not read for entertainment, and by consequence there is less reading of books, in comparison to the vast growth of population, than when there were only half as many people in the Union as at present.

An article in the World's Work for August takes the view that many more books could be sold if the buyers canvassed, holding that a book which has qualities that commend it to 100,000 readers, would

## FOR SALE

Brand new grocery stock and meat market combined. Stock will inventory about \$2,500. Rent, \$250 per year. Best location in growing town surrounded by fine farming country. Reason for selling, owner has other business in view. Address Dunkirk, care Michigan Tradesman.

commend it to many more. Says the article mentioned:

"There is a large book-buying public and a still large public that might become book-buyers if the trade were more fortunately and more energetically managed. Throughout the land the houses of many well-to-do people are yet almost barren of books; and those who buy books would, under more tempting and convenient conditions, buy many more. Nobody who knows the book trade and the people doubts this. If we have ten more prosperous years twice as many books will be bought as have been bought these last ten years. The publishers and agents of subscription books profit to an increasing degree by the willingness of the people to buy.

"It may very properly be asked, then, why the bookseller does not do the business in his community that the book agent (many of whom are non-residents) now does? Why does he not control the book agents of his community and have them sell for him. There are publishers who fill small orders from small book stores in many towns and at the same time fill larger orders for less valuable books from book agents in these same towns.

"Or to make another comparison—more persons will buy books than will buy life insurance. Yet in many a town the life insurance agents have at least as many patrons as the booksellers. But, if the life insurance agents waited in their offices for their patrons to call and to order policies they would soon retire from business.

"It is easier to criticise than to do, but it seems plain that publishers and booksellers have not yet learned the art of finding book-buyers as well as men who sell most other things have learned the art of finding the buyers that they seek."

The people would be vastly better and better off if they read more good books, but the greatest numbers, when they have read the sensational criminal narratives in the newspapers, have gained all the diversion that reading is likely to give them, and they want to employ their leisure time in more active and exciting ways than in conning story-books. It is to be said, to the credit of the women, that they read, much more than do the men, because they are left more at home and do not have the other resources that are in reach of the other sex. Books should be canvassed in the rural districts. There they receive more attention, and there is more time to read.

When a man thirsts for knowledge he isn't necessarily dry in his remarks.

## The Boys Behind the Counter.

Allegan—James Butrick has resigned his position with the Sherwood & Griswold Co., to take effect Sept. 1. He expects to pass the winter in Northern Michigan.

Saugatuck—Chas. W. Parrish, who has had charge of the Thompson & Grice drug store here during the summer will be married to-day to Miss Pearl Braman at the residence of the bride's parents at Flushing. On his return from his wedding trip, he will resume his former position in the Allegan store of Thompson & Grice. Leonard Pennock will succeed him as manager of the Saugatuck store.

## Have Had Carnival Enough.

Referring to the carnival held at that place last week, the Lansing Republican remarks:

"The opinion prevails among citizens of almost all classes that there will not be another carnival in the city for some time to come, or at least shows of the nature that were given last week will not be tolerated. Merchants in certain classes of business received great benefit from the carnival, but others declare that the fair was a positive detriment to their business and caused a general state of suspension."

John Arbuckle, the Brooklyn coffee merchant, has long cherished an idea that a floating hotel, on which accommodations and meals at a moderate rate could be had, would prove an excellent philanthropy and possibly a profitable investment. Last year the plan was tried, with only moderate success, but, nothing daunted, Mr. Arbuckle put his floating hotel into commission again this summer. The full-rigged ship Jacob A. Etamier was fitted up as a hotel.

Allegan Press: D. A. Wells started Wednesday morning to travel for the L. Perrigo Co., taking the position of Harry Perrigo, who will remain home this fall and winter. Mr. Wells territory will be Ohio, Indiana and Southern Michigan.

Women exhibitors' work will be placed side by side with that of men at the St. Louis Exposition. It will also be judged by the same standards by the same juries.

Lee M. Hutchins, Secretary and Treasurer of the Hazeltine & Perkins Drug Co., is accompanying R. W. Peck on his calls on his trade this week.

E. R. Daggett has engaged in the grocery business at Ovid. The Judson Grocer Company furnished the stock.

La Salle—Fred M. Warner has purchased the cheese factory at this place.

## CHEESE AS A FOOD.

## Why It Does Not Sometimes Agree With Us.

What more important questions can occupy our attention than those relating to human food. The advancement and development of the race depends primarily upon its aliment. And as man is the ultimate of all earthly creation, his food should consist of the best elements in earthly production. In vegetables we find all the elements composing the bodies of animals, but in a lower state of organization. The cow eats grass and finds in it all the elements necessary to build up and support her own system, and these she concentrates and elaborates into a higher form of food for man.

The muscles, nerves, and brain power of man must be supported by nitrogenous food, and the more concentrated this food is the greater the muscular power will be, for the more sensitive the nerves and the keener the intellect. Shakespeare understood this when he made Cassius say:

Now in the name of all the gods at once  
Upon what meat does this our Caesar feed,  
That he has grown so great?

The more we progress in chemical knowledge the better we understand digestion and nutrition, hence the "balanced ration" which is as necessary for man as for the lower animals. It then becomes of great importance that we should understand the elements of the food we use, and learn to so combine these as to produce the highest development of health and strength. Hygienic writers take milk as the best standard for human food. Cheese is concentrated milk; all the elements save the sugar are retained which is easily supplied by other food. The history of cheese dates way back in ancient times. We find Job referring to it thus:

Hast thou not poured me out as milk,  
And curdled me as cheese?

Cheese was a common article of food among the Greeks and Romans, and Homer celebrated its virtues in the feasts of those times, thus:

There thrice within the year the flocks produce,  
Nor master there, nor shepherd ever feels  
The dearth of cheese, of flesh or of sweet milk  
Delicious drawn from udders never dry.

It is not enough to know that food is agreeable to the palate and easily digestible, but what are its constituents and what part of the system it builds up. The human system being complex in its elements, its food must likewise be complex and various. The young receive in the form of casein (cheese) the chief constituents of the mother's blood. When chemically examined, casein is found to contain a much larger proportion of the earth of bones than does blood, and that in a very soluble form capable of reaching every part of the body.

If milk is the standard of human food, cheese, its important product, must be healthful, unless it shall have changed its elements or condition in the process of manufacture. Therefore, a cheese to have its greatest nutritive value must be properly made, well ripened and carried on to that easily digestible stage

by the agent rennet. A pound of such cheese is said to be equal in value to beef-steak, pound for pound, as eighteen and one-half is to ten.

As cheese contains all the elements of milk except the sugar, this does not render it less healthful or digestible, but only deprives it of this supporter of heat and respiration, which is easily supplied in other foods, such as bread, potatoes, and other vegetables. The fat adds to the digestibility of cheese, hence whole milk cheese is more easily digestible than skim milk cheese. The best proof of its healthfulness is found in the fact of its use among all civilized people. The long experience of the English, Scotch and Irish laborer proves cheese to be the most wholesome as well as nutritious food. A small quantity of cheese with them takes the place of a larger quantity of meat, and enables them to endure such hard labor as the American thinks he can only perform upon a generous meat diet. In Germany the farm laborer depends largely upon skim milk cheese as food. The American Encyclopedia says:

"The peasants of some parts of Switzerland, who seldom ever taste anything but bread, cheese and butter, are a very vigorous people."

Americans, generally speaking, eat too little nitrogenous food, owing to their predilection for the finest flour and much pastry, especially pie. Women are not such flesh eaters as men, and with their love of sweetmeats the nervous system becomes illy nourished; these sweetmeats are nearly all starch and sugar. If they would make cheese a more constant article of diet and use more unbolted flour, with more open-air exercises, they would soon become the most healthful and robust, as they are now said to be the most beautiful women in the world. Cheese is less liable to putrefactive changes than flesh and thus much less likely to develop in the human system those scrofulous diseases attributed to animal food.

Thus, in summing up, it appears evident that the casein of milk is a highly important alimentary principle and proves equally healthful and invigorating whether taken in the liquid state of milk, or in the concentrated form of cheese. Although the American people are more favorably situated for the production of cheese, more especially in the Northwestern part of the Union, we have not learned to use it as a daily diet. I think one reason is, we eat our cheese too soon after making, and do not give it time to ripen properly. Such cheese is hard to digest and really not fit to eat. If we examine the question of economy in reference to the comparative prices in market we find that retail prices of cheese range from sixteen to twenty-two cents per pound, about the same as beef, showing cheese to be about half as much, according to its real value. If we compare it with pork, or mutton, or fish, we shall find it the cheapest food. There is very little waste in cheese, while beef is one-eighth bone. It also has the advantage of requir-

ing no cooking, and in the warm season saves the poor the expense of fire. Of all forms of animal food it is undoubtedly the most economical.

The dairyman who would produce cheese will not have to look for a foreign market for some time, as the per capita consumption of cheese in the United States is only three pounds, while butter is about twenty pounds per capita. Therefore, if he will manufacture the best quality of cheese he will find a good demand for it, and let us hope the American people will soon become a greater consumer of this most nutritious food, cheese. W. W. Grant.

## Composition of Dynamite.

In the manufacture of nitro-glycerine explosives there is continually a danger overlooking the workers, and we very properly find the strictest discipline in vogue, and endless precautions taken to avoid accidents.

Dynamite is composed of 75 per cent. of nitro-glycerine and 25 per cent. of kieselguhr. Dynamite consists merely of liquid nitro-glycerine which has been absorbed by some porous material. The liquid was discovered by Sobrero, an Italian, in 1846. Its transport and use were attended with so much danger, however, that the late Alfred Nobel conceived, in 1867, the plan of absorbing it in some non-explosive medium.

After experimenting with sawdust, brick-dust, charcoal, paper, rags and kieselguhr, he finally settled upon the last-named as the best material. This kieselguhr, which is sometimes known as "guhr," is a silicious earth, mainly composed of skeletons of mosses and microscopic diatoms, found as a slaty black peat in Scotland, Germany and Italy. Before this kieselguhr is used as a diluent it is put through what is called the "guhr-mill," where it is calcined in a large kiln, rolled and sifted, the result being a very light pink powder of the consistency of flour.

Nitro-glycerine is the necessary explosive of dynamite, and others of its class, and it is made from glycerine, the luxury of the dressing table, and nitric acid. Henry Holmes.

## In Boston.

New Resident—Are you the scrub-woman?

Neglige Female—Sir! I am utterly unaware as to the meaning of your query. But if you intended an enquiry as to my profession, I am the person who massages the front stoop.

The two offices of memory are collection and distribution.—Johnson.

## 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.

## TRADESMAN ITEMIZED LEDGERS

SIZE—8 1-2 x 14.  
THREE COLUMNS.

2 Quires, 160 pages.....	\$2 00
3 Quires, 240 pages.....	2 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

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So double pages, registers 2,880  
invoices. .... \$2 00

Tradesman Company  
Grand Rapids, Mich.

## WOULDN'T THAT JAR YOU?

A QUART MASON FRUIT JAR  
FILLED WITH THE

FINEST TABLE SALT  
ON EARTH--For 10c

Purity Guaranteed Will Not Get Hard

ASK YOUR GROCER

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



"YOU SAVE THE  
JAR FOR FRUIT."

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

Send for Illustrated Catalogue

CHAS. A. COYE, Grand Rapids, Michigan

11 and 9 Pearl Street



**Improvement in the Quality of Butter.**

The necessity for the improvement in the quality of butter is self evident. Go into any receiving market where large amounts of butter are handled and investigate the quality and it will be astonishing to parties who are posted in that direction to see how small a proportion is "all right." By this we mean, a perfect piece of butter not only in the character and quality of the goods, but also in the packages that contain it.

It would seem that the education of the buttermakers and creamerymen had not kept pace with the evolution in the knowledge of how to produce good butter. Scientific creamerymen all over the country in the dairy schools have given out instruction, have investigated all of the elements that go to make a good finished product, have given this information out freely, generously so that as far as not knowing how is concerned, there is no excuse.

The buttermaker must know how to make good product. The one great problem, however, is how to get good raw product. How to secure from the patrons who furnish the milk or the cream, a perfect raw material. With the prices of second, third and rate goods which are so much less than that of the top it would seem as if the education through the pockets would have been more effectual by this time than it has.

The buttermaker evidently feels that he can not demand a high grade raw material; seems to be afraid that the farmer or the patron will look upon him as a crank or a book buttermaker or some other sort of a man than he ought to be but in the factories where the buttermaker knows how and insists that he shall have a perfect raw material to make his butter from, the quality is right up-to-date, and the dairy intelligence among the patrons and farmers is much broader, more liberal than in the sections where the buttermaker seems to be afraid to demand from the patrons the right kind of raw material.

During the early history of the agitation against the sale of oleo, we found a general disposition among dealers in butter, declaring that there was nothing that would stop the sale of oleo as promptly and as readily as would a much larger proportion of fine butter. People would eat good butter, would take it at an advanced price from what oleo would sell for.

We believe the same condition prevails to-day even to a much larger extent than then because the consumers have been educated to a higher grade.

The tendency in all of the dairy states at the present time is to develop a better understanding of methods by which perfect milk or cream can be produced and delivered to the factory. This is an indication of the evolution towards better things that is going on everywhere. May the time soon come when

the proportion of good to bad butter will be as 9 to 1 instead of the proportion that now prevails.

**Increased Consumption of Milk.**

With the improved methods of handling and delivering milk not only in the larger cities but in the smaller, has come an increased consumption of the same. Sanitary methods have been introduced and are becoming more and more common so that people are better satisfied with the milk for ordinary consumption. It is a purer, cleaner and more healthful article. This is one phase of the dairy industry that has not been much thought of by parties who are solely interested in the butter trade.

In New York State within one hundred miles of the metropolis the amount of butter made compared with the amount of milk shipped is a mere indication of what it was twenty-five years ago. This is so in all of the territory adjacent to large cities. Twenty years ago in the territory adjacent to Chicago creameries making butter and cheese were abundant within ten to forty miles of that city, while to-day they are few and far between.

The supply of milk has increased many fold in that same territory but a very large proportion of this is being sent to Chicago for immediate consumption. That this will have, and has had a tendency on the price of butter can not be denied, and the general average for the last five years has increased from 20.6 for 1898 to 28.8 for 1902.

This should encourage buttermakers and creamery men not only to increase their supply by encouraging their patrons to keep a better class of cows, and care for the milk but also to develop new territory which would not be subject to this drain of the raw product for milk consumption.

**The "Lucky-Stone" Trade.**

"There is a young man out in my town," remarked an Indianapolis jeweler, "who has enough 'sand' in him to plaster a house and he happens to be my partner. We're in business, Dick and I—the sort where experience and knowledge are put in at the same value as the other fellow's money. Well, Dick furnishes the experience and knowledge, and as for the money he's more than welcome to every cent I have, if for nothing else than for the pleasure of being with him. So far as an outsider could judge, he simply hangs about the place just to kick the office boy occasionally, as an evidence of authority, then places his feet upon the desk and smokes my best cigars. But it's all right. The only time I get wary of Dick is when I find him whittling on a piece of wood or trying to draw pictures on the back of a blotter. Then I know something is going to fall.

"Well, out with it, something to keep our profits up to the safety mark, I hope," said I, catching sight of him whittling on a stick. 'No,' he calmly replied, 'it's not any great project I have in mind. I was just

thinking about a little sale I made one day last week and how I've been kept busy ever since. When the kid and I were out fishing a few days ago he gathered a large quantity of these little white pebbles, some streaked with red—you know the sort—and on our way home I stopped in here to see after things, and the kid forgot his pebbles, so the next morning I put them in a bag and placed them on the desk under my nose, so that I'd remember to take them home that night. Well, along about 12 o'clock a flashy-looking chap came in and not finding anything to suit him, nothing seemed loud enough to his eye, caught sight of the little pebbles.

"What are these?" he asked, fingering one.

"'Lucky stones,' said I, 'but they are not the sort to have fixed up into chains and pins; fact is, you handle them very little and if they pass into the hands of another the good luck leaves you and goes to him.'

"Well, he took three at 50 cents apiece. As it happened he's a horse-racing fellow and he won that day. Next day he brought in a friend—oh, of course, I didn't expect you to believe it, he broke in, but just the same they continued to come thick and fast, men and women, and now I haven't one left. Now, most people would go out for more pebbles, but not me—that would be too much like dishonesty. I've got something better hatching; the pebbles were just a feeler."

**The Dairy Zone.**

Twenty-five years ago writers on dairy topics were frequently mentioning the fact that there was a dairy zone in this country extending along the line of latitude from East to West taking in the territory

from the Great Lakes South as far as Virginia and West as far as the Mississippi River. Outside of that particular zone it was thought that dairying could not be made profitable. That the climatic and normal conditions would prevent the development of the dairy industry excepting in that particular zone and therefore, when the demand had caught up with the supply that could be furnished from that particular piece of territory, we should have such high prices as to be almost prohibitive excepting to parties who were abundantly able to pay the big prices for their food products.

Gradually, however, this zone has widened, if it may be so said, and good butter is made in the territory much South of the Mason and Dixon Line and West as far as the Pacific coast, so there seems to be but little danger of any shortage in the supply of dairy products. The great shortage of to-day is seen in the shortage of the best. The supply of the medium and lower grades is abundant and more than sufficient for the increased demand.

**Clever Comparison.**

"There isn't much difference between me and Eve," said the little girl who was forced to wear her big sister's cast-off skirts.

"How is that?" asked her chum. "Why, Eve had to wear leaves and I have to wear leavings."

To build great air castles is to figure your profits before the goods are sold.

**GRAND RAPIDS FIRE INSURANCE AGENCY**

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

**WHEN JOHNSON MAKES THE AWNING**

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

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

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

In the process of manufacture, this **delicious breakfast food** is never touched by human hands, but from wheat to cream flake it is handled by automatic machines only. Thus it is **pure**.

**VOIGT CREAM FLAKES**

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

## Around the State

### Movements of Merchants.

Ovid—E. R. Daggett has opened a new grocery store.

Portland—Geo. Snyder will shortly engage in the meat business in the building now occupied by the Love Sisters.

Williamston—E. K. Rockwell & Son, furniture dealers and undertakers, have sold out to F. A. Gorsline & Sons.

Lake Odessa—Hurd Green, of the firm of Kart & Green, has sold his interest in the red planing mill to his partner, Harvey Kart.

Burr Oak—The style of the A. C. Himebaugh Telephone Co. has been changed to the Southern Michigan Telephone Co. and the capital stock increased from \$5,000 to \$60,000.

Louis Staubus, dealer in shoes at Pigeon: You may figure on me for a subscriber to your trade journal as long as I am in the shoe business. I think it the best trade journal published and is just the thing for clerks to read.

Owosso—H. J. and C. E. Hankins, of Elsie, and W. H. Axford, of Owosso, have entered into partnership to buy hay and grain on West Main street. The headquarters will be the building formerly occupied by the Grotton Bridge Co.

Brimley—Kalman Sugar & Co. have merged their mercantile business into a corporation with a capital stock of \$5,000. The stockholders are Kalman Sugar, 425 shares; T. T. Sugar, 50 shares, and Pearl Sugar, 25 shares.

Cheboygan—Klingensmith & Gain have rented the room on State street, between Main and Water streets, recently vacated by J. E. Tuttle, the harnessmaker, and have opened up a commission store, buying and selling fruit, butter and eggs.

Hartford—W. L. Hogue, who for about fourteen years was engaged in the boot and shoe business at Benton Harbor, but for the past few years has been operating a store at Sawyer, has removed his stock to this place, where he will conduct a general store business.

Grand Ledge—John Niles, the North side grocer, has exchanged his stock of goods for the Hotel Brunswick, better known as the Neff House. M. A. Conkright, the former proprietor of the hotel and present owner of the grocery stock, will ship the goods to Detroit, in which city he formerly did business.

Grand Haven—The Stony Lake Steamship Co. has been formed to engage in the business of carrying and transporting passengers and baggage. The capital stock is \$10,000 and is held as follows: Robert H. Lanyon, Chicago, 500 shares; L. S. Mace, Chicago, 400 shares, and C. E. Barnes, Benona, 50 shares.

Harrisville—Kahn & Michelson, dealers in dry goods, clothing, shoes and furnishing goods, have dissolved partnership, S. B. Kahn continuing the business in his own name. Jacob Michelson took in part payment of his interest the furniture and cloth-

ing stock and has engaged in business in the Hugell building.

Ovid—On account of financial embarrassment Putnam & Eames, dealers in furniture and music, have been obliged to close their doors to their customers. Their assets were \$2,600 and their liabilities \$3,300. Not being able to pay in full, through their attorney, F. R. Everett, they filed a petition in bankruptcy in the United States Court at Detroit.

St. Johns—John McKinley, who has recently bought the grocery stock of the Alderton Mercantile Co., and Harry E. Mack, who has owned the shoe department for some years, have rented the dry goods store also and will put in a new dry goods stock, and run the three branches together in general partnership. Otto Eggert, who bought the dry goods stock some time ago, will remove it to another town.

Port Huron—R. A. Burton, one of Port Huron's leading grocers, has filed a voluntary petition in bankruptcy. Assets are given at \$4,500, and liabilities at \$9,000. Alex. Moore has been appointed custodian pending the selection of a trustee by the creditors. In his petition Mr. Burton sets up that the expenses of the business cut down the profits until there was no margin left. He had purchased the establishment from A. H. Fish fifteen months ago.

Sault Ste. Marie—The Chippewa Produce and Supply Co. has been organized by local business men and farmers, with a capital stock of \$50,000, for the purpose of dealing in all kinds of farmers' produce, both wholesale and retail. In addition to this it will carry a full line of farm machinery, wagons, harness, etc. The headquarters of the concern will be in the Soo, but branches are to be maintained in different parts of the county in such places as Pickford, Rudyard, Rosedale and De-Tour.

Negaunee—The little disturbance in the affairs of the Negaunee Co-Operative Society which threatened serious consequences to the concern has been settled and the company will continue to do business as usual. The difficulty was precipitated by Mr. Kuhlman withdrawing the money he had invested in the society, some \$1,200 in all. This amount, taken out in cash, diminished the available funds to such an extent that the establishment was left in hard straits, lacking the necessary ready funds to pay its bills. Then, to make matters worse, several meat firms that were among the heaviest creditors, presented large accounts and demanded an immediate settlement, threatening to close the store forthwith if they were not paid. A local bank came to the rescue by loaning the Society \$5,000 on the endorsement of the directors.

### Manufacturing Matters.

Midland—The capital stock of the Midland Chemical Co. has been increased from \$20,000 to \$30,000.

Mesick—L. J. Tripp has sold his sawdust pile to the Southern Chemical Co., which will convey the material to its works at Yuma.

Hillsdale—The Alamo Manufacturing Co., manufacturer of gasoline engines, has increased its capital stock from \$150,000 to \$200,000.

Grant—Alex. J. McKinley, R. E. Kincaid, J. A. Phillips, J. P. Sutters and T. H. Smith have formed the Grant Canning Co. The capital stock is \$8,000 and is held in equal amounts by the stockholders.

East Jordan—The East Jordan Creamery Co. has been organized with a capital stock of \$5,000, held in equal amounts by C. H. Whittington, J. F. Kenny, H. B. Hipp, J. H. Graff and C. P. Chaddock.

Jackson—The Lake-Ulricksen Co. has been organized to engage in the manufacture of cement and lime. The authorized capital stock is \$50,000, held as follows: Robert Lake, Jackson, 2,260 shares; H. U. Ulricksen, 750 shares, and H. S. Griggs, Chicago, 10 shares.

Plainwell—Wm. S. Forbes has merged his cigar manufacturing business into a stock company with a capital stock of \$5,000. The members of the new company are as follows: W. S. Forbes, 485 shares; M. W. Estes, 5 shares; Wm. Thomas, 5 shares, and J. R. Schoonmaker, 5 shares.

Soo—The Calcite Quarry Co. has been organized with a capital stock of \$5,000 to engage in the sale of limestone, also quarrying and crushing, operations to be carried on in Hendrie township, Mackinac county. The shareholders are W. B. Rosevear, 490 shares; Horace M.

Oren, 6 shares; Sidney Mitchell, 2 shares, and Jay W. Sutton, 2 shares.

Detroit—Pierson & Hough, dealers in saddlery and manufacturers of collars, have merged their business into a stock company under the style of the Pierson & Hough Co. with a capital stock of \$100,000, held as follows: Harry L. Pierson, 405 shares; Willis Hough, 405 shares; H. Cecil Sheppard, 40 shares; Carl E. Sheppard, 10 shares, and Frank B. Thomson, 5 shares.

Jackson—The American Buggy Top Co. has been organized with a capital stock of \$10,000 to engage in the manufacture of all kinds of vehicle tops and trimmings, including cushions, storm aprons and dust hoods. The capital stock is \$10,000 and is owned as follows: Geo. W. Luke, 349 shares; Holdane H. Christie, 349 shares and Paul A. Gardner, 2 shares. A two-story brick factory building is being erected and the company expects to begin operations by Oct. 1.

## Commercial Credit Co., Ltd.

Widdicombs 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.

# Vege-Meato Sells

People

Like It

Want It

Buy It

The selling qualities of a food preparation is what interests the dealer. If a food sells it pays to handle it.

You can order a supply of Vege-Meato and rest assured that it will be sold promptly at a good profit. Send for samples and introductory prices.

**The M. B. Martin Co., Ltd.**

Grand Rapids, Mich.



Grand Rapids Gossip

The Grocery Market.

Sugars—Although there is no change in the raw sugar market, prices are toward a higher level and holders continue very firm in their views. Refiners are ready buyers at present quotations but importers are very conservative and are offering but little stock for sale. The refined market continues unchanged. Ar-buckle Bros. are still quoting prices which are ten points below the price quoted by the American and the National, and consequently a considerable amount of the business is going to them at the lower price. There is however, only a moderate demand and it looks as though the trade had its wants well protected for the present. The unseasonable cool weather and the backward season for fruits has had its effect on the consumptive demand, which should be rather brisk at this season of the year.

Canned Goods—In the ordinary season the middle of August is about the busiest time of the year among packers, but this is certainly an exception as packers in Baltimore find so little to put in their cans at the present time that they are paying high prices for what few tomatoes are coming in and some canneries are idle which last year were turning out thousands of cases a day. In some sections the conditions are worse than they were at first believed to be, while in others growers are a little more hopeful, claiming that if the weather is only favorable for the next few weeks the crop will be of moderate size. At any rate, it will be late this year and consequently the pack will be late also. The market for both spot and future goods is very firm indeed, some packers having withdrawn from the market and others holding at a slight advance. The corn market continues practically unchanged. The outlook for the new crop is not very favorable and with the small carry-over of this article everything indicates a very firm market with comparatively high prices. The demand continues very good and in many cases it can not be supplied on account of lack of stock to fill orders with. There is nothing new to report in peas. They are moving out in quite a satisfactory manner at unchanged prices. The demand for gallon apples has subsided somewhat as buyers have finally made up their minds that it is not possible to pick up any more cheap goods and are not willing to pay the high prices asked for what little stock remains on hand. The outlook is for a good pack this season. This can not be said of peaches, however, as everything points to a very small pack indeed, owing to the light crop. Buyers have given up trying to get hold of any more pie peaches, as it is practically an impossibility. Sardines continue firm and are expected to remain so on account of the very short pack this season. There is an excellent demand for salmon and some grades

show an advance in price, with everything pointing to a still further advance soon. Reports from all packing points on the coast tell of a light run and sales are necessarily restricted until more can be learned of the outcome of this year's pack.

Dried Fruits—In the dried fruit market there is a quiet steady interest with quotations steadily maintained, and business passing in a small way. There is almost a total absence of anything particularly interesting, but holders are firm in their views and refuse to make concessions. The demand for prunes continues quite good, better than usual at this season and causes them to move out quite satisfactorily at full prices. Raisins, while not so active as prunes, are nevertheless selling quite well, with indications that there will be but very few carried over into next season. Currants are moving out well, with no change in price. Spot peaches and apricots are meeting with very small demand, but there is some call for futures. Figs are exciting more interest than is usually the case at this season of the year. This is caused by the probability of a short crop this season. Not much of anything is doing in dates, but this is not expected as there rarely is much business during the summer months. There is practically nothing doing in the evaporated apple market. There will be quite a large stock of these goods carried over and the outlook for this year is that there will be a very good crop of apples in Michigan and probably a large quantity will be evaporated.

Rice—Trade in rice is very satisfactory for this season of the year as trade in this line is usually rather light. Dealers have only light stocks to select from and the trade have consequently been obliged to take such lots as come the nearest to meeting their needs and be satisfied. Crop prospects on the Atlantic coast are reported as very encouraging, while a good yield is looked for in Louisiana and Texas, providing heavy rains do not interfere.

Molasses—Only small stocks of molasses remain in dealers' hands and they are very firmly held. The consuming trade has as yet shown no disposition to purchase freely and such demand as has been experienced so far has been of limited proportions. It is not expected that the new crop will begin to arrive until November, and in the meantime prices will show an advancing tendency.

Fish—The market for codfish is firmer than it was two weeks ago and the general tendency is toward higher prices. The market for all grades of mackerel is very firm. The receipts of salted mackerel from the American fleet up to date have been about 23,000 barrels, which is about 8,000 barrels less than last year's catch at this date.

Nuts—Peanuts are selling well at previous prices, with the market steady. Pecans are held with increased firmness because of short and damaged crops in Texas. The

demand for California almonds continues good with no change in price. Taken as a whole the business in nuts is very satisfactory for this season.

The Produce Market.

Apples—Sweet Boughs, \$2.50 per bbl.; Astrachans, \$2; Early Harvest, \$2.25; Duchess, \$2.50; cooking, \$1.75 @2.

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

Beets—60c per bu.

Blackberries—\$1.25 per 16 qt. crate.

Butter—Creamery is without particular change, dealers still holding to 19c for choice and 20c for fancy. Receipts of dairy grades are fair and the quality averages good, on account of the prevailing cool weather. Dealers meet no difficulty in obtaining 12c for packing stock, 14c for choice and 16c for fancy.

Cabbage—50@60c per doz.

Carrots—50c per bu.

Cauliflower—\$1 per doz.

Celery—16c per bunch.

Cucumbers—15c per doz.

Eggs—The market is in an unusually healthy condition. Receipts are liberal, but the demand is so strong that the market is kept bare of stock most of the time. Prices range from 16@17c for candled and 14@15c for case count.

Egg Plant—\$1.50 per doz. for home grown.

Grapes—Wordens are beginning to come in, finding an outlet on the basis of 15c per 4 lb. basket.

Green Corn—12c per doz.

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

Green Peas—80c per bu. for Telephone.

Green Peppers—\$1 per bu.

Honey—Dealers hold dark at 9@10c and white clover at 12@13c.

Lemons—Californias, \$3.50; Messinas, \$4; Verdellis, \$4.50.

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

Mint—50c per doz. bunches.

Muskmelons—Osage find ready sale at \$1.25 per crate of 1 doz. Home grown are beginning to come in and as the crop is likely to be heavy the price will go much lower next week.

Onions—Dry command \$1.40 per 65 lb. sack for Louisiana and \$2.25 per bbl. for Kentucky. Pickling fetch \$2 per bu.

Oranges—California late Valencias, \$4@4.50; Mediterranean Sweets, \$3.50@3.75.

Parsley—25c per doz. bunches.

Peaches—Early Michigans command \$1.25; Early Crawfords, \$1.50@1.75—stock firm, but crop very small; Barnettts, \$1.25@1.50—good crop; Old Wixons, \$1.50—white but fancy.

Pears—Bartlettts and Clapp's Favorites fetch \$1.25@1.50.

Pieplant—2c per lb.

Pineapples—Late Floridas in 16, 18 and 20 sizes command \$4 per case.

Plums—Burbanks, \$1.25@1.50; Guyes, \$1.40@1.50; Bradshaws, \$1.50@1.75; Lombards, \$1.25. The crop of all varieties is large and the quality fine.

Potatoes—Local dealers pay 40c and find ready outlet on the basis of 50c. The crop of early potatoes is fair in size. The quality is generally good.

Poultry—All varieties are without change. Local dealers pay as follows for live fowls: Spring broilers, 10@11c; yearling chickens, 8@9c; old fowls, 7@8c; white spring ducks, 8@9c; old turkeys, 9@11c; nester squabs, \$1.50@2 per doz.; pigeons, 50c per doz.

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

Summer Squash—\$1 per bu. box.

Tomatoes—40c per basket of 20 lbs. If the weather continues warm, the crop will be large.

Turnips—40c per bu.

Watermelons—15@20c for all varieties.

Wax Beans—90c per bu.

Late Stage Items.

Kalamazoo—Frank Meyer succeeds Carlos Meyer in the meat business.

Flint—Mrs. Fred H. Ball has sold her millinery stock to Raub & Day.

Penn.—W. G. Bonine has sold his stock of general merchandise to Irving Odell.

Parma—B. F. Peckham has purchased the grocery stock of Hobbins & Graves.

Detroit—James Warren has purchased the hardware stock of Chas. Joseph Featherstone.

North Morenci—Burt A. Sheffield has purchased the general merchandise stock of F. A. Lester & Co.

Newport—Renner Bros. is the new style under which the hardware business of H. J. Renner is continued.

Lansing—Dolan & Press succeed David E. Brackett in the men's furnishing goods and tailoring business.

Bangor—Frank Overton is succeeded in the elevator, grain and coal business by the Bangor Elevator Co.

Midland—Forward & Cook, dealers in bazaar and millinery goods, have dissolved partnership. The business is continued by Blanche (Mrs. S. L.) Cook.

Caro—The receiver's sales of Charles Montague's stock of merchandise and lumber at Caro and stock of merchandise at Owendale, which brought \$17,350, have been confirmed by Harlow P. Davock, referee in bankruptcy.

Menominee—A new mining enterprise has been organized at this place under the style of the Scott Iron Mining Co. to engage in the mining business in Dickinson, Iron and Memominee counties. The company is capitalized at \$125,000, the stock being held as follows: Stanley Scott, 1,664 shares; Jas. A. Dickie, 1,664 shares; Thomas Verville, 1,664 shares; Frank A. Spies, 4 shares, and J. M. Thompson, 4 shares.

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.

## PRINTING PORTRAITS.

## Their Use as a Trademark in Advertising.

Persons who study the advertising pages of the magazines from month to month can not fail to notice that the use of pictures of men who have wares to offer is becoming more universal as time flies. It was not so long ago the Douglas, the \$3 shoe man; Woodbury of facial soap fame; Bee, the gum man, and Mennen, the gentleman of baby powder reputation, were about the only men in the advertising world whose faces were known to the reading public. But to-day things are changing. The advertising pages of the various publications are dotted here and there with the countenances of men who are using printers' ink in an effort to promote business. It seems that the face of a man in his own advertisement is a trade bringer.

It has been said by a leading man in the advertising world that no man who has used his face as a trade mark in his advertisements has been known to fail. I do not know whether this is true, but one thing is certain, and that is that all these fellows who started in by using their pictures in the magazines seem to be still in the ring. There may be some who have tried it and lost, but their number is small.

One thing, however, is noticeable, and that is that the using of the proprietor's picture has up to the present time not been adopted in the retail field to any extent. In one or two instances I know of men who have worked along such lines, but they are the exception. Now if it will bring business to men in the general advertising field, why will it not do the same thing for the merchant? Of course there are a whole lot of merchants who would sooner think of cutting off their right arm than of "putting their picture in the paper." They think people would say that they had the swell head and wanted everybody to see their picture just for the sake of the talk it would create. But the truth of the matter is that people do not look at things that way. The man who runs his picture at the top of his advertisement has a trademark that no man can steal from him. And nobody ever gives a thought to whether or not Douglas or Beeman or Woodbury ever had the swell head. They never think about it. When they see the picture of Douglas the next thought that comes to them is about shoes.

"But," you may say, "suppose all the merchants in the country should commence running their pictures in their advertisements. Then it would become a sort of chestnut and people would become sick and tired of seeing so many faces in the local newspaper. Then the thing would prove a boomerang and the fellows who followed out this idea would be worse off than ever. They would make themselves the laughing stock of the community."

But the facts of the case are that such a thing will never be done. There never will be more than one

or two men in any town who will have the backbone and ginger to do anything like this. A majority will always prefer to run their business as their forefathers did.

Another objection might also be brought up. In fact, I have heard it used many times. It may be said that a man should devote his space to advertising his goods and not to parading his own features before the public. What the public want to know about is what kind of bargains you are offering, and they don't care a rap about your face. That's about the way the old timer will come at you. But wouldn't it be the same way with Douglas and the other fellows? Beeman has even gone so far as to have his features reproduced many times in the same advertisement. According to the old timer the people didn't care anything about Beeman. What they were interested in was gum. But it was Beeman's face that first turned their thoughts in the direction of gum, and it was the features of Douglas that set the brain to working over the wisdom of wearing his \$3 shoes. Why would not any other man's countenance serve as good a purpose in turning the mind of the feminine world in the direction of extra offerings in the dry goods line?

Every now and then some fellow rises up from the great mass of people and with a mighty shout proclaims to the multitude that the wicked department store is a menace to the retail business of the country. He draws down the corners of his mouth and a solemn expression comes over his face. He wants the poor, deluded mortals that surround him to realize that in the near future the small merchant will be driven out of business by his ponderous rival. But why does the department store gain the trade of certain of the little fellows? Simply because all of the big stores advertise and keep themselves before the people.

But these big stores can't get any trade away from Douglas. He has stores in all the leading cities of the country. They are just small shoe stores, no better than many others, and yet they are always doing a good business, no matter how many big stores they have to run opposition to. Douglas runs small advertisements in the papers that are mere pigmies by the side of the one and two page announcements of the great department stores that shout loudly that they are the cheapest places in town. But little, though they are, they attract attention from the fact that at the top of each one the same old picture stands out almost as if it were alive. No reader can get around that time-worn but familiar face, nor the black type below that informs the reader that the great Douglas shoe is the best ever.

Now these little stores that belong to Douglas must pay, because he keeps starting new ones every year. And if he can run a little store in every city and successfully buck the big fellows by using his face in the papers it would seem that others might employ the same scheme to advantage. The man whose face ap-

pears in the papers every day will gradually become known to such an extent that people who meet him on the street will know him, just from the fact that, like Douglas, he has been reproduced in ink so much that they can't get away from him. And when they see him they will think of his store, and once a man gets the people thinking about what he is doing he has but to reach out and take in the money.

Some of the great advertising men of the country say that it pays to take big space in the newspapers. This is all very true, but when a man has a limited capital he can make even small advertisements stand out by the use of his picture. He can make people talk about him, and that is what is desired. It seems that this style of advertising is being done in every line but the store business. With the exception of Douglas and two or three others the advertisements are all the same. None of them have any distinctive features that make them prominent and original. There is a chance for somebody to start the thing and make money thereby.

Raymond H. Merrill.

## Let Us Have Less Noise.

Every new invention means a new noise. This is a "law of progress" which we commend to the attention of the professors who are to get out fall books on sociology. The typewriter, the electric fan, the elevated road, the megaphone, the steam calliope, all add new noises to an already sufficiently noisy civilization.

But there is one exception to the law of increasing noisiness. There is one invention which instead of giving our ears more work gives them less. That is the rubber heel.

The rubber heel not only brings no new noises into the world, but it removes an old one. It is twice blessed. Its inventor should be granted a medal, or a monument, or a niche, or an apotheosis, or something.

Our motto should now be: "Rubber heel our civilization." The human footfall is not the only thing that needs rubbering. Almost everything else needs it as well. The professors of acoustics, although we have urged them several times to address themselves to the task of pro-

tecting the eardrums of civilized man, remain supine and indifferent. We shall perhaps have to depend on inventors outside the universities.

No one will care, however, where the inventors come from, provided they come. Our civilization must get rubber-heeled somehow. We have done something to conquer cold. We have done something to conquer heat. We have done something to conquer space and time. Noise remains more defiant than ever. Surely, it will not be the one exception to the general rule of human triumph over natural enemies.—Chicago Tribune.

## Just Gone to the Club.

There is a dear little girl who lives out among the hills in the suburbs of an Eastern city, and she has for mother a charming woman who is more than locally famed in club work. One day not long ago the little girl heard of a forlorn little calf down in the barnyard crying for its mother. She went down to investigate, but could not find the absent parent. Somebody heard her talking consolingly to the calf through the bars:

"Don't cry, calfy," she said. "Don't cry. Your mamma will come home soon. She isn't lost. She's just gone to the club."

It is impossible to measure the full effect of good advertising.

## 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.

## ALABASTINE

Produces beautiful effects on walls and ceilings; never rubs or scales; easy to apply; mix with cold water. Better than glue kalsomines, or poisonous wall paper. Free services of our artists in making color plans, also card of dainty tints.

Alabastine Co., Grand Rapids, Mich.  
and 105 Water Street, New York City  
Mention this paper.  
Anyone can brush it on; no one can rub it off.

## To the Retail Grocer:

We believe you can make no better investment of a few dollars than by taking advantage of the Buyers' Excursion rates (Aug. 24-29) and visiting the Grand Rapids jobbers.

We invite you to make our office your headquarters while in the city, and hope to see you all.

**WORDEN GROCER COMPANY**

Cor. Ionia and Fulton Sts., Grand Rapids.



**DRUG CLERK'S WOES.**

**How Those of Other People Burden Him.**

"Tell your troubles to a policeman" has long been an expression when a man was bored by hearing the woes of another," said a drug clerk the other evening, "but if you would hear the woes of mankind hot from human lips just step behind the prescription counter and listen to the troubles I have to endure and the tales I have to listen to during my trick of duty. The policeman has his troubles, and the street car conductor runs him a close second. Neither is, however, a marker to the poor drug clerk."

"Got anything good for a cold?"

The speaker was a man who appeared to possess average intelligence. Did he have anything for a cold? What is a drug store for? Well, the drug clerk proceeded to rattle off a number of things he had found to be good for a bad cold, and finally the man decided he would step over to the soda fountain and take a lemonade. And the drug clerk had not suggested such a dose.

After the man with the cold had imbibed his lemonade he returned to his first love—the drug clerk—and proceeded to pour out some more misery.

"Went to a dance the other night, you know," he began. "I'm a very smart young man, and after I had danced every number on the menu I proceeded to stroll into the cool and refreshing night air. Look at me now. Ain't I a dream of delight? Oh, I do such bright things! I suppose if the plumber would come along with a pail of hot lead I would dip my finger into it to see if it were really hot." The poor drug clerk had to listen and appear to like it.

"Mister, I want a nickel's wuth of wepson salts for my mamma," chirped a youngster as he handed over an empty bottle and incidentally knocked over half a dozen bottles of perfume. He wanted to invest a uickel and destroyed a dollar's worth of stock. Good profit for the druggist, don't you think? The kid got the salts, stole a sponge, carried away half a dozen almanacs and a card advertising little liver pills.

"Doctah, kin yo' what' good fo' a pluracy pain in ma side? Ah done had a mos' mis'ble time dis las' night; deed I has."

An old black "mammy" had ambled into the store and held her hand on the offending side and groaned as the drug clerk proceeded to mix some brown sugar and water to give to her.

"How much is dis?"

"Oh, nothing; that will be all right."

"Thank yo', sah."

Asked why he did not charge for the prescription the drug clerk sighed and said: "She didn't have any money. She would have stood me off. I know her. What's the use darkening our books with bad accounts?"

The drug clerk looked across the store and saw an old man coming.

"Great heavens! Here comes another!" groaned the drug clerk.

"Who is he?" repeated the clerk. "He is a patent medicine fiend. He buys every patient medicine in the world that has the words 'Cures Dyspepsia' on the wrapper. I guess he is a dyspeptic all right. He always reads the papers and the advertising circulars that are thrown in his yard, and if they even hint at a cure for indigestion he will hike out after a bottle of it. He also tries every free sample of everything, and if there is a patent medicine in the world that this fellow hasn't been up against, then I miss my guess. Now listen."

"Good mornin', doctor," groaned the apparition as it approached the clerk.

"Good morning, Mr. —. How do you feel to-day?"

That was all the patent medicine fiend needed to open up his tale of woe.

"Oh, tougher than the dickens, Charlie," he began. "Have you anything in the store that will stop an awful aching in my neck? And I've felt so numb all day to-day that I don't believe I can last much longer. I had an awful backache yesterday, but that's better to-day. Don't much more'n get rid of one thing till another comes. My teeth has been tryin' to worry me some lately, too."

The drug clerk handed him a small vial of toothache drops and he ambled out.

"That's only one of a million that I hear every day," said the clerk. A moment later he got into an argument with a woman who was possessed of a small slip of paper that she handed him.

"No, you can't work that off on me. A doctor never saw that prescription. I can't do anything for you. You'll have to go somewhere else," the clerk said to her.

She muttered something and walked out.

"The same old gag," remarked the dispenser of drugs. She had a fake prescription for morphine and she came in to have the order of her favorite drug filled "for a friend." She had forged a prescription and had tried to "work it off" on the clerk, but he had been there before.

But the drug clerk does not hear all woe. He has to be polite to the woman perfume fiend. There are women in local society who delight in visiting drug stores for the purpose of sampling every make of perfume in the house. They sometimes buy a small bottle, but it is seldom. They will sniff at the bottles, try a little on their handkerchiefs and ask the price. Then they go to the next drug store.

The drug clerk has also to be a city directory. If he doesn't know where Thomas Smith's office is he is ignorant. If he can not say whether Mrs. Edgar Williams has moved within the last month he is devoid of all sense. He must know.

He has to be able to tell whether a grocer out in the west end has a telephone or not, and if he hasn't, why hasn't he?

He has to walk quietly behind the fountain counter and hand out a little

vichy water and ammonia to the "boys" who are suffering from the effects of a "morning following the night before." In this act he poses as a lifesaver, and the "boys" proceed to the office with only thoughts of thankfulness in their hearts for the drug clerk.

The drug clerk—poor dog!—he has to know it all, hear it all and bear it all. If he doesn't, he is a bad drug clerk.

**As Wise As Solomon.**

A woman was walking in a palm grove when a man saw her and hastened after her. When she asked him why he followed her, he replied:

"Because I am in love with you." "And why are you in love with me?" she asked. "My sister, who comes after me yonder, is far more beautiful than I go and fall in love with her instead."

The man complied and went back, but only to look upon a woman as ugly as sin. He was vexed and returned to the first woman and said to her:

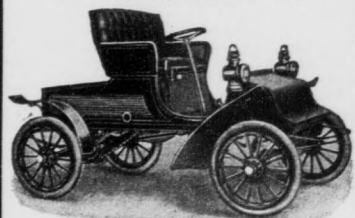
"Why did you deceive me?" And she made answer: "Did you not also tell me an untruth? For if you were really in love with me why did you turn back to the other woman?"

While the easy-going merchant is trying to figure out which is the best advertising medium the strenuous merchant advertises and gets the business.

**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 want one of our machines running in your town right away. And we will actually make the price to get your business now. Agency goes with sample. We guarantee immediate delivery and pay your traveling expenses to prove machine. Write to-day for confidential proposition if you mean business.

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

**Olivet College Olivet Michigan**

**WILLARD G. SPERRY, D. D., President**

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**COUPON BOOKS**

Are the simplest, safest, cheapest and best method of putting your business on a cash basis. ♣ ♣ ♣  
Four kinds of coupon are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application. ♣ ♣ ♣ ♣ ♣ ♣

**TRADESMAN COMPANY**  
GRAND RAPIDS, MICH.



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.  
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Sample copies, 5 cents apiece.

Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY . . . AUGUST 26, 1903.

STATE OF MICHIGAN }  
County of Kent } ss.

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 Aug. 19, 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-second day of Aug., 1903.

Henry B. Fairchild,

Notary Public in and for Kent county, Mich.

**THE NORWAY CURE.**

In this country public intoxication is a misdemeanor and punishable as such. Every day drunkards are fined a few dollars, with the alternative of so many days' imprisonment in default of payment, and they usually go to jail. Nothing of an affirmatively reformatory treatment is accorded these convicts. Their ten or twenty days in jail affords opportunity for the whisky to work out of their system, and it usually occurs that during that time they get up a great thirst, and at the end of the term they proceed directly to quench it. They have a better way of doing these things in Norway. The man imprisoned for drunkenness is furnished bread and wine as a diet. The wine is served in a wooden bowl wherein the bread has been soaked for an hour before being taken to the cell. There is therefore no way of eating the bread without the wine.

It is said that the first day or two the prisoner relishes this diet very much and enjoys it greatly. The second or third day it palls on him and the fourth or fifth it becomes positively distasteful. There is no change of diet. All the prisoner has to eat is the bread soaked in wine, and at the end of ten days the prisoner is so thoroughly disgusted with intoxicating beverages that usually he is thoroughly cured and drinks no liquor thereafter, not on principle or fear of future punishment, but because he does not like it and because the taste and smell thereof are positively repulsive. Thus every jail in Norway is turned into a reformatory institution and is what in this country would be called a gold cure. That scheme is worth investigating. If the Tradesman's report of it is

correct, it offers great opportunities for practical temperance work in the United States. It is a well-known fact that a diet of any particular sort long enough continued makes the food or drink, whatever it is, so distasteful and repulsive that a person never wants to touch it again. The old story about eating a partridge a day for thirty consecutive days illustrates the principle. If the Norway scheme is all that is claimed for it, it will be an excellent subject for Michigan lawmakers to look into preparatory to an amendment of the laws next winter.

The union employes of the Government printing office at Washington, by raising a disturbance over the retention of Mr. Miller as assistant foreman of the book binders' department, may be killing the goose which for a good many years has been laying golden eggs. The agitation has directed attention to that department and particularly attention to the fact, which has been tacitly recognized for a long time, that the introduction of machines would materially cheapen the product. If typesetting machines, for instance, are substituted for hand work there will be a material falling off in the number of printers required and probably a corresponding saving to the Government. New and up-to-date methods, improved machinery, etc., introduced into the several departments of the Government printing office, would make a great change there. Probably nothing would have been done in that direction for years except for this agitation, which has brought that department to the center of the stage. A thorough investigation would result in making a substantial saving every year and would do away with many soft berths now enjoyed by those who have sufficient political pull to get them.

Canadians regard with amazement the immense volume of immigration to the United States to secure which the government does nothing, and to encourage which only common knowledge of the advantages of this country seems necessary. The Canadians have been gaining in population to some extent during recent years, but their gains are not at all in proportion to ours. That Canada will ever seriously rival or overshadow the United States is a dream that will never be fulfilled. The Canadians begin to realize the situation for they are now renewing their efforts to secure commercial reciprocity with this country.

American army officers in the Philippines have found good servants among the Japanese and Chinese, and in some cases among the natives. Good servants, it is well known, are hard to find in the United States, and hence many officers have made a practice of bringing these foreigners home with them. The War Department has, however, interfered. It has not only refused transportation to such servants, but has ordered that such of them as have come here under such conditions shall be sent back.

**A CHEERING PROSPECT.**

There is nothing like certainty to depend upon. With the feet firm upon fact the outcome is sure if the reasoning be sound. For years the general public has felt that it is standing on slippery footing. The fight in the laboring world has increased the difficulty, and this reaching into every department of human industry has created such a feeling of doubt and unrest as to disturb not only the business world but the public depending upon it. The Labor Commission has done what it could to fix things, but the strikes are still going on. There is still the same contest between capital and labor. To-day the organized union appeals to the public for its sympathy and support. To-morrow the organized captains of labor do the same thing and the distracted public stands helpless and despairing, whose only utterance is a prayer for a soon-coming end. Recently, however, a ray of hope has pierced the dense darkness. One fact has been fixed. The laws of the union must give way to the laws of the United States. A limit has been reached and the business world can govern itself accordingly.

Another fact which may be considered a beacon light of the future has come from the battlefield. The New York, New Haven & Hartford Railroad Company has been at odds with its employes and came out second best. The fight was for an increase of wages. The increase was granted and the public is informed by the President of the road of a rise in freight rates and when met by the American's ever-ready Why calmly answers "because of the increase in wages to the road's employes"—another fact about which there has been considerable discussion, but about which hereafter there need be no more doubt. So as time goes by one point after another becomes settled, the public will find out where it stands and by then may have something to say about it.

It is not to be inferred that the action of the railroad company has in it anything of the novel. These columns long ago affirmed that in these contests the public was between two millstones and not only endured the suffering but furnished the contending parties with the means to keep the stones in motion. The result is still the same. Last summer—and the bills now show the effects—there was war to the knife and the knife to the handle among the coal mines. The employer was decidedly on top. The miner played the part of the anvil to perfection—he was too much in earnest to do anything else—and the blacksmith hammered without mercy, but the public has been paying an extra price for coal ever since and that part of the public who could not pay has not yet forgotten what it went through with last winter in order that these two forces that depend on the public for support might fight their fight to the bitter end.

The public, sick and tired of this constant wrangling in its desire for

peace, is constantly praying that the faction will agree on something; but in that case is the public to be a gainer? It has long been understood that the public, as such, is not a matter of concern to either combatant. In all candor the matter is simply this: Whether one side or the other shall have the larger share of the money taken out of the public. At odds they fight each other tooth and nail, with the public looking on. At peace it would be more like open robbery, the one side holding the grappled public while the other rifles its pockets. What it has is theirs and the getting it is only a question of method with no more idea of mercy for the victim than is ever exhibited in the midnight encounter on the highway.

The story in a recent number of the Tradesman has not yet been forgotten and shows what mercy there is in a union man where a scab miner is concerned. The baby of the miner who had gone back to work grew worse. When it was on the very verge of death, the agonized father implored the doctor to save the child's life. How doctor and grocer yielding to the pleading parent and the equally pleading humanity within them did save the child, but the grocer for his part in the life saving had to give up his business. How tender the coal companies have been and are with their wretched employes was brought out during the investigation of the Commission and how tender they are of the public which they did their best to freeze to death last winter need here no assertion and are referred to only to strengthen the statement that in the eye of both factions of the labor fight the public may be—somethinged.

Still, comparatively, the prospect is a cheering one. It is much to the purpose to find out and to have the other two parties interested find out that a limit has been reached beyond which neither can go. Then, too, it is well enough for the public to understand that it has got to pay the bills whatever happens. It had a hint of this some years ago when the banks and the express companies shouldered the internal revenue tax upon their patrons. It has a reminder of it in the advancing coal rates. The occasional rise in oil furnishes food for profound meditation and all of these taken in connection with the statement of the railroad President may be the means of leading to other fixed facts which in turn may furnish a still more cheering prospect by putting a stop to the whole nefarious business.

Prof. Reitter recently introduced to the Society for Internal Medicine in Vienna a woman with a musical heart. For the last four years she has suffered from palpitation, and about eighteen months ago she noticed for the first time a peculiar singing noise in her breast, which was also audible to other persons, and rose and fell in strength and pitch. The sound is said to be due to a malformation of the heart valves.



## HIS OWN DOORSTEP.

Every now and then a writer of these columns finds himself "up against" the man with whom the world goes wrong. It is too this and too that or too something else, always in the superlative and always on the wrong side of the fence. The worst of it all is that the undesirable condition of things is due to the other man. Never yet has a case been found where the growler was the man to blame. If trade is slack circumstances which somebody else should have prevented did not do his duty and lo! the result. For some reason or other the world is against him; Providence is against him; the Government is against him; the neighborhood is against him and, what he does not know and is not willing to admit if he does know, he is against him—the spot where the whole trouble lies.

A lady who lives next door to a grocery which is located pretty well out in the suburbs was congratulated lately because there was a store so handy. "It would be," was the answer, "if I could trade there, but the fact is the place is too dirty to go into; so I buy my groceries down town." It is a fact simply stated; but that grocer is growling to-day over his hard luck, when all he needs is common sense enough to know that dirt is too cheap to dispose of at so much a pound. Not a day goes by without the loss of a customer—always his best ones—and when the time comes when only the dirty housekeeper trades there, there will be a moving out, and the grocer for the life of him can not understand why.

In a store not a thousand miles from this particular desk there is another coming failure. The man is a genial fellow. He loves company. He likes to have his store the rendezvous for everybody who will come. They make seats of the barrels and boxes and of the counter and occupy them. They stay. They smoke. They talk politics. They chew and they make remarks—or did—when the women came to trade. Now they have stopped coming. They could not stand the remarks nor the results of the tobacco chewing, and all summer long the flies have been holding high cranial there unmolested. One of these days that man is going to shut up shop and, pressed for a reason, his answer will be: "The location was bad. It was too near the street car line and everybody did their trading down town." True, they did, but there was another reason which they never cared to state.

A storekeeper in Oldtown has been there for something like fifteen years—long enough, he says, to know every man, woman and child in the town and county, so that they all call him by his first name. He has reached that point where, he thinks, his business will run itself. Without knowing it it has passed the stationary period and is beginning to run down hill. Window trimming is so much needless time and foolishness. Advertising in the papers is so much

money wasted. The fact is, his is the best store and everybody knows it and when they want anything they can go right there and get it. That's the sum and substance of the situation and what's the use of making a fuss over nothing? So the windows are growing dingy and nobody ever stops "at the best store in town" to look at the same old goods that have stood in the same old places for nobody knows how long. Inside the relics of the past are accumulating. The show cases carry out the idea that it is well enough to let well enough alone. There is a musty look, a musty smell—"an odor of mild decay"—going on and for some time the people of the place, when they want something out of the regular run, come to Grand Rapids. Some time in the future there is going to be an upheaval in that pretty village and it will be owing to the fact that people are not willing to encourage home industry.

Over in—Van Dieman's Land is a town that is offended if it is not called city. It had two years ago one of the prettiest stores outside and in there was in the State. It was neat, well stocked, well kept, and in every respect up-to-date. It was a comfort to go in there and another one to trade there. One could usually find what he wanted and, what was considered remarkable, he did not have to pay twice as much as he would have been charged in a large town. The owner was a young man who knew his business and soon got the best trade—but he did not keep it. He was always going to do something to-morrow. He was going to order goods and let something prevent him. Anything wanted at all unusual he never had, naturally enough in that almost city; but what killed him was never getting in his order early enough to be filled in time. A wedding in "one of the first families" was announced and because they liked the agreeable young merchant they concluded to give him the benefit of the trading to be done. It was a continued fret and worry. Nothing was done on time and finally when the family had endured enough, they took matters into their own hands, went to the city themselves and so accomplished their purpose. That storekeeper is not there now because VanDieman's Land folks have to have everything in a minute if they are going to have it at all!

It is the same old story clear through. Everybody is to blame but the man himself, when all that is needed to win the success he is striving for is for him to take a broom and give his own doorstep the cleaning that he fancies the other doorsteps in his neighborhood deserve.

Bertillon, the Frenchman who devised the system of measuring criminals, has rendered great service to humanity. Since his plan has been followed in France 20,000 people who have committed crimes and who were concealing their identity have been brought to justice and not a mistake is known to have been made.

## LATE IN THE DAY.

Unique among all the summer gatherings was the recent "mob conference" at Chautauqua, N. Y. The increase of the mob spirit shown by feuds, lynchings, riots, assassinations and other lawless transactions in all parts of the country together with the comments of the press upon them has given great importance to the conference. Among the leading speakers was a Southerner, who dwelt with considerable earnestness upon "The Mob Spirit of the South." A native of that section of the country, he affirmed whereof he knew and with Southern fervor he defended lynch law as a remedy for the crime of criminal assault, holding that, although lynching is a crime, it is justified by the crime that provokes it, and that it will never be discontinued until that crime is eliminated. The remedy for lynching must be the elimination of the crime of criminal assault and this, he affirmed, can be done only by the separation of the two races in the United States.

There are other Southern authorities that do not concur in this opinion. With equal earnestness it is contended that the separation of the races is an impossibility, whether the negro remain here or the negro Bishop's idea is carried out and he be transported to Africa. The South needs the negro and the negro needs the South. They are there together, they both know the existing conditions and know best how to meet them. They both have rights and these must be respected by both. American citizenship is demanded of them by the National Government, and while it is conceded that time and tact and perseverance and limitless patience are called for results must be forthcoming and they must be of the right kind. Where both races are working for these results there is no need of worry over the outcome. Tuskegee and Hampton are health-centers and from these and others like them the good work is radiating in every direction. Fostered as they are by the best of the Southern whites the radiating influences will meet and mingle and there and then will be found the remedy for lynching, because from these influences alone will follow as a result the elimination of the crime of criminal assault.

There is, however, much reason in the Southern orator's assertion. No one doubts to-day and never has that "an ounce of prevention is worth a pound of cure," any more than he questions the fact that "there is no use in locking the stable door after the horse has been stolen." Both maxims are true enough, but, as preventives, the application of them comes altogether too late in the day. The separation now suggested should have taken place a good many generations ago. All along the Southern argument there is an insistence of keeping in the background the revolting cause of the whole trouble. Public opinion is settled and always has been in respect to the heinousness of the crime. Irrespec-

tive of time, race or color there it stands in all its hideous enormity—a thing the ages abhor. Need the Southerner to-day be told what special feature of American slavery made it the revolting horror of modern civilization? Then if ever was lynch law needed, for then if ever was it, crime although it be, justified by the crime that provokes it. If it be urged that the slave was legally a brute, the crime is still there with, legacy, an uglier name. Lynching was not resorted to then; why should the same crime make it a necessity now? Was womanhood less sacred in America during slavery days; was motherhood less honored when surrounded by children without a name? So born, so brought up, if such a term can be applied to it, the black man can account for the manhood that is in him or, what is nearer the truth, the want of manhood. Too ignorant now to answer back intelligently the time is coming when he will say with Shylock, "The villainy thou teach me I will execute and it shall go hard, but I will better the instruction."

It is safe to conclude that the mob spirit of the South has almost run its course. No doubt the lamp post and the attendant oil can will continue to do double duty for some time to come, but when Supreme Bench and President agree that mobs are murderers in gangs and so fit objects for cold lead, lamp post and can will in time return to the single duty of giving light to the world. One cheering feature in the perplexities of to-day is the fact that children born now represent but a single race and when mature life here is only white or black, then there will be not in Africa but here in the United States that separation of the two races which will ensure the elimination of the crime of criminal assault—a result which might have been reached long ago if the cogent reasoning of the Southern orator had not come a little too late in the day.

Hamlin Garland, the well-known Wisconsin writer, in a lecture at the University of Chicago, declared that our endeavors to civilize the Indians are sadly mistaken. "I am not so sure," he said, "that the Great Spirit intended all people to live precisely the same way. I do not believe there will be any great improvement when all men are wearing derby hats and machine-made shoes. We say to the Indian: 'Be like us or we will kill you.' For my part I do not want to live in a world where the people all drink ice cream soda and wear the same kind of clothes. Unless there is a reaction against this spirit of Anglicizing the world we shall all go stark, staring mad some day over the very monotony of the world. We are crazy over this idea of Anglo-Saxon conquest of the world. We are insane on the subject. I do not believe the good God ever intended such a world as we dream of. He placed the white man here and he placed the red man there. They were both all right until they got mixed up—and then the devil was to pay."

## Dry Goods

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—The conditions of the staple goods market have not been changed greatly unless it be that the strength of the market has been accentuated. The market is in a remarkably strong position, statistically, stocks in many directions having been cleaned out to the vanishing point. The demand, however, is of moderate proportions, buyers showing no increased desire to provide for their requirements by reason of the increasing restriction of production. Sellers are naturally strong in their price views and in not a few cases asking prices have been raised.

**Prints**—The majority of buyers took advantage of the opportunity to anticipate the advance, and as a consequence a large volume of goods were placed under order at the old prices; some buyers appear to have been caught napping and have placed fair orders at the advance. Factors who bought prior to the advance are naturally not greatly in evidence in the market at this time. Grays and blacks and whites have not shared in the advance; these goods are reported as pretty closely cleared up, and it is not unlikely will be advanced shortly.

**Dress Goods**—An increased showing of the new spring lines of dress goods and an added interest on the part of consumers have given added interest to the dress goods market during the week. The new season is not generally under way, however, the full selections are not before the buyer and the great army of buyers are not yet actively engaged in the placing of orders. From now on it is expected that interest in connection with the new season will grow apace, and that the buying fraternity will be much in evidence. Prominent corporations have been taking light-weight business on staples, etc., for some little time, and, according to reports, have done very well. These are the factors that are always early in the showing of their lines. Good orders are reported placed on fabrics of the sheer order and general opinion favors a good season's trade thereon. The light-weight broadcloth is looked upon as a leading factor in the staple business. Tibets chevots, etc., have also been bought in a promising way. Venetians and sackings are likewise selling factors, although in certain directions the Venetian appears to have lost some of its selling strength.

**Underwear**—Conditions in the knit goods market are not conducive to a buoyant, well-pleased attitude on the part of sellers. The market during the past week has inclined toward a lessened degree of activity, buyers being to a degree undecided as to their requirements and the possibilities of the various classes of goods. It is a hard season for the manufacturer in view of the high cost of raw materials and the uncertainty that exists in that connection. In

view of the high manufacturing cost and the evident impossibility of securing a price from buyers that will offset the heightened cost thus involved, manufacturers have naturally been forced to lower the standard of their product, and this fact has caused no little dissatisfaction and comment on buyers' part. It is naturally too early for the manufacturer to have made much progress in the line of deliveries of spring goods, but in certain cases some early shipments have been made and complaints have been made in at least two or three cases that the goods delivered fall short of the selling sample standard, and this of course means trouble for the manufacturer. It is admitted by knit goods agents that they are likely to run into a full share of troubles this season for buyers are scrutinizing things very closely. Buyers have operated with the most freedom on cheap goods, in which the advance in price has been less marked. Even here, however, the orders individually and collectively run considerably below a normal good season. Fine goods have been bought with marked conservatism, buyers seemingly clinging to the hope that by holding off, better prices may be obtained later on in the season. The buyers are evidently leaning on the possibility of a reduction in the cost of raw material when the new cotton comes forward in volume. They regard current prices of cotton and yarns as due largely to speculative manipulation of the raw material market and doubt if the present level can be held. As manufacturers are generally credited with having only a limited supply of raw material, they are not always anxious to accumulate a large line of orders. In fact, many of the makers of cheap goods of the balbriggan order admit that they have secured about all the business they care to take at this time; yet they do not profess to have put their full season's production under order; there is no mistaking the fact that the yarn situation is a prolific source of worry and uncertainty to the manufacturer. The volume of idle machinery throughout the knit goods manufacturing sections is the largest in years; not only does this affect the production of spring goods, but it also interferes with the deliveries of fall goods placed under order some time ago; lack of the desired yarns is cited by manufacturers as the reason for the held-up deliveries, and they say they are unable to assure their customers of an early improvement in this direction. Altogether it is a trying condition of affairs for all concerned. Duplicate fall business is small in volume, jobbers having apparently made insufficient headway in distributing their lines to leave them to do further buying. In view of the difficulty reported in connection with fall deliveries on manufacturers' part, jobbers are naturally paying more attention to the problem of getting the goods that are owing them on old orders than to their probably supplementary requirements.

**Hosiery**—A very fair volume of

## Dress Goods

DRESS GOODS



We carry a large line of plain and fancy Dress Goods ranging in price from 9½c to \$1.50 a yard, and in width from 28 to 55 in. We also carry a very choice line of Waistings in plain and fleece backs in the following grades: plain white, white grounds with colored stripes and figures, colored grounds with white and colored stripes and figures ranging in price from 7½ to 38c a yard.

Write for samples.

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

## SPECIAL

**RATES TO GRAND RAPIDS**  
on August 24, 25, 26, 27, 28 and 29,  
with the privilege of returning up  
to and inclusive of September 8. To  
secure this rate of one and one-third  
for round trip purchase a ticket to this  
city, asking for a buyers' certificate  
and present the same to us for further  
instructions.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.



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

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

**Lowell Manufacturing Co.**

87, 89, 91 Campau Street, Grand Rapids, Mich.



business has fallen to the lot of the hosiery trade, yet there has been no rush to the demand. Some buyers have been unusually moderate in their purchases, and, as one agent put it "have 'hiked' for home without having distributed their usual volume of initial spring business." Others, it is said, have purchased lightly, pending the distribution of carried-over stocks. The mills are experiencing much difficulty in getting the necessary yarns, and as a consequence are not anxious to commit themselves to the taking of a large volume of orders; in fact, not a few mills are reported to be in a quandary to know where they are to get the yarns at anything like reasonable prices with which to fill orders already on hand. Some complaints are heard regarding the movement of lace effects, more particularly the cheaper grades. Cheap hosiery of the flat and ribbed varieties, for children and ladies, have been well ordered. Hosiery agents report solid colors are coming in for increased consideration.

Carpets — Carpet manufacturers continue to experience a very active business, at least, those whose mills are in a position to run full. Practically all the initial business has been placed in the hands of the manufacturers and some of them report that their mills will be obliged to run on these orders alone for the balance of the season. It has been said that the initial business placed has been as large, if not larger than at any time during the history of the trade, and that the duplicate business that will show itself next month will be of little use to a good many manufacturers. The cause of this unusually heavy demand the first of the season is attributed to the complete tieup of the Philadelphia mill. Orders were taken in May by the weavers from that city with the understanding that if their mills were affected by labor disturbances the contracts made by them could be canceled. When the strike was officially declared on June 7, the jobbers and wholesalers who had their business placed with the Philadelphia mills, immediately began to protect themselves by replacing their business with the Eastern mills, which made the business taken by the latter concerns unusually heavy. Thus far this season the Eastern mills have had everything their own way. Every loom has been running full and in many cases over time, to fulfill all the contracts. Prices have been advanced from 3 to 5c on three-quarter goods since the opening, and consumers have been obliged to submit to this because they could not look elsewhere for their needs. They are glad to get their business placed even at today's values, as the total production thus far this season will not fully satisfy all demands. In Philadelphia all the three-quarter mills are in operation and quite a number of the ingrain mills will be in operation by another week. To the local manufacturer the season is practically a loss, as in many cases the chances are small that all the machinery will be

able to be placed in operation. All the big business has been placed in other hands and duplicates and small late orders must satisfy him until the spring lines open in November. In ingrain the prospects for getting business this late is not so good as in the three-quarter goods lines, and local weavers say they will be lucky if they can run all their machinery. As far as the strike is concerned, the operatives have as much as admitted that their point has been lost, and that they will be willing to return at the old schedule as soon as the mills can be put in running order.

Rugs—Rug weavers are well employed on old as well as new business. In many lines productions are sold up for months to come. Wilton, Brussels and tapestry-Brussels rugs in the carpet sizes are in big request.

**Recent Business Changes Among Indiana Merchants.**

Bluffton—Mr. Kershner, of the firm of Kershner & Snedden, dealers in groceries, has retired from business.

Decatur—Britton & Meyers will succeed Britton Bros. in the hardware and vehicle business Jan. 1.

Fort Wayne—E. V. De La Grange, retail dealer in tobacco, has discontinued the business.

Indianapolis—H. W. Krause, dealer in men's furnishings, has sold his stock to Krause Bros.

Lafayette—Mrs. L. B. Kinsman has discontinued the grocery business.

Lafayette—J. A. Spector has sold out his stock of house furnishing goods to Spector & Fishman.

Liberty—Ryan Bros. are succeeded by L. J. Ryan in the grocery business.

Logansport—Blouser & Herzel have sold their stock of groceries to E. J. Blouser.

Mount Vernon—J. A. Miller has bought the grocery stock of Haas, Gempler & Co.

Shirley—Muse & Durham have sold their general stock to E. Muse & Son.

Troy—R. Detzer & Co., dealers in implements, have sold out to J. Scherer.

**The Power of Association.**

A gentleman who has just returned from Guatemala vouches for this parrot story: A good woman of the city had a bird which she prized highly, but it had one bad habit. Whenever she came in in the morning the bird would ejaculate:

"Oh, I wish to the Lord the old woman was dead!"

She confided to her minister and he suggested sending the parrot over, adding that by association the lady's bird would learn nice phrases.

A day or two later, when the woman entered the room, her parrot ejaculated, as usual:

"Oh, I wish to the Lord the old woman was dead!"

Whereupon the minister's bird cocked its head to one side and fervently added:

"The Lord hear our prayer!"

A man's best friends are his ten fingers.—Robert Collyer.

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**To Whom It  
May Concern**

**Frank B. Shafer & Co.,**

formerly State Agent for Safety Incandescent Gas Machine Company, have severed their connections with said firm and have now the sole agency for 24 counties in Michigan for the CINCINNATI INCANDESCENT "F. P." LIGHTING MACHINES, handled by

**LANG & DIXON**

Michigan State Agents, Ft. Wayne, Ind. The Cincinnati Incandescent "F. P." lighting plants have been tried and proven. They are also backed up by manufacturers and agents. Everything is just as represented in catalogues, therefore no disappointments. Let us tell you more and send one of our illustrated catalogues.

**FRANK B. SHAFER & CO.**

Box 69, Northville, Mich.

## Poultry

### Increased Profits Realized on Machine Fattened Poultry.

The market requirements in regard to dressed poultry are more exacting to-day than ever before. This is not only true with poultry but the same conditions exist with cattle, sheep and hogs. A well fleshed product not only weighs more but brings more per pound, and in the case of poultry the difference sometimes amounts to as much as ten cents per pound. One of the greatest items of expense on a poultry farm is the labor required, and anything that tends to simplify operations and reduce the labor is of very great importance. In the fattening of fowls for market, one of the first necessities is a good fattening or cramming machine. It should be substantial, easily moved about and one in which the food can be easily forced through the tube. Such a machine is a great improvement over the old time method of feeding. There should be a small coop or stall for each fowl and the opening should be made so as to require the least possible time in removing the bird and shutting it in after it has been put back. Coops should also be arranged with a view to the accumulation of as little dirt as possible. A good method to overcome this is to have open space both back and front, as it is impossible to prevent the birds from turning around. There should be trays under each coop to catch the droppings. The coops should be placed three or four high, one on top of the other, or they may be arranged in single tiers and the droppings removed from the floor. They should not be very large, but of such a size that they can be easily moved, after each lot of birds has been taken out, and then whitewashed by putting them in a tub of whitewash.

The feed to be used is, of course, of great importance, but it is equally important that the operator do his work properly. The best method for the beginner when he discovers that a certain bird is not doing well and is not assimilating its food as it should is to mark the stall in some way so that the next time the feeder gets around to that bird he will at once know that it was not right at the previous feeding, and if at the second feed it has not recovered it should be passed by until the next time. If it is not right at the fourth feeding it should be killed and dressed, and by so doing the cost can be gotten back on those particular birds, while the others show a handsome profit. By following this method it will be found that the actual loss will be very small and practically nothing. After one has become an expert at feeding, there will be little need of following this rule.

There are those who have been successful from the start in using cramming machines, and there are also those who are not so successful and who find it tedious work to master the details. Conditions in this respect are similar to those that exist

with incubators. Formerly very few people were successful in operating incubators, but time and modern machines have made great changes; the same is true of the cramming machine. As the process is more thoroughly understood and more is written about it, poultrymen will be more successful with it and find it as easy to fatten poultry artificially as it is to hatch eggs in the same way.

When the poultry journals choose to give more space to the subject of fattening fowls by cramming, then will poultry growers realize how very simple it is after all, and the special profits accruing from the sale of well fleshed poultry will be more generally known.

### Changing Character of Butter Product.

An effect of the enormous increase in the use of farm cream separators should be taken into proper consideration by merchants whose operations compel them to forecast the probable course of values during the latter part of the season. Undoubtedly, while a part of the output of farm separators is going into sections where farmers have heretofore sent their whole milk to creameries, a much larger number of machines is going to those who previously turned their surplus milk into farm butter, and who now are, by means of the farm separators enabled to send their butterfat to creameries in the shape of cream. There is abundant evidence that from this cause the make of creamery butter is increasing materially in the outlying sections, and that it now forms a larger percentage of the total butter product than ever before.

The tendency of this change in the character of our butter product is obviously to make a somewhat narrower range in average values between the creamery product and the various forms of butter made from the farm product. The latter have heretofore very rarely gone through a season without a surplus for export and it would not be surprising if the reduction in the quantity of farm butter produced should already have amounted to as much as the average export surplus of these grades during the past few years. It is a question whether all the resulting larger supply of creamery product can continue to find domestic outlets at prices above an export point; and even if so it seems reasonable to anticipate a somewhat lower average of values for the creamery product than in recent years, other general conditions being equal.

### The Government Settled.

Cardinal Vaughn, the late prelate, visited an American war vessel, where the captain thought that the chaplain was a Baptist although there was some doubt on the point.

"Then do you attend his religious services?" enquired the future archbishop.

"Guess I do, Father," was the reply. "The Government pays this man to pray and you bet I see he prays."

### The Hen.

Alas! my child, where is the pen That can do justice to the hen? Like royalty, she goes her way Laying foundations every day, Though not for public buildings, yet For custard, cake and omelette; Or, if too old for such a use, They have their fling at some abuse As when to censure plays unfit Upon the stage they make a hit; Or at election seal the fate Of an obnoxious candidate. No wonder, child, we prize the hen, Whose egg is mightier than the pen. Oliver Herford.

Fire and sword are but slow engines of destruction in comparison with the babbler.—Steele.

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Prices Will Be Right

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Egg Receivers

36 Harrison Street, New York

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## Apples, Peaches, Pears and Plums

—TO—

R. HIRT, JR., DETROIT, MICH.

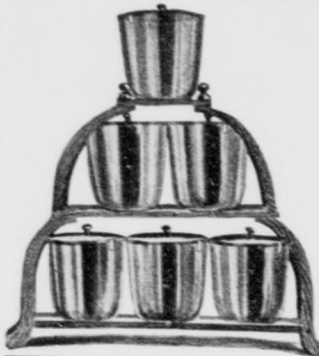
Also in the market for Butter and Eggs.

## NEW CROP TIMOTHY

We shall begin receiving new crop Timothy Seed soon and shall be pleased to quote prices.

ALFRED J. BROWN SEED CO.

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## Flint Glass Display Jars And Stands.

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

The Kneeland Crystal Creamery Co.

72 Concord St., Lansing, Mich.

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

## HERE'S THE D-AH

Ship COYNE BROS., 161 So. Water St., Chicago, Ill.

And Coin will come to you. Car Lots Potatoes, Onions, Apples, Beans, etc.

## Eggs Wanted

In any quantity. Weekly quotations and stencils furnished on application.

E. D. Crittenden, 98 S. Div. St., Grand Rapids  
Wholesale Dealer in Butter, Eggs, Fruits and Produce

Both Phones 1300



**EGGS BY WEIGHT.**

**Selling by Tale Makes Against Fair Dealing.**

Consul B. H. Warner writes from Leipsic that "the provision officials of Prussia have been petitioned to have eggs sold in the future by weight instead of by number. The object is to protect German poultry breeders against those of foreign countries, German eggs, weighing, on an average, from 38.58 to 51.44 pennyweights, while those imported weigh from 25.72 to 32.15 pennyweights." Those who have not forgotten the tables of "compound numbers" which they learned at school may amuse themselves by translating—"reducing," we used to call it—the pennyweights into good American ounces, and compare the German product with the output of the American hen. For present purposes it is sufficient to note this official evidence of the great difference in the weight of eggs.

The proposal to buy and sell eggs by weight is not new in Germany or any other country, but the habit of selling by tale, which has prevailed everywhere from time immemorial, seems hard to break. Between dealers the difference in the weight of eggs is in some measure recognized, and especially when buying from farmers. "Choice" eggs are supposed to weigh about eight to the pound, "fancy" eggs about seven to the pound, while "standard" eggs are any old eggs. But when they reach the consumer they are all just plain eggs—at so much a dozen. This is no unimportant matter. The traffic in poultry and eggs is a very large traffic. The item of eggs in the family expenditure is so large as to render exact dealing a matter of economic importance. The last census included an enumeration of the fowls of the country and their production, and there were found 233,598,085 "chickens," which were valued at \$85,794,996, and those same chickens, or those of them which produced eggs, laid 1,293,819,186 "dozen," which, at the average price received by producers—11.2 cents per dozen—brought \$144,286,158, or about 1.75 times the value of the hens which laid the eggs and the roosters which stood around while they did it. This does not, as some enthusiastic poultrymen believe, exceed the value of the product of other live-stock industries (the income from cows in 1899 was about \$500,000,000), but the amount involved is large enough to warrant reasonable care in transacting the business, especially when we remember that the average price paid by consumers is much larger than that received by the farmers, doubtless aggregating as much as \$225,000,000. The German officials may be able to change the custom of selling eggs by the dozen. It will be very difficult to change it here.

**Best Breeds of Pigeons for Squabs.**

W. E. Rice says in Bulletin 177 of the Department of Agriculture regarding the variety of pigeons from which to raise squabs that the "straight" Homer is the best. These

magnificent birds are large and healthy; are good workers, always active and hunting about like the Leghorn fowls; are the best of feeders; are of quiet disposition when properly mated; and their eggs are seldom infertile. For these reasons I consider the straight Homers par excellence among all the pigeon kind for squab farming. The Dragoon is much esteemed by some, but I have yet to find an intelligent breeder who accords the first place to any variety except the Homer. When the latter are not procurable in sufficient numbers or the price seems to be too high, a cross between a Homer and a Dragoon usually gives excellent results. The Dragoon is a large bird, a good worker and feeder, as quiet in disposition as the Homer, and, when crossed as directed, the squabs are of good size. The crossing of these varieties can be accomplished with equal success either by mating a Homer cock and a Dragoon hen or a Dragoon cock and a Homer hen. Straight Dragoon squabs are usually five weeks in growing to sufficient size for market, while straight Homer squabs are ready in four weeks and sometimes a trifle less. By some the Duchesse is preferred. The writer is not enthusiastic in regard to these birds because a full blood of this variety is not nearly so good a feeder as the Homer. A cross of Homer and Duchesse blood will yield a good squab, but not equal to the straight Homer, and the presence of feathers on the legs, a characteristic of the Duchesse, is a disadvantage when dressing them. The Runt is the giant among pigeons. It is very highly spoken of by some breeders because the squabs are so large, but the number of squabs is small. It takes an extra good pair of Runts to yield four pairs of squabs a year. While crossing with Homer blood will increase the number of squabs, the tendency of the squabs of such mixed blood to be dark in flesh is so serious a disadvantage that I can not recommend them, for the novice will soon learn that dark-fleshed squabs are cut in price when he takes them to market. I find that even one-quarter of Runt blood is often sufficient to make dark squabs. Other objections to this variety are that both parents and squabs consume more food than Homers and they are less active and slower in driving.

In traveling about the country and visiting many squab farms, I seldom find a flock of straight Homers, but frequently see all kinds mixed together, with no apparent system or purpose on the part of the breeder, the evident desire being to raise, if possible, a few squabs. I have made the proper kinds of birds for squab growing my study for the last five years, visiting many different places during this period. My experience, not only from my own pens, but from this extended observation, teaches me that for profitable squab growing there is nothing equal to the straight Homer.

Promptness is the soul of business.—Chesterfield.

# Butter

I always  
want it.

## E. F. Dudley

Owosso, Mich.

**LEMONS AND PEACHES**

SEND US YOUR ORDERS FOR THEM This may look like a strange combination, because our Lemons were grown in Sunny Italy, and the Peaches are now growing on the hill-sides of Kent, Allegan and Ottawa Counties, Michigan.  
But send us your orders for whatever you can use of them and see if we don't give you the best fruit for the lowest market price.

**JOHN P. OOSTING & CO.**  
100 South Division Street, Grand Rapids, Mich.

References: Peoples Savings Bank, Lemon & Wheeler Company, Dun's Commercial Agency.

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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.

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**TIMOTHY AND CLOVER**  
and all kinds

**FIELD SEEDS**  
Send us your orders.

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Jobbers Potatoes, Beans, Seeds, Fruits.

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### Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers. Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

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## Printing for Produce Dealers

**Observations of a Gotham Egg Man.**

One of our egg receivers found a letter in his mail one day last week, written by an Iowa dealer who, judging from his name and orthography, is probably a Norwegian, from which the following extract is certainly worthy of publication. It says:

"I enclose you bill of lading for the 27 cases, but did you not give me too much for them? (The eggs had previously been received, sold, and returned for.) I don't intend to send you any rotten eggs, but in both shipments you surely got some, as I did not have time to candle them. I know they run from one to three dozen bad to the case. I sent 5 cases the same time to New York (another house) and they sold at 18½¢, but they were candled and you got me 18¢ for current receipts. I think it is my duty to refund you 1¢ per dozen or \$8.10 and enclose draft for that amount."

A draft for \$8.10 was enclosed as stated. It is hardly necessary to say that it was returned with appropriate explanations.

The punctilious honesty of this man's act is, of course, worthy of admiration. It would be a fine thing if all business dealings could be conducted upon so high a level. But it is based upon a misconception. Eggs coming into the wholesale markets are, practically, never free from some that are defective, and so rarely free from more or less rots that dealers at this season are obliged to candle all goods before putting them out to retail trade, even although they may have been candled in the country. In the wholesale market sales are made after an examination before the candle which discloses the amount of loss approximately, and prices are fixed accordingly. Consequently, in such transactions there is, ordinarily, no deception, and even although the Iowa man had some bad eggs in his cases his conscience need not have troubled him, for he can rest assured the buyer knew of their presence.

Nevertheless it pays to candle eggs before shipment and to throw out all checked and rotten eggs, as well as all that are on the verge of becoming so. Shippers get no pay for such eggs even when sales are "at mark" because the whole shipment has to be sold at a lower price to compensate for loss, and it is clearly useless to pay for packages and freight on worthless eggs which have to be thrown away when they get here. At this season of year, and during the fall, I believe it pays to candle still more closely and not only to throw out the rots and spots but to pack in the number one grade only the full, strong meated eggs of good size, fit for the best class of trade; the second grade should consist of the weaker bodied and more or less shrunken eggs and those too small to go in the No. 1 grade but still not very small; the third grade should consist of good and medium sized dirty eggs of good quality, and the fourth of checked eggs in which may also be placed the very small clean and dirty. But rotten eggs and those on the verge of becoming so,

should be kept out. And eggs that are cracked badly should never be put in with the checks as they are likely to leak in transit, become moldy, and seriously damage the whole case.

The reduction of refrigerator eggs at this point is still proceeding, but at a reduced rate owing to the larger supply of fresh stock lately coming forward. Dealers generally prefer the fresh gathered eggs so long as they may be had at about the same prices as equivalent qualities of refrigerators, so that when the supply of fresh approaches more nearly to consumptive requirements the use of held goods is lessened. A comparison of our weekly receipts during the summer and reports of the amount of held stock put out at certain periods give ground for estimating the present rate of consumption at about 60,000 cases a week. This is likely to increase a few thousand cases in September, but up to the first of that month our reduction of refrigerators can fairly be estimated on that basis, comparing with the weekly receipts.

Most of the biggest things of their kind (yarns included) come out of Kansas. A Wichita hen has sustained the reputation of her State by laying an egg 7¼ inches in circumference the shorter way and over 9 inches the longer way; this would make it about 3 by 2½ inches in diameter. As this is from a Kansas newspaper, I don't know whether the statement should be credited to the big things in eggs or the big things in yarns.—N. Y. Produce Review.

**Poor Barrels For Poultry.**

The standard size barrel for the shipment of dressed poultry, iced, contains 270 pounds of poultry. At least, that is the quantity of poultry which can be packed in a barrel according to the present railroad classification. Large dressed poultry shippers have barrels made expressly. The largest dressed poultry shippers have their barrels made expressly, but smaller shippers use sugar barrels, which are about the standard size for poultry. These sugar barrels are bought up second hand by the poultry shippers throughout the country and of course are considerably cheaper than new barrels. They have been suitable for poultry until a short time ago when the sugar companies commenced to use a lighter and cheaper barrel. The bottoms of the new style sugar barrels are very light, being one piece of wood about an eighth of an inch thick. These light bottomed barrels are evidently all right for sugar and, in fact, any other dry goods, but iced poultry is packed with a layer of poultry and ice alternately, a large cake of ice going on top. As the ice melts the water drains through to the bottom of the barrel, running over the poultry and keeping it cool and in good condition. As soon as the water touches the bottom of these new style barrels the bottom commences to warp, often curling up like paper and in some cases warping entirely out of the barrel. This causes all kinds of trouble as the goods will not stand handling and more or less loss is often caused to

shippers by the poultry falling out. These barrels are not in favor with buyers and shippers should discontinue their use at once.

Another mean barrel for dressed poultry is one being used extensively which has iron hoops or bands. When the barrels get thoroughly wet the staves often warp and as there is no give to the iron hoops the sides of the staves warp inward and loosen which weakens the whole barrel, and when the poultry is turned out on the floor for inspection by buyers the barrel collapses and becomes a total wreck. Some of the veneered-bottomed barrels have these iron hoops on and these barrels arrived in wretched shape. We noticed one lot of fifteen barrels last week which were a total wreck when received and the receiver had to cut price 1¢ per pound to get a buyer for the stock, notwithstanding the quality of the stock itself was fine.—N. Y. Produce Review.

**How Canned Meat Is Manufactured.**

The manufacture of tinned meats, such as canned corned beef or canned boiled beef, is most interesting. The work is carried on with the utmost cleanliness, and the process is one that has in view the retaining of all the good properties of the meat within the walls of the can. When the meat has been cured it receives a slight boiling in water. The solid meat is now ready for the can, which has been previously steamed and thoroughly cleaned. Meat is stuffed into the can, a small

portion of soup is added, and the can is hermetically sealed. If the product were then to be placed on the market, only a partially cooked meat would be given, and decomposition would set in almost within the same day. The process, however, does not end with this. These sealed tins are placed in steam cookers and exposed to a temperature sufficient, not only to cook the meat thoroughly, but also to kill every germ that could possibly start decomposition of the product. As soon as the steam has continued sufficiently long, the can is taken from the steam cooker, and, by means of a small, steel needle, a hole is punched in the top of the can. This permits all the air to escape, and then, while still hot, this hole is again soldered by the use of a small piece of pure tin. The result of this extremely simple process is that the cooked meat is inclosed in a tin almost absolutely free from air. If the process is carried out correctly, and if the can is free from leaks, meat can be kept indefinitely without the least possibility of deterioration or alteration. A can of meat, when thus prepared, should be as wholesome after ten years as on the day following its manufacture.

**For Her Sake.**

"Why do you argue with your wife?" asked the bachelor. "Don't you know the utility of it?"

"Of course," replied the married man; "but I have to allow her a little pleasure once in a while."

**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

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### 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

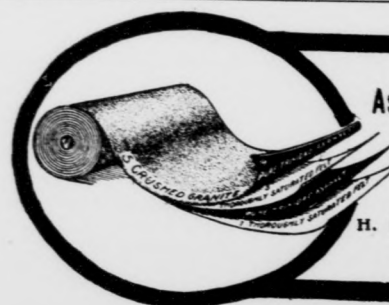
**PREPARED MUSTARD WITH HORSE RADISH**

Just What the People Want.  
Good Profit; Quick Sales.

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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### 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.



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

New York, Aug. 22—While there is, of course, some talk of business in the jobbing stores it is evident that the thing uppermost in the minds from all, from the head of the house down to the office boy, is the yacht race. Hotels are packed and boarding houses everywhere are turning away applicants. The steamers are carefully watched to see that they are not overcrowded and as a result the rates are rather higher than last year. It costs from \$2 to \$4 or \$5 for the ride, and as much more for the lunch and extras. A good deal of betting took place before Thursday, but the effort made then seemed to indicate that Lipton would certainly lose. The thing is a good advertisement, however, for Sir Thomas' teas and doubtless he is as happy as any one could be under the circumstances.

The coffee market, which took a turn for the better a few days ago, seems to have shrunk to its former proportions, and with crop receipts likely to reach 1,750,000 bags there is no use of looking for any advance in quotations. The consumption is increasing, to be sure, in spite of Battle Creek's efforts, but the supply is too large to be overtaken. At the close Rio No. 7 is worth 5½c. In store and afloat there are 2,559,936 bags, against 2,776,151 bags for the same time last year. Supplies of coffees from West Indies are not very large, but buyers show little interest and seem to be willing to let matters drift. New crop Savanilla will reach this port about Sept. 1.

Spot stocks of teas are not large and sellers are firm in their views. Buyers, however, are not anxious, and seem to be waiting for the future. India and Ceylons remain firm and sell fairly well.

The sugar market is firm and Arbuckles continue to sell about 10 points below the others, so they seem to get the bulk of the trade. Actual transactions have not been as large as last week, but it is thought next week will see a widening of sales. Raws are about unchanged.

Very little business is being done in rice as buyers seem to be fairly well supplied for the moment and are awaiting new crop. Good weather is reported and it seems probable we shall have an excellent quality of rice and enough of it. Choice to head domestic, 5½@6¾c.

There is nothing new to report in the spice market. Quotations are firm and sellers are not inclined to make concessions. Pepper, especially, is strong at 13@13¾c for Singapore.

The molasses market shows steady improvement and quotations are well sustained, with stocks as yet very light. Good to prime centrifugal, 17@27c. Syrups are firm and offerings rather limited.

In canned goods tomatoes have been the center of attraction this week, with salmon a close second. Some brokers say the market is firm at 75c less 1½ per cent., while others say they have large blocks to offer

for less than this, but find no buyers. The regular price in Baltimore is said to be 77½c. Of course brokers want to report as firm a market as possible, but there is quite a difference of opinion as to what the value of canned tomatoes is. There is an urgent demand for corn and few sellers are to be found save in Maryland. The salmon situation is being watched with a great deal of interest and it would seem as though a sharp advance were inevitable.

No advance has taken place in the price of butter, but the market closes firm at 19@19½c for best Western creamery; imitation creamery, 15@17½c; factory, 14@16c; renovated, 15@17c.

There is some accumulation of stock in cheese and holders might incline to make some concession. In fact, a decline of a small fraction has taken place and not over 10 3-8c is named as top rate for small size full cream colored, and some extra lots of white work out at 10¼c.

There is a firm tone to the egg market and extra fresh-gathered Western are worth 19½@20c easily. Seconds to firsts, 16@19c. Canded, 14½@15c. All grades of eggs are doing well and the market is pretty well cleaned up.

**Fight With the Enemy's Weapons.**

Elmira, N. Y., Aug. 22—It is likely that every city and village in the land is struggling with the trading-stamp evil, or has had previous experience and discarded them. Because of a disastrous experience three or four years ago the merchants of Elmira, practically to a unit, are against them. By a mutual agreement we kept them out for the year following the Supreme Court decision that the act prohibiting trading stamps was unconstitutional.

But this spring, on their reappearance, a moderate-sized dry goods concern put these stamps in and was followed by two other "downtown" stores and a half dozen corner groceries, the remaining 302 stores still standing by their agreement not to use the stamps.

Speaking of towns of 50,000 or less population, there is no question but that the concerns having the exclusive use of stamps can make astonishing inroads into the business of their rivals, provided the competing merchant makes no effort to meet them.

The "exclusive use in your line" is the bait held out to the victim, and the theory is correct, if the other fellow "lays down" and does not make the fight.

The stamp, provided it has some large local merchants back of it, can be met in only two ways—by organizing a local or importing a rival stamp company, or for the non-user to offer money or merchandise for stamps. This last method the writer prefers, as plenty of stamps can be had of people discouraged in collecting them, or who have had stamps forced on them by the stamp distributor, and who are glad to find any market for them. Stamps, after a short time, can be had by this method

at much less than the stamp company's price.

All this, of course, is what enables a stamp company to run a shoestring of \$1,000 into \$1,000,000, as one of them has in the past ten years.

But before the contracts of the stamp companies expire all hands will be more than willing to drop the hot iron which is costing 3½ to 5 per cent., with no benefit to anyone but the arch enemy of modern merchandising.

The only effective relief can come by way of law, and as our New York anti-stamp law of four or five years ago was defective, we are reaping the result.

Fred A. Hudson.

Little things console us, because little things afflict us.—Pascal.

**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.

**This is the Season to Buy Flower Pots**



We wish to remind the Michigan Trade that they can buy the best pot made right here at home. The cuts show the three main styles we manufacture. We shall be pleased to send price list to any who will inquire. We have a large stock of all sized pots, saucers, hanging baskets, chains and lawn vases, and solicit your patronage. Give us a trial order.

**THE IONIA POTTERY CO., Ionia, Michigan**



**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.

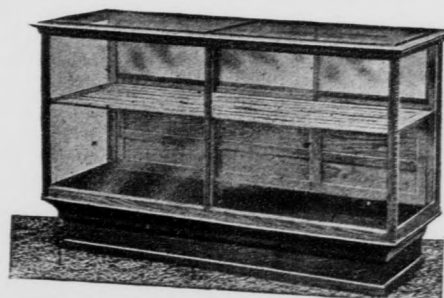
**The FOREST CITY PAINT & VARNISH CO.**

Established 1865.

CLEVELAND, OHIO

**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.

## Clothing

### Some Ways of Advertising a Clothing Store.

A clothing store in days of old was a clothing store and nothing more. In some cases even boys' apparel was excluded from the stock. To-day, however, matters have changed. The designation, "a clothing store," means practically a department store for the male sex, selling everything they wear, and also trunks, kindred lines.

To advertise such a place is easier than the single line store of yore, because the number of departments adds variety to the announcements.

In the first place, you must have generous stocks of trustworthy merchandise. I would not repeat this self-evident truth were it not to deeply impress the fact that good values are the foundation and the life of successful advertising. Even if the collar buttons you sell are not as worthy as they ought to be, it may mean the loss of the customer's patronage in all departments. An incident that came under the writer's observation shows the importance of watching the smallest details. A concern—most successful it was, too—sold some teck scarfs for turndown collars. As you know, these have a shield and elastic loop. A very good customer (who with his four sons looked upon this store as the best in town) bought six of the ties. Now it happened that the manufacturer used old elastic in the loops, and, of course, the customer was greatly provoked when he attempted to wear any of them. It took the cost of the ties several times over to placate his annoyance. True, he was unreasonable, but, on the other hand, had it been an entirely new patron the chances are that he would have "suffered in silence" and the store would never have known why the man did not come again. An extreme case? But it did happen and you can wager that "eternal vigilance" is the order in that receiving room now. The lesson has been learned. Your stock is the best of advertisements or the worst. Rather curious, this way of mine, telling you how to keep customers before saying how to get them, but what follows, I hope, will atone for it.

Of course, your store and windows should be attractive and the decoration changed often, sales people attentive and all that. These matters I shall leave to others to discuss.

I hold that "popularity" is the greatest factor in a store's advertising. The good feeling that must eventually bring the admirer to your store to buy. This can be obtained in many ways. Bright newspaper advertisements, brisk announcements which will create friends and regular readers, and, as "constant dropping wears away a stone," you'll win their trade. This in spite of any apathy he may have for your store.

I think that good cuts are essential to the making of an attractive advertisement in most cases. Made-to-order cuts that are pertinent to

the matter, illustrating garments, etc., are best, although sometimes you can get stock cuts that answer. It is my belief that irrelevant cuts are only permissible at holiday times, when they at least carry out the spirit of the occasion.

Have your advertisements as large as you can afford and in proportion to the size of your store. It is against all judgment to speak of "tremendous assortments" and then have people find you in a 10x12 place. Claim, however, all you truthfully can and your store will grow. In "Saturday towns," where the population is 100,000 or less, a big Friday advertisement is far better than a smaller advertisement oftener. Saturday being the principal payday, you concentrate all your "powder" for the time when people are ready to buy. They will probably remember you the rest of the week. Daily advertising is undeniably a good thing, but it doesn't pay the average clothier in the sized towns I mention. Another point—it does not pay to advertise "specials" in men's goods for a certain day in small towns, unless that day be Saturday. Some say that men don't read advertisements, anyway. This is not strictly true now, and even if it were the advertising would not be wasted, for women shop a great deal for men, or advise as to where to buy the most advantageously. In this connection "prices" become of great moment. Seldom omit prices. Their drawing power is wonderful.

Public spirit is a great popularity promoter. Take an active part, in fact, be the leader in all movements for the good of your town. Suggest things of this nature. Give them your moral and financial support. This will conquer opposition where nothing else can, make friends, bring popularity. You will be surprised how little it costs in proportion to the ultimate results. (I have seen it "win out" where all other means failed.)

Do not use programs. If it is a personal matter give the cash, but under no consideration let your name appear in a program advertisement. The first one you use is the beginning of your troubles. The last one will never come. Be diplomatic, but firm on the subject.

There does not seem to be any doubt that handbills and circulars for clothiers are past usefulness. A live store paper is their legitimate successor. The practicability of automobiles is an important advantage in the distribution of store papers. The machine commands attention, bespeaks progressiveness and facilitates dissemination of the advertising matter.

Unusual schemes for advertising are unquestionably the best to supplement newspaper advertisements. They happen or suggest themselves often and it only requires a good but liberal business judgment to reject the undesirable.—Charles Z. Daniel in *Apparel Gazette*.

To see good in a heart that seems evil is to beget good there.—William Henry Phelps.



### Lot 125 Apron Overall

\$8.00 per doz.

### Lot 275 Overall Coat

\$8.00 per doz.

Made from 240 woven stripe, double cable, indigo blue cotton cheviot, stitched in white with ring buttons.

### Lot 124 Apron Overall

\$5.25 per doz.

### Lot 274 Overall Coat

\$5.75 per doz.

Made from 250 Otis woven stripe, indigo blue suitings, stitched in white.

### Lot 128 Apron Overall

\$5.00 per doz.

### Lot 288 Overall Coat

\$5.00 per doz.

Made from black drill, Hart pattern.

THE  
**DEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.

**PAN-AMERICAN GUARANTEED CLOTHING**

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

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

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

ISSUED BY AUTHORITY OF  
**UNITED GARMENT WORKERS OF AMERICA**  
REGISTERED

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.



**Mistakes in Buying Clothing.**

Progress is the cause of many changes recently wrought in business. Increased facility for communication and conveyance, the solidifying of population, new and better business methods, have all contributed much toward the evolution of business as it is conducted to-day by successful merchants.

Increased intelligence on the part of the people compels and guides the merchant to progress. The people are demanding more and more value in full for their money; they want guarantees. The inevitable tendency of all things in merchandising is moving upward and onward.

Clothing is better made, better fitting and easier merchandise to-day than it ever has been in the history of the country. There never was a time so favorable as now, when the guarantee could be given with so much assurance of satisfaction. The clothing merchant who has failed to meet the demands of the times in his neighborhood for better clothing had better go out of business. He is certainly not alive to the fact that opportunity has come his way. Those who have been trying to satisfy this demand by the substitution of inferior goods are undoubtedly learning every day that substitution deprives the merchant more and more of his patrons' confidence. Even those who, through mistakes made in buying, resort to price-cutting find that they are growing weaker.

Many of the mistakes in buying can readily be overcome by careful, well-matured plans, for it is as incumbent upon the buyer to plan his purchases before entering the market as it is for the architect to sketch his work before he gets down to the details of working plans.

There is no mistaking the fact that the buyer who is a master of his stock, understands requirements of trade and buys intelligently, will advance more rapidly with the clothing world, grow in the esteem of his employers and advance his business so long as he adheres to a systematically planned buying campaign.

The tendency of the times in buying seems to be toward concentration. The buyer who knows the market and is conversant with its merchandise, who, at the outset of the season, concentrates his \$10,000, or whatever the amount may be that it is proposed to invest in the season's lines, in orders which are confined to embrace creditable lines, stands a better chance to succeed than he who essays to divide his purchases among half a dozen or more lines, taking a sprinkling of styles here and there to make up the bulk of his needs.

There are successful buyers in the field who have pursued both courses and watched the outcome of a following of the same methods by others, and they declare that at the end of the season the merchant who has widely diversified his stock has a host of accumulations which, when appraised at their real value, are found to be losses and have to be

unmercifully slaughtered to clean out.

Success in buying is one of the requisites to successful selling. The old trade saw, "well bought is half sold," is especially applicable here, and it is a good reminder for those who have occasion to pass in daily review of slow-selling stocks, always a menace to progress in business, discouraging salesmen and retarding the growth of a business.

One of the most successful Western houses, in starting off a buyer to market recently, instructed him to find the best line in the market and then to concentrate his efforts on that line. He did so and success followed him.

A diversified stock is cumbersome and not easily handled. The merchant who bought it may know all its peculiarities, its merits and demerits, but he can hardly impart this knowledge to each of his salesmen, nor stand over them and direct what make they shall sell to each customer in turn. Yet his aim undoubtedly was to put in a stock that would meet the requirements of all customers.

A gentleman of varied retail experience as a clothing merchant, and one who is well acquainted with the various makes of clothing and knows the buying and selling ends of the business quite thoroughly, said: "If I were buying clothing I would put in lines according to the requirements of my trade. For instance, if I could handle high and medium grades I would put in one reliable make of each grade, or if I were selling only medium and popular priced grades I would take the best makes in each grade and build my business on them. I find that wherever I go the most successful clothiers are building business on a few leading lines. If I were doing business on high-grade clothing and winning out with it, I would put in a medium line also, of dependable make, and with it enlarge my business."

The buyer would best serve his own interests and those of his customers by regulating his purchases to give his salesmen the greatest help and insure satisfaction to customers. Where a diversity of makes are carried it has been proven that salesmen do not know what to sell. They go from line to line, making their selections, and will be most inclined to force the best make, while ignoring what, in their opinion, is the inferior, thus leaving one or more lines to accumulate at the expense of their favorite.

The buyer has his shortcomings the same as other people. But above all things he should be firm and truthful; prompt in his business appointments and true to his word, if he would win the esteem of those with whom he comes in contact in a business way. Nothing so shakes the confidence in a merchant's integrity as his failure to keep promises, his indifference regarding business engagements, and his lack of firmness in matters requiring determination. It is a poor policy to think that good fellowship is gauged by one's

ability to jolly people into believing one is going to do a thing when such is not his intention, and so many buyers are guilty of jollying the seller into the belief that they are going to buy his lines when they are only "having a look." If you don't like a man's line, say so.—Apparel Gazette.

**A Wise Clerk.**

A Chicago druggist perpetrated a cruel joke on a customer who intended to commit suicide the other day. The intended victim of the suicide mania asked for a bottle of poison, and the clerk, anticipating his intentions, filled the bottle with a harmless liquid. The man repaired to his home, dramatically drank the contents of the bottle in the presence of his wife, sank to the floor in a heap, and prepared to die. But he didn't die; on the other hand he surprised his wife and himself as well by getting up on the floor in an hour or so and walking from the room dejectedly.

**A Mexican Idea.**

The Mexican Postal Department has taken a new and novel means of informing the public of the weather bulletins given out by the Weather Bureau. Every letter which passes through the office is now stamped with the indications for the next twenty-four hours. This stamping is done at the same time that the postage stamps on the letters are cancelled and the receiving stamp affixed.

Change your displays every week.

**Made on Honor and Sold on Merit**  
Buy Direct from the Maker



We want one dealer as an agent in every town in Michigan to sell the Great Western Fur and Fur Lined Cloth Coats. Catalogue and full particulars on application.

**Ellsworth & Thayer Mfg. Co.**  
MILWAUKEE, WIS.  
B. B. DOWNARD, General Salesman

*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.

## RECIPROCAL RELATIONS

Established Between the Clothier and Shoe Dealer.

Harvey Coates, of Coates & Pantzer Brothers, of the village of Barney Crossing, was quite busy, as it chanced, when his wife came in. He was showing a moth-eaten winter overcoat to a man from County Line, who was so sharp that he always bought his overcoat in the summer time under the impression that he got them cheaper out of season.

Mr. Coates had unpacked a big boxful of overcoats to accommodate the customer—a box of coats which he had carefully packed away in May, with cheap tobacco sprinkled on a layer of paper in the bottom, with the sides lined with paper, with moth balls in all of the pockets of all of the coats and with campholine sprinkled here, there and everywhere. The box had been nailed up tight and you can imagine how much Mr. Coates felt like giving the shrewd country customer a good bargain after he had been caused to perspire and strain and tug, to get the big box out and then to break the cover all in pieces getting it off, and then to disarrange all of the coats in the box, to get the right size, which was No. 42.

I know that you will all appreciate this because a good many of you have packed away wool boots, and arctics, and cloth over-gaiters, just like that, and a good many of you have had to unpack them for just such a shrewd customer.

And then, after all of that trouble to find that the moth had got into the box despite all of his efforts. It was too much. Only one of the coats had been moth-eaten to any extent and that was the very one that the country customer wanted before he found out that it had a moth-eaten spot. In showing it Mr. Coates kept his hand carefully over the bad spot while he formulated a plan, which was to make the price of that coat a third higher than any of the other coats, and then, when the customer discovered the moth-eaten spot, to throw off the one-third extra, and thus get the regular cost for the coat, make the customer believe that he had performed the shrewdest act of his life, and get rid of the coat, all at one master stroke.

It was no wonder then that the senior partner of the clothing house could not drop everything when his wife came in or turn the customer over to the young clerk. It was an operation which required not only delicate treatment, but the utmost concentration of mind.

So it was that Mrs. Coates stood around and waited. She knew the symptoms and she did not mind. When she was first married she used to mind. She used to pout and slip out of the store and away home to cry when she went in and hubby was too busy to devote himself entirely to her, but that was long ago. So she leaned for awhile on a pile of overalls and looked at two or three magazines which keep the clothing people in touch with the best things in their lines and which the young

clerk had left between two piles of garments. Then she went back into the office, and as neither of the Pantzer Brothers were in, she glanced over a lot of letters and papers and things which did not interest her at all. She sat down in her husband's chair and played with the paperweights and the pens and idly twisted up into a long roll a duplicate order which a salesman had just left, but finding that the carbon writing came off on her white gloves she threw the paper into the waste basket, where the little clerk subsequently discovered it after a two days' search, just as her husband finished the sale of the moth-eaten garment and hurried into the office.

"Well, what is it, dear?" he asked. Those were his exact words, and they had been married thirteen years.

"I need some shoes badly," she said, "and I wondered if you would not like to go with me and help select them?"

"Em-m-m! Sure you need them?"

"Well, you can see—those are the best I've got," and she held both feet up for his inspection.

There was no denying it. The shoes were shocking.

"All right," he said in a tone of voice which was meant to sound both resigned and liberal. "We'll go over to Jones' store. I want to start a little exchange deal over there. He's got four boys growing up to wear clothes and two clerks that wear clothes and coming from South Beeswick, the way he did, he's got a great hold on the trade down that way and he could just as well steer it this way, if he wanted to."

And so it was that Mr. Coates put his hat on and went over to Jones' with his wife.

Mr. Jones himself came forward to wait on his brother merchant. "Howdedo," he said, "Howdedo, Mr. Coates, how's trade over your way? Good morning, Mrs. Coates."

"Can't complain—can't complain," said Mr. Coates, "but wife needs some shoes and that will set us back some. What you got?"

"For nice wear, Mrs. Coates?"

"Well, yes. Rather nice. Not too high priced. I shall have to put them on for common wear pretty quick."

"Now, there's a good one," said Mr. Jones, snatching a shoe from its tissue carton. "That's the specialty we're making such a run on, the Patricia. Pretty shoe, isn't it?"

"Oh, yes," said Mr. Coates. "That is the one that's advertised. There was a customer from County Line in our store the other day, and he asked where he could get some nice shoes for his wife. I happened to think about this line and I told him to come right over here. There's hardly a day we don't send a lot of our County Line trade over to your place. Nothing like being neighborly, you know."

"Well, much obliged. I'll try and reciprocate when any of our people from down South Beeswick may ask for a good clothing store."

"We'd appreciate it, I tell you, and we can turn an awful lot of trade

CARRY IN YOUR STOCK SOME OF OUR WELL-MADE, UP-TO-DATE, GOOD-FITTING SUITS AND OVERCOATS AND INCREASE YOUR CLOTHING BUSINESS. GOOD QUALITIES AND LOW PRICES

Samples Sent on application. Express prepaid

M. I. SCHLOSS

Manufacturer of Men's and Boys' Suits and Overcoats  
143 Jefferson Ave., Detroit, Mich.

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

## Baker Mercantile Co.

Wholesale Dealers in

Jobs in All Kinds of Merchandise

110 South Division Street, Grand Rapids, Mich.

Open for business Thursday, Aug. 20, 1903

We have jobs in Clothing, Dry Goods, Notions, Tinware, Glassware, Crockery, Books, Toys, Groceries, Candies, Wall Paper, Fancy Goods, Brushes, Underwear, Etc., Etc.

Write us in regard to what you can use at a price, or call and see us. Watch this space for prices. Something new each week. There is money in jobs.

**BAKER MERCANTILE CO.**

## DO IT NOW

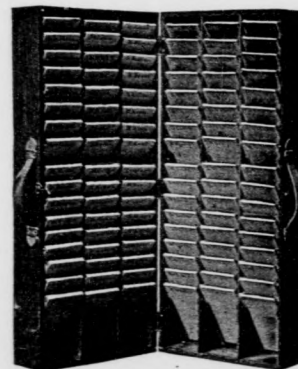
Investigate the

**Kirkwood Short Credit System of Accounts**

It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

**A. H. Morrill**

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



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



over this way, and we'll do it, too. We're the sort over to our place who can't do enough for our friends. Lots of us to trade over there, too. The Pantzer boys and their families and the clerk and me and my wife and the children. Most bankrupts me keeping them in shoes. My oldest boy needs a pair of shoes now, and I'm going to send him in to-morrow and I want you to fit him out right."

"All right, we will. We'll treat any of your people or any of your customers you send us right, Mr. Coates, and don't you forget it."

"That's it, help them that help you is my motto, and it isn't a bad plan, either. Treat everybody equal, but never forget a favor is a mighty good thing to remember in trade."

Meantime, while the two merchants had been voicing their mutual devotion to each other's interests, Mrs. Coates had been trying on the shoes all alone.

"How are they?" queried Mr. Jones, suddenly remembering himself.

"They seem a little tight across the ball, Mr. Jones."

"Ha, ha! I see you don't mean to pinch your feet, Mrs. Coates. I wish all ladies were that way, our life would be twice as pleasant here in the shoe store. Here is one size wider. Practically only half a width, this shoe is made on so many letters."

"That's fine, Mr. Jones. Very easy and it seems to fit as smooth as can be. How much are they?"

"Well, you know, that's an advertised shoe and we never sell it under \$4, but to you I'll make it—"

"No, you won't"—broke in Mr. Coates—"no, you won't—if the price is \$4 that's what we pay. We don't ask for any discounts. If you can come over and see us once in a while or send your friends, that's all we ask. They say there's no friendship in trade, but it isn't so. There is and there's no reason why we shouldn't help each other. There was an agent calling on us the other day from one of our houses and he asked us why we didn't put in a shoe department selling youths' and men's shoes exclusively. 'You can just scoop the trade,' he said. 'No, sir,' said I. 'There's Jones running a good store right across the street. Good friend of ours and I wouldn't run opposition to him for anything in the world.' That's what I told him, sir. Leave the shoe business to the shoe men."

"That's the talk we like to hear," said Mr. Jones. "Nothing else today, Mrs. Coates?"

"I think not. I will come in and get some slippers in a few days, perhaps."

"Sure you don't need them today?" queried her husband cordially, but Mrs. Coates, who was well trained, said that she thought not.

"Nothing for your own wear?" queried Mr. Jones.

"Not to-day, I guess," responded the clothier. "We're short-handed over across on account of my partners being on a vacation, but I must get in and have you order me some

special shoes for myself when I have more time. I always have to have them made special, but maybe you can fit me from stock. Just chalk those shoes down and let my folks have anything they want, and when you want the money just send the bill right across the road and don't forget us when you need anything in our line."

And having by this master stroke started one of those insidious things known in trade as "an exchange deal," the couple bowed themselves out, Mrs. Coates to hurry home and her husband to get back to the general oversight of the shaking out, airing and repacking of the big boxful of winter overcoats.—Ike N. Fitem in Boot and Shoe Recorder.

#### Why System Makes Success.

An agency solicitor called repeatedly on a concern manufacturing grocery sundries some time ago and was told that if he called one year from a certain date they would be ready to talk advertising. The agency man called the other day, but not to keep the appointment because the firm failed over four months ago. He came to see the advertising manager of another firm whose account he handled long before they contemplated the possibility of absorbing the plant of the defunct concern, but meeting the director of the old concern, who told him to come back within a year and remained in the building for the purpose of winding up affairs, reminded the agency man of his appointment and they both remarked on the coincidence of this particular day being the anniversary of—it might have been. There was the agony of reproach on the face of the one and of victory for the self-evident moral so clearly painted before these two who both knew—it might have been.

It was clearly a case of hodge podge—every man was boss. Advertising men who called were told they were too busy to talk to them. Every piece of printed matter, and there were tons of it, bore no individuality, no resemblance to show that all came from the same house.

And yet one man unrestricted could have guided this firm to success, but the fallacy of their policy is best illustrated by what they themselves once said:

"We do not have an advertising manager in the usual acceptance of that term, that is to say, there is no one person who has the entire direction of our advertising, the handling of our appropriation, nor the exclusive direction of our advertising."

"We expect to continue the work of our advertising department under the same general plan as heretofore, under which the selection of media and our general advertising policy are determined on by several members of our firm who work together in this respect. What remains to be carried on is in a large measure purely the clerical end of the work, and for this our department is adequately equipped."

Success instead of failure it might have been.



## A Peep into the Future

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

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

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

We believe this system will do as much for you.

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

*Save three Pennies.* Do it today.

Ask Department "K" for Catalog.

THE COMPUTING SCALE COMPANY

MAKERS DAYTON, OHIO

THE MONEYWEIGHT SCALE COMPANY

DISTRIBUTORS CHICAGO, ILL.



Moneyweight



## Shoes and Rubbers

### Tan Shoe Prospects Vary in Different Localities.

For the past few months there has been much discussion regarding the return of tan colored shoes and the lighter shades, and it has been freely predicted from many quarters that they would be generally worn the coming spring and summer. When tans were popular a few seasons since their use became so universal and so many colors were seen that the business was overdone; fads in colors and shapes were resorted to until nearly all conceivable extremes were reached, with the result that most wearers of shoes were glad to welcome blacks for wear, both summer and winter.

The tan shoe has so many advantages, however, as a hot weather shoe that in the higher grades it has been seen to a considerable extent at the seashore and mountains, even during the past two summers.

The demand the present season for this class of footwear has been scattering, but enough to indicate that for a summer article it is still appreciated not a little by the general public. With a view to determining what the feeling is among the trade on this topic, and, if possible, to present some information which will be of use to our readers, we have sought opinions from shoe wholesalers and retailers in various sections of the country.

So much do their answers vary, according to locality, that it is difficult to form a correct estimate of the probable demand another season, but although from some sections an increase in the demand for tans is not looked for, in others it is generally expected, which would justly give us cause to believe that the call will be considerably greater during the spring and summer of 1904 than it has been this year.

The opinion of one of the largest retailers in the country is quite interesting, as well as important, in considering this question. He wrote in reply:

"We always sell a great many high grade colored shoes every year, no matter what the fashion is. We rather think the demand for 1904 will be somewhat reduced on high cost goods, because of the fact that they will be offered in medium prices. There will be no demand for low priced goods. We have all along, with almost everybody else, been selling large quantities of colored shoes."

He believes that the shades will be light, and that calfskin will be the popular leather. It is his opinion, also, that the unexpected demand this season will stimulate the purchases away beyond what the consumers can use, so that if we wish to influence the trade in the right direction, "caution signals" are the things to flaunt. The forepart of this retailer's reply seems to agree with what is generally true in fashion, that the purchasers of high cost articles will seek something different when tans predominate in medium priced goods.

It is the general opinion that the call will not extend to the low price tan shoe. It will be noticed that a very large wholesale house which is in touch with the retail trade throughout the West says that the demand for tan shoes will be much greater, and that they are undoubtedly coming to stay for several seasons.

From the other replies, our market reports, the opinion of salesmen and visitors to the markets, a sentiment exists which warrants the assumption that tan shoes will occupy a more prominent place another year, but on the other hand, that at least for next season there will be practically no extremes reached in their usage.

One of the chief reasons for the decadence of tan shoes formerly was their indiscriminate use for winter wear. The leather from which they were made contained no oil, and the dark clothing being generally worn in the winter together brought forth disapproval from consumers in all parts.

In its proper place the tan or russet color is appropriate, and the shoe is serviceable and comfortable. It was never intended for social functions, but for outing and summer wear it should always meet with approval by lovers of comfort until a better substitute is provided.—Shoe and Leather Reporter.

### Trying the Dog On It.

An Italian expert in the art of shining shoes has been arrested in Atlantic City for using fox-terrier puppies as a part of his polishing kit. Despite his protest that the process did not hurt the dogs, he was fined, and the luckless objects of his alleged cruelty taken from him.

Strips of flannel are usually employed to give the finishing gloss of the perfect patent-leather polish or oil-shine, producing a scintillating effect pleasing both to the operator and the customer. The Italian artist of Atlantic City, seeking to triumph over competition, and improve on the routine system of polishing, seized a new idea and a fox-terrier simultaneously.

The experiment was a success, the dog survived it, and the demands of trade necessitated the employment of several pups, in order to avoid wearing out the original victim.

The system involved clutching the dog firmly by the neck and hind legs, and drawing him to and fro across the expanse of leather.

The Italian martyr, in the conflict between progress and conservatism, said in his defense: "No hurta da pup. Oil in da skin good for da leather, maka da gran' shine. Fine business."

### Nothing New.

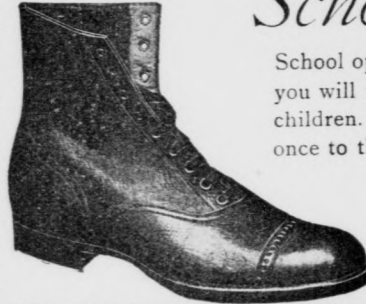
Spartacus—I note that an Indiana telegraph operator says many a courtship is started by telegraph.

Smartacus—Nothing new about that. It is an established fact that most marriages are brought about by the proper manipulation of the wires, with some sparking and a little dash of sentiment that suits the girl to a dot.

Look over your stock and see what you need in the line of

## School Shoes

School opens in a few days and you will need something for the children. Send your order at once to the



Walden Shoe Co.  
Grand Rapids  
Mich.

**Mayer's**  
**LADIES' SHOES**

Embrace every feature of Style, Grace, Beauty and Durability; they wear well, look well.

The dealer who will put in our line of Ladies' Shoes will do well.

Write us about it.

F. MAYER  
BOOT & SHOE CO.  
Milwaukee  
Wis.

MILWAUKEE  
F. MAYER B. & S. CO.  
CUSTOM MADE



**The Best Trade  
Wants the Best  
Goods**

Everybody wears shoes and everybody wants all the style, wear and fit they can get for their money. The Retailer who keeps and holds the best trade is the man who sells shoes of high grade quality in wear, fit and style at a moderate cost. We make just such a line. You can sell our goods for reasonable prices at a fair margin of profit, and please and satisfy your customers.

Always glad to have our man call with samples.

**Rindge, Kalmbach, Logie & Co., Ltd.**  
Grand Rapids, Mich.



**How To Take Measures for Shoes.**

A feature that is rapidly growing in extent in retail stores is the measuring of feet for special shoes that customers often imagine they need when in many cases if they would but accept ready made shoes they might find easier resting places for their pedal extremities than those they get from such measures. But, however, this is not always the case; some feet have peculiarities, caused either by abuse, accident, or by nature, that prohibit the regular shoe from being worn. Then the salesman in the retail store finds it up to him to work the size stick and strap. And it is right here that many shoe salesmen, although they may be particularly bright at selling ready made shoes, fall down.

The writer has had exceptional experience along the line of shoes to measure and perhaps found the source of the greatest number of misfits that usually follow the measuring of feet by one person while the lasts are fitted up in the factory by another person.

The greatest cause of misfits is the want of knowledge of the subject to be fitted by the person who fits up the lasts in the factory. The salesman who takes the measure considers himself quite accurate, both as to the positions on the feet, and the tension he gives the tape, but it is seldom that one can be found who has fitted lasts, or even assisted at that part of shoemaking. Therein lies the difficulty. There are but very few last fitters in shoe factories who have correct ideas as to the location of the ball or instep on feet. Most of them will vary, in locating these positions, from the correct ones from one-half to an inch. What is termed the instep on a last is about seven-eighths of an inch back from the instep of a foot of corresponding length. And this wrong position is the place where lasts are taped, by both last and shoe manufacturers, for instep measure. Any one can readily understand the cause of misfits and trouble in getting shoes made to measure so that they fit as expected, when such a discrepancy in positions for taking measures exists between the two principal factors, the salesman and the shoe manufacturer.

There is a way to remedy this trouble so as to almost assure a fit in every instance where a measure is taken.

In the first place one person should be selected to take all measures, and the selection should be made after a careful canvass of the abilities of each salesman. He should be chosen with a special reference to his natural mechanical skill and ability. He should also be one who is careful. A slight mistake often results in the loss of a customer, and is besides expensive. The next consideration is that he be sent to the factories in which the measured work is to be made, and spend several days with the last fitter. While there he should go into the measuring of feet and comparing positions on lasts until there is a perfect understanding between them. Means to arrive at the

same conclusions from diagrams and measures sent can thus be made so they may work in perfect harmony. One of the best methods seen is to have a few duplicate plaster casts for feet, upon which the positions for taping are made, and a similar set of lasts, correct in length for the feet, also marked in corresponding places. The value of such a perfect method of understanding and comparison will be more fully appreciated by those who have encountered the difficulties that attend measured work.

Next in order is the diagram that should in all cases accompany a measure. Too much care can not be taken in getting it perfect. It should always be taken while the subject is standing with the weight of the body on the feet. A perpendicular line at the extreme rear of heel is of assistance. When a pencil is merely drawn around the heel and no mechanical means is used to have it exactly on line with the full point, the line may be under, or farther forward, or it may be in the rear by a quarter of an inch. If it is exactly correct it will assist the last fitter in fitting any points forward because he will then have a definite place to measure from. For instance, there may be some corn, prominence, or sore spot that the salesman desires to locate to a nicety, so that the last fitter can build up on the last at that place, and thus relieve all pressure. If there is a line at the ear so that measurements can be taken ahead by salesman and last fitter alike there is a certainty of best results. It is at just such places that the most difficulty occurs at present. There is too little harmony existing between the one who measures and the last fitter. The store is one place, the factory the other, and in those two places entirely different ideas and notions often exist.—C. B. Hatfield in *Boot and Shoe Recorder*.

**The Man Who Does Things.**

The man of the times is the man who does things and accomplishes something. He is not looking for positions—positions are looking for him. He goes to the front with results and results are things that count. There is a look of solidity about such a man that impresses itself upon others and he can be picked out anywhere in any crowd. Failure is a word not in his vocabulary, and discouragement he knows nothing about. Such a man makes opportunities because they await him. Opportunities are not scarce, they are more plentiful now than ever before in the history of the country. He works without looking at the clock. Men who do things never consult the time. Employes who are always looking at the dial of a clock will never be anything else but employes. The man who does things has a purpose. Looseness of thought and scattering of purpose mark the man who never does anything. The public soon learns to distinguish one from the other. The man who does things, and the newspaper man that publishes things, practical suggestions of life and affairs, are always at a premium and in demand.

## 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.**

We extend a cordial invitation to all our customers and friends to take advantage of the Buyers' Excursion, August 24 to 29, one and one-third fare from all points in the Lower Peninsula. Make our store your headquarters while here.

## 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.

## 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.

## Confidence

Holds the Whole Business Structure Together

**Confidence** you must have in the shoes you sell.

**Confidence** you can have in the shoes we make, and you can rest in

**Confidence** that your customer will be satisfied with every pair of our own make of shoes.

## Herold-Bertsch Shoe Co.

Makers of Shoes  
Grand Rapids, Michigan

## SPECIAL SALES

## Will Hurt Trade If Employed Too Often.

The question of special sales is interesting a great many dealers at the present time. While they help to clean up stock and, during the dull season, stimulate business, they should not be pushed at a time when they are bound to detract from ordinary business.

Whenever you offer shoes at a big reduction you are losing trade on your regular stock goods. This practice should be discouraged as far as possible. Some of the most exclusive stores, as well as a few of the largest department stores, advertise not more than three or four special sales during the entire year.

A great many people look for such sales and go to them, at the same time not always appreciating the fact that they are really getting excellent bargains. The writer has visited several such sales from time to time, and always noted that they were getting the business, while the regular special stores and departments were doing but little. Special sales should always be regulated by the conditions of the trade. The early part of August is a time when most any dealer can run a sale to advantage. Many people having shoes or oxfords which they thought might last them the whole season will buy an extra pair if the shoes are priced low enough and up to date in appearance.

Good customers are always timid about dealing with merchants who cater largely to transient trade by aid of special sales, as "bargains" are more or less considered with great doubt. Once customers get a shoe which does not prove to be satisfactory they lose all faith in the dealer. The method of conducting special sales during these months, such as tying shoes together and throwing them on tables with a card announcing a bargain sale at \$1.47, should be discouraged.

Several of these so-called special sales were visited where shoes of every style and description were so displayed. This system of doing business is wrong in many ways. While watching one of these sales, a customer, pulling over the shoes displayed on these tables, asked the salesperson for a size 4B of a certain style. The salesperson was unable to find the desired size and the customer left in anything but a pleasant frame of mind. The writer believed the size the customer wanted was on the table, and to satisfy his curiosity pulled over the lot and found two pairs. Had these shoes been put in cartons and the size marked on the end and placed upon this same table, the salesperson would have found the size without any difficulty.

All sale shoes should be lasted and displayed the same as regular stock. The value of these shoes depreciated hourly while in these bins.

Special sales have become a mania in a great many of the large stores, and the fallacy of the policy of conducting them is only too apparent

to some of the merchants and buyers who now find themselves with no regular trade left and realize that it is entirely necessary for them to advertise in some newspaper at least once a week to catch the transient trade or the bargain-hunting element always present in any community. At the best it is not good business, and should be discouraged.—Shoe Retailer.

## Sold Him, Just the Same.

Your "How I Landed My Hardest Customer" column recalls an experience of my own back in the 70's. At that time I was hounding the innocent retailers of this and adjoining states with a crude line of "bugs" manufactured by a Cincinnati factory, and in an unguarded moment I dropped off a train in Central Iowa at a small station boasting of about 1,000 souls—a town too small for the caliber of the factory that I had the honor to represent. Once there, however, I determined to make the best of it, and after interviewing one or two of the largest dealers, without success, I ran up against a double-header, two-in-one grocery and shoe store combined. Upon entering I discovered an old chap of some 60 summers curled up on a bench extracting solid comfort from a clay pipe that apparently had passed through even more summers than the fossil that was hitting it. I lost no time in introducing my line and commenced my attack with the usual invitation to take a look at the best shoes in the market. He said he didn't want to see them, had more doggasted shoes than he wanted and had no time to bother looking at samples. By rubbing him the right way, however, he did unbend sufficiently to give me an ungracious permission to open my bunch of samples, but he would not look at them. I had hardly got these samples spread when in came a native—a horny-handed, shock-headed farmer—who when he saw my samples he edged up to the counter and, after a moment's scrutiny, picked up a high-cut shoe, flowered all over with white stitching, and holding it up where the proprietor could see it, exclaimed: "Say, old man, there is a shoe that is a shoe. Why in thunder don't you keep shoes that people want?" He then got busy and had a good word for every sample he saw. His enthusiasm was contagious and in a few minutes Mr. Proprietor sidled up alongside, and the result was that in a short time I was writing down dozens to beat the band. I left that village feeling pretty good until I struck the next town, where I met another knight of the grip, who assured me that I had scored heavily in selling my man, but he took all the poetry out of it by assuring me that he knew the man I sold to, and that he was not worth a continental—a fact that my firm had no hesitation in corroborating in the next letter I received from headquarters. But I sold him, just the same!—M. M. Stewart in Shoe Retailer.

Motion in a show window always helps.

## The Cold Wave is Bound to Come

People will demand Leggings and Overgaiters as a protection

Are you prepared to meet the demand?



We make our Leggings—Quality guaranteed

Write for samples and prices

HIRTH, KRAUSE & CO., Grand Rapids, Mich.

A BUSINESS SYSTEM ESPECIALLY FOR YOU  
SENT FREE

If you will give us a little information about the nature of the work you want the system to cover, we will draw up for you, without charge, a special business system, consisting of cards, guides, plans for filing, ready references, etc. It will be especially adapted to YOUR business and will contain the many fresh and bright ideas that have made our work so valuable to office men. Our new catalogue No. 10 will be sent free on request. It is worth its weight in gold for the time saving suggestions it contains, regarding accurate methods and economical outfits.

THE JEPSON SYSTEMS CO., LTD., Grand Rapids, Michigan

Rubber  
Fruit Jar Rings

BULK AND CARTONS

Write for Prices.

Goodyear Rubber Co.

Milwaukee, Wis.

Walter W. Wallis, Manager.

## Four Kinds of Goupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.



**THE HUMBERT SWINDLE.****Credulity and Ignorance Not Synonymous Terms.**

The trial of the notorious Humbert-d'Aurignac family of professional swindlers is the sensation of the hour at the French capital. The prisoners at the bar consist of Frederic Humbert, an ex-Deputy for the Department of the Seine and the son of an ex-Minister of Justice in M. de Freycinet's Cabinet of 1882, and his wife, formerly Mlle. Therese d'Aurignac, and her two brothers—Romaine and Emile d'Aurignac. Eva, the daughter of the Humberts, and Marie d'Aurignac, the sister of Madame Humbert, were arrested with the gang last December as confederates, but were acquitted on the preliminary examinations held in May.

The defendants stand charged with forgery, the use of forged documents and swindling. Their operations netted them something like 50,000,000 francs, all of which was borrowed from reputable bankers, money lenders and other persons of high social standing in France and Belgium, on the strength of a phantom inheritance of 100,000,000 francs assumed to be represented in sealed securities, securely locked in a closely guarded safe. The story of the methods adopted by the prisoners to obtain this vast sum of money reveals an incredible amount of human ignorance and credulity in quarters where such qualities are least expected to be found.

The only tangible evidence of the phantom fortune which the Humberts claimed to have inherited was a fictitious will of an imaginary American named Robert Henry Crawford, who was represented to have died at Nice twenty-six years ago, bequeathing his entire fortune of 100,000,000 francs to Therese d'Aurignac in recognition of her services as his nurse during his last illness. This fortune purported to consist of gilt-edged securities. The foundation for the swindle which followed, and which Waldeck-Rousseau, attorney for the liquidator of the estate of one of the banker victims of the Humberts, characterized as "the greatest swindle of a century," was laid by the production of a second will bearing the same date as the d'Aurignac will, bequeathing the estate to the decedent's alleged nephews, Henry and Robert Crawford, and the institution of a suit in their names to recover their patrimony. Meantime, the latter was assumed to be carefully sealed and locked up in a safe, pending the result of the litigation, in accordance with a provision of the French law. Eminent counsel were employed by both sides, but the Crawford brothers never appeared in court at any of the numerous trials, being represented by attorneys only. It is assumed that they are as much myths as the testator of the two wills in dispute. On the plausible representation that they were deprived of the use of any of their assumed inheritance by the suit, the Humberts, who were in good social standing, had no difficulty in persuading bankers and

money lenders to advance all the money they wanted for their own support and for the prosecution of their cause in court. On every occasion the money was advanced without any inspection of the alleged securities at stake or any evidence of the estate other than that contained in the two wills involved in the contest. Even such substantial financial concerns as the Bank of France, the Credit Foncier and the Compagnie Generale were taken in and induced to advance enormous sums of money without any proof of the existence of the estate. Nor did the courts suspect fraud, as they rendered judgments in favor and against the Humberts as if the legacy in which they were interested actually existed.

Trouble began when a banker named Girard, who had loaned the gang 2,500,000 francs, called for his money, and, failing to obtain it, committed suicide. The Humberts tided this difficulty, however, by borrowing the amount elsewhere and settling with the estate. Later on, however, another creditor, whose claim amounted to only \$26,000, brought suit to recover and finally obtained an order from the Court to open the mysterious safe and examine its contents. Instead of the latter representing securities worth 100,000,000 francs, it was found to consist of jewelry worth \$2, some extinct mining shares and a few old newspapers. The Humberts and the d'Aurignacs thereupon fled to Madrid, where the Spanish authorities caused their arrest and extradited them to France to stand trial for their frauds. The defense set up by the prisoners is that they are themselves the victims of the Crawford brothers and designing persons holding high social positions, whose identity they threaten to reveal. So far, however, the trial judge has been unable to compel them to produce the Crawfords in court. They are undoubtedly as much of a myth as the original testator of the fictitious fortune, and the names have been ingeniously employed to carry out the gigantic swindle. In fact, the evidence which is being submitted at the trial goes to prove that none of the Crawfords had a real existence and that the d'Aurignacs impersonated the nephews of the imaginary decedent, Robert Henry Crawford, in the signing of all papers figuring in the suits brought in their names to recover the fictitious fortune bequeathed in the bogus wills.

**The Hand of Providence.**

"I had rather an odd experience in this State a few years ago," remarked a Toledo man who was a guest at a Detroit hotel for several days last week.

"I was driving across the country in Oakland county with a single horse, when a bull broke out of a field and attacked and killed the horse. But for a tree being handy, I might have shared the same fate. I had hired the rig of a livery man and he naturally demanded pay for the horse. Naturally enough I demanded an equal sum from the owner of the bull. He claimed that he had hired

a neighbor to make the fences safe and that the neighbor must be held. When it got along to the neighbor he scratched his head and said:

"I'm not to blame for it. If the bull hadn't had horns he couldn't have torn the fence down."

"There was a lawsuit in which the four of us were mixed up," continued the Buckeye, "and I have always admired the erudition of the justice of the peace who tried the case and squelched it at that early stage.

"As for the killing of the horse," he said, "he might have been struck by lightning or met a circus elephant and fallen dead. That let's the hirer out. As for the owner of the bull, he didn't set him on and that let's him out. As for the man who mended the fences, he did the best he could with the rails he had and nobody can blame him. It's just a case of Providence, with the horse coming along at the right minute, and the costs will be divided among the four of you and the bull's horns be sawed off and a ring put in his nose."—Detroit Free Press.

**His Best Word.**

"Now that we're all through, dear," said Mrs. Newliwed, "I want to tell you a little secret. I prepared this dinner all myself! What do you think of it?"

"Well, love," replied the great brute, "the watermelon was very fair."

The shortest life is long enough if it lead to a better, and the longest life is too short if it do not.—Colton.

# Retailers

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

## Merchants' Quick Price and Sign Marker

Made and sold by

**DAVID FORBES**

"The Rubber Stamp Man"

34 Canal Street,  
Grand Rapids, Michigan

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

## 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.



Reed's Lake. Get our resort book at No. 38 North Ionia St.

If you come from the north, take our car at Mill Creek, saving time and money.

**Grand Rapids Railway Co.**

**RAMONA**  
REED'S LAKE

Your business trips to Grand Rapids should be pleasure trips as well. Give yourself a little time for a visit to one or more of our resorts. It requires but a few moments to reach North Park, John Ball Park or

## 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.**

## THE OLD AND THE NEW.

The New England Farm and the Western Prairie.  
Written for the Tradesman.

To the man brought up on a New England farm, a few days passed in a Mid-Western harvest field fill him with wonder and astonishment. Once outside the Nation's extreme Northwest, his ideas begin to expand. "Our country" begins to mean something and he begins to think of it with a capital letter. The Mohawk Valley, decked in its summer loveliness and beautiful with fertile farms, is a pleasing sight to his weary eyes, made so by a constant going up and coming down of the monotonous New England hills. The Lake shore, hemmed wide with vineyards, gives him his first hint of the extent of the American magnitude of this, to him, new agricultural industry, while the waves of Lake Erie, crested with foam and stretching to the north as far as he could see were he looking eastward on the shore of the stormy Atlantic, dwarf into insignificance the lakes of his childhood and give him his first suggestion of what size and distance according to the American standard mean.

To his Boston-sated eyes over-congested Chicago has no attractions. Its hum and uproar are only reminders of Eastern capitals. It is the hum and murmur of another sea he is seeking now and not until his eyes are blessed with the prairie billows of the limitless Middle West, yellow-crested now with golden grain, will he be satisfied. There will be something that his New England experience will help him to understand and so, with his mind stretched almost to breaking by Illinois' square miles of never-ending corn fields, he wakes one never-to-be-forgotten morning and goes out to look over the Western farm. He looks for the barn, that New England sign of rural thrift. There isn't any! There isn't any barnyard. There isn't any lane leading from it to the pasture and shut in by stone wall or zig-zag rail fence. The tool house is the sky-roofed dooryard filled full of all sorts and conditions of machines. There isn't any butternut tree with a grindstone, the terror of his boyhood, under it. There isn't any old oaken bucket protected by apple boughs swinging in the well. There isn't any well. There isn't any woodpile with its attendant chopping log and axe and chips. He misses the fresh, dew-washed air that the New England morning brings. No rollicking brook hails him from the hills, for hills there are none. An occasional quail, without showing himself, announces his cheery "More wet," but his feathered brothers which the Yankee woods, orchards hide are wanting. He finds his way to the low-roofed stable, wondering what kind of horses are sheltered in that kind of shed, when he is called to breakfast by his just-risen host who proposes riding over the farm after the morning meal—a pleasure accomplished "at home" before that repast on foot.

After that all-day ride the Yankee farmer was dumb. At last he began

to know what American farming is. His north lot and his south lot and the pitiful rest were as nothing in the face of these square miles of farm and he knew now why "looking over the place" was put off until after breakfast. "And the evening and the morning were the first day."

The owner of these square miles—an early immigrating Yankee—knew from experience what was going on in the mind of his New England brother and to help it along stopped with him the next day on the edge of a wheat field. The coming was well timed. As far as the eye could reach surged a sea of golden grain. From sky to sky, the yellow waves rose and fell with hardly a murmur and the glorious sight—that vast plain of ripened wheat, the food of a hungry world waiting for the reaper—was allowed without a word to make its own impression. "When I consider the work of Thy fingers," at last the Puritan exclaimed, and the Western relation smiled his satisfaction as he called his visitor's attention to the first of a long line of harvesters that was entering their field of vision.

There had been a constant coming together of extremes the morning long, but this surpassed them all. The little New England farm was a dot in that one Western wheat field; but as the noisy harvesters passed there was a sharper clashing of the old and the new going on in that gazer's mind. Far back of this wheat field he saw another one shut in by familiar hills. In the middle of it was his grandfather, sickle in hand, reaping the bearded grain and not far behind him his father was bent, binding it into sheaves. His own task then was bringing the needed drink and later on when the grain was ready he might help lay the load and ride with it to the barn. What could they three, grandfather, father and grandson, have done in this field of wheat which the sky could not shut in? The very thought was wearying and the weariness was not lessened, as the machines passed by, on seeing that "at one fell stroke" on one side of the machine lay the ripe grain and on the other a following ranchman loaded his wagon with the wheat, threshed and winnowed, at the very place where just before it had stood untouched in the harvest field.

"Well?" said the curious host, as they turned homeward.

"Don't ask me yet," was the reply. "I have seen done here what I never dreamed could be done; but all day I have been somewhere else."

"On the old farm?"

"Yes. If this is the harvesting, what must have been the planting! Think of plowing by the square mile with oxen! Think of the sower here going forth to sow with his bag of grain, scattering the seed by the handful as he goes, step by step, from one horizon to the other! What if the crop be corn and I had to drop it, as I did once, counting five kernels to the hill, in a row measured by the mile. I hated hoeing. What a time I should have had of it had it been my stent to hoe one bout a day

with dinner in the middle. Should I ever have got to it and hoed home again? I think it would have lightened my dead-tiredness could I have known then that the time was coming in my day when hoes would be made with wheels and a seat for the driver to do his work while riding in comfort; only I am sure I should have wasted time grieving because I had been born too soon!

"Comparatively, this isn't work; it's play, and I can't see that a man does anything but sit and hold the reins. On the old farm in summer I used to get up at 4 o'clock. If I had put in an appearance when you did this morning there would have been trouble. My chores had to be done before breakfast and that meant 6 o'clock—in haying, earlier. I noticed we had breakfast at 7. My day's work ended long after dark. Your men have supper at 6 and the day's work is over. Your kitchen, like your dooryard, is full of labor-saving machinery and for the first time in my life I have watched a farm grindstone in operation with supreme gratification, even when the grinder bore on as hard as he could!"

It was a bringing together of the old and the new; and while the new has lost something of "the golden, olden glory of the days gone by," by taking away the drudgery, the gloomy background of that glory, it has not only made life more worth the living, but will give a greater splendor to the retrospect which we of the olden time can not look back upon.

R. M. Streeter.

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**Integrity Should Be the End and Aim of Existence.**

Written for the Tradesman.

In every part of our widespread country are young men and women dependent upon their own exertions for a livelihood, and desirous of acting well their part, who are considering for themselves and proposing to one another for solution questions like these: "What can I best do for a living? To what shall I turn my attention as a business for life?"

It will be noticed that we have taken for granted that each individual is—and of right ought to be—at liberty to select any employment which he may pursue with advantage to himself and with benefit to the community at large. It follows that a successful man is one who has accomplished something of benefit to himself and others, but if any one determines upon an employment the practice of which works ill to his neighbor he thereby forfeits his claim upon society for protection in its pursuit, inasmuch as he disregards the law which underlies the foundation of civil society and which is essential not only for its proper maintenance but also for its very existence.

Let not the temptation of greater pecuniary gain induce you to engage in any business which the moral sense of the community and your own conscience brand as wrong. No pursuit the exercise or results of which are not beneficial to mankind should ever be engaged in; there is enough useful work in the world for all.

The attainment of success is, after all, largely a question of methods to be employed in securing a definite end or aim. But the aims, ends or ideals possessed by a man depend upon the motives arising from the character of that man. The character of the man then explains his aims, methods and motives.

"Remember," said Lord Collingwood to a young man, "that before you are twenty-five you must establish a character that will serve or ruin you for life."

Now the foremost element of character is integrity. The Roman conception of integrity, as used by classical writers, is analogous to our conception of the term integer, signifying completeness, soundness, the unimpaired or undiminished condition of the whole, etc. It can be seen that the term integrity is sufficiently comprehensive to include the fundamental elements of moral character. Honesty is part of a person's code of morals as well as the best policy. It is a quality that is indispensable in every sort of transaction. No man who would win the respect or confidence of others, as well as permanent and solid success in his undertakings, can neglect or despise it. It is the foundation of true business, as well as of noble character. Some temporary success may follow dishonest or underhanded methods, but this only makes the final inevitable crash the more fearful. The best interest of trade, the solidity of mutual intercourse demands that everything

be done openly and above board.

Be greater than your calling. Study the men in the vocation you think of adopting. Does it elevate those who follow it—are they broad, liberal, intelligent men—or do they live in a rut, with no standing in the community and of no use to it? Don't think you will be the great exception and can enter a questionable vocation without becoming a slave to it. In spite of all your determination and will power to the contrary, your occupation, from the very law of association and habit, will seize you as in a vise—will mould you, shape you, fashion you and stamp its inevitable impress upon you. Have an ambition to be remembered not as a great lawyer, doctor, merchant, scientist, manufacturer, scholar, but as a great man—every inch a king.

Thos. A. Major.

**Curious Features of the Bank of England.**

When the Bank of England commenced business in 1694, with a staff of fifty-four clerks, all of whom worked in a single room, and the directors with them, no one imagined that it would develop into the great national institution it is to-day. And its career, extending over two centuries, has brought it in touch with a wealth of romance, relics of which may be found in that department of the bank with which the public is least familiar, namely, its museum.

How many people know that the bank once issued a note for a penny?—although it should be explained that this was entirely due to an error. But the penny note went into circulation, all the same, and only by offering a reward of £5 was the bank able to get it back again before it passed into the hands of the curio collectors. This note is still preserved in one of the albums, and in another are some of the curious notes which saved the bank in 1745. In that year a great run on the funds took place—so great, in fact, that it was thought that the bank would be unable to meet it; but the directors, in the nick of time, sent a number of their clerks into the crowd to present notes which were paid in sixpences, thus giving the officials time to prepare for the demand for specie.

Another curiosity is a note for £1,000,000, which is the only one of that value ever printed; while there is also a note which was in circulation for nearly 150 years before it was presented.

Specimens of all the forged notes which have been uttered from time to time by the unscrupulous are kept, and their value aggregates several million pounds, while notes brought from the wreck of the Eurydice, and one taken from the stomach of an enormous codfish captured off the coast of Greenland, are among the bank's most valued treasures.

There are hundreds of specimens of curious coins which have been returned to the bank from all parts of the world, or found in the testing machine. This machine, by the way, tests 35,000 sovereigns a day, and automatically rejects any which have become light.

The museum library contains all the old ledgers which have been used by the bank since it was first opened, and they number 70,000, while another set of volumes gives a record of every member of the staff who has ever served at the bank. There are also 20,000 volumes of all kinds for the use of the staff, some of which are so rare that the same number of sovereigns would not purchase the collection.

The bank has its own churchyard adjoining, and here many of the officials have in former times been buried. In one corner is the grave of a clerk who stood eight feet two inches in his socks.

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### Easy Way to Wake Up a Dead Town.

Written for the Tradesman.

Ned Guthrie, a young fellow approaching his twentieth birthday and a student at the very end of his senior year at the academy, strange to say, needed some money and wrote home to his father for it. Here is the letter:

"Dear Dad—The treasury is empty. I want some money awfully and while my credit is good I'm afraid it won't bear a bit more of strain and I am forced to fly to my immediate paternal ancestor for immediate relief. Can't you and won't you come down to the tune of twenty-five dollars? You see, the extra things that a fellow has to pay for all come in a bunch at the senior windup. So please, Dad, do be good and favor me by return mail, or the next mail after, or at the very latest the one after that.

Edward."

"At the very latest the one after that" contained the following:

"Dear Edward—The till echoes lonesomely as I open it for complying with your request. I wish I could double the amount you ask for, but I simply can't. I don't want to dampen the windup but I'm glad that your bills are all paid for at the academy. If you had any farther to go I should have to tell you to step off the train and stop over for a year or so until we catch up. Trade, never very brisk here, is as dead now as a forgotten graveyard and if things don't pick up pretty soon there is going to be a blowing of the last trump; and I've been fancying that Gabriel has been hand-wiping his trumpet, the preliminary to putting it to his mouth. I've tried my best to do something to make a stir but I don't succeed. Only the other day I tried to get Dave Williams, who was doing a bit of carpentering for me, to hammer his thumb so that the County Herald might have an item from Harrison—offered him a half dollar, in fact—and the ignominious coot told me to pound my own thumb if I wanted to; he wasn't at all anxious to grow just yet a new thumb nail! That's the sort of public spirit the citizens of Harrison have to a man. Catch one of them suffering a little suffer like that for the public good!

"Now, Edward, you're young and life is all before you. Why can't you hit on something to waken this snoring town? We've been asleep so long that the slightest irritation will make us turn over. That will get into the paper and every farmer in the county with his Toms and Susans will flock to the store to hear all about it—"the p'ticklers"—and talk it over. Once there you can trust your 'immediate paternal ancestor' and your paternal's ancestor's immediate son—you'll be at home by that time—to make all the hay that the sunshine can cure. It's worth working for; for if it turns out as such an event as that ought to turn out there's a university course for a brainy young twenty-year-old whose initials are E. D.

Your Daddy, George Guthrie."

The afore-mentioned Edward gave a nod of satisfaction as he took the

enclosed draft from the letter and put it in his pocket. He read the letter, a smile in the meantime creeping over his forceful, good-looking face, and, thoughtfully folding it, he put it into his pocket. Then he sat back in his chair and stared at the hole in the ceiling whence for the last three years he had managed to dig out the answers to all the tough questions that had been put to him during his stay at the academy. "Something to make a stir," he muttered, as with squinting eyes he gazed at the hole. "I guess I can do that all right." Then he drew his paper forward and wrote: "Dear Jack—Is that d—d Stub Stewart still fooling around my girl? E. G."

In due time came the reply: "Dear Ned—There's no fooling so far as Stub is concerned. He's been in dead earnest from the start. So far as 'she' is concerned it seems to be a 'waiting till the clouds roll by.' Don't worry, it'll come out all right.—Jack."

A fortnight after the reception of the last letter Guthrie got off the train at Harrison and went straight to the County Herald office, where "in back" he found his faithful Jack at work at one of the forms. After the usual "Hellos" they got down to business.

"You know that Madge and I had a tumble-out at Christmas and I got another girl, just for spite. The evening before I went back Madge and I had a walk together and made up, although nobody knows anything about it, and now I wish I hadn't been so hasty, for as the matter now stands she and Stub are the halves that make a whole one and this other girl and I are swinging partners. Stub's so mad at me because Madge won't take to him that I've got to go armed if I leave the house after dark. The time's come to end the thing and I'm going to end it. You told me in one of your letters that he said he was going to give me a licking if I tried to cut him out and that's what I'm going to do. The cutting out is coming first and if he tries the other thing I'll give him the walloping of his life. I'm going to make him mad clear through first. You know what Stub's tongue is when he is riled and, Jack, here's where you come in. He'll get off something smart about me and you manage to get it into the locals. That will give the public something to talk about and it'll be a good thing for the town. Dad says it needs waking up and we'll do it. Is it a go?"

"You bet."

As luck, good or bad as the reader chooses to call it, would have it, the next day Nellie Goodwin, Guthrie's misfit, fell and broke her collar bone. The young men were talking about the accident at their usual rendezvous that same evening and among them was Stub Stewart, who, smarting over the sight that had blistered his eyes that afternoon—Madge Wedgewood walking along Harrison's single street with Ed. Guthrie—made a remark that set the fellows roaring. The next Friday the County Herald, a weekly, had the following item:

"We are pained to report that Miss Nellie Goodwin, a member of Harrison's four hundred, sustained a painful accident on Tuesday by the breaking of a collar bone—due, Stub Stewart declares, to the fact that Ed. Guthrie hugged her too hard."

The County Herald is ready for distribution on Friday at three o'clock. By half-past three Harrison was wide awake and laughing itself sore—except the family with the broken collar bone and the alleged

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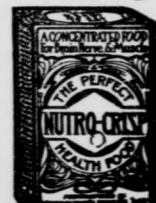
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author of the fracture. The angry pater familias called at the Herald office, where he indulged in a few threats in a high key and before midnight Guthrie had done what he said he would. By Saturday noon the whole county with shaking sides came riding into Harrison and the whole long street of the little town had neither hitching post nor fence paling nor tree that did not have a horse fastened to it. The store was full of mothers and daughters and the street outside was crowded with men and boys, every one of them slapping each other and laughing as item by item the "p'ticklers" were supplied by the omnipresent Jack. Stub, for good and sufficient reasons, was absent and Edward, "the observed of all observers," had the busiest day of his life.

The result of it was exactly what Guthrie, Sr., predicted: Harrison waked up and the trade that summer in consequence was so good that the university opened its doors in the following September to the resourceful young student. Jack in some way managed to buy the rig he had been wanting for a long while. The "misfit" was satisfactorily rectified. Stub, repenting in dust and ashes for his unfortunate remark, became so solicitous for the broken collar bone that he is now a constant caller at the Goodwins. The only disagreeable feature connected now with the whole affair centers upon the owner of the collar bone, now as good as ever, who affirms that she is tired of declaring to the other girls that the accident was due entirely to a fall; that Ed. Guthrie had nothing to do with it whatever; that there is nothing peculiar about Ed. Guthrie's arm, and that their collar bones will be safe enough if they will be as circumspect as she is!

Richard Malcolm Strong.

**Pay Especial Attention to the Old Customers.**

"Pay especial attention to old customers, and, if possible, talk with as many of them as your time will permit, to see if they obtain what they want. That is what I do.

"I question my salespeople about purchases, give special instructions to my managers and assistants about the public's peculiarities, and give them to understand that I shall consider it a special and personal favor if they will at once let me know of any want that they have been unable to satisfy from our stock, and I take pains to fill it, even at more expense. I go over my books frequently, and if I see that any of the old customers' purchases have fallen off or ceased, I make it a point to find out the reason for it by personal enquiry or otherwise.

"In short, I keep constantly informed concerning the movements of my customers. I consult with them often about shoes on which I wish an opinion, and in some cases on details of business organization. In other words, I make them feel that I am personally interested in having their needs satisfied. I impress upon all my selling force that nothing will discredit them with me

more than disregard for the wishes of any of my old customers. It takes time to do this, but it certainly pays me. People have a personal confidence in us and our store that attaches them strongly to us. They know that we regard their interests as identical with our own, and the result is that our patrons are our friends, and we have a good, solid business constantly increasing among people who appreciate that we have their interest at heart and who buy shoes with confidence inspired by their knowledge of that fact.

"We find, too, that when we have gained our customers' confidence and good will they will often make allowances in a great many ways at critical times that could not be expected of strangers. If we disappoint old customers, they know there is a good reason for it. If a store rule has to be observed to their annoyance, they know it is absolutely necessary or it would not be enforced. Therefore we have the confidence of our customers—a confidence gained by personal attention.

"We find that the best way to attract new customers is to let them see how well the old ones are satisfied. The man who knows how to make friends out of his old customers will find that he has laid a solid foundation for success in dealing with prospective customers. Ten new customers are often not so faithful or so profitable as one old patron.

"Many a dealer loses both old and new patrons from neglect of the trade he already has in hand to catch the new customer. No business man will let his old customers slip out of sight while he devotes himself to new-comers. Old customers have a right to special consideration. A solid, substantial business, prosperous in every way, where patrons once

gained are kept, even although new patrons are gained slowly, is the business that is permanently profitable and worth having. Give special consideration to your first customers and they will send their friends."

**When Greek Meets Greek.**

The beautiful young prisoner entered the witness box in her own behalf.

"What is your age, miss?" asked the lawyer.

"Forty-eight," was the steady reply.

The feminine jury caught its breath with an audible little gasp and sat there rigid.

"How much did that hat cost which you have on?"

"Ninety-eight cents."

"Are you guilty of the crime that is charged against you?" concluded the lawyer.

"No," answered the prisoner before the bar.

Thus did the wily prisoner attempt first to establish her veracity and then to convince the jury that she was innocent. But the jury was feminine, too, mind you! It brought in a verdict of acute insanity and let it go at that.

**Where To Get an Eye.**

A gentleman, whose one glass eye had served him for years, had the misfortune to drop it. It smashed to atoms. This happened when he was far away in the country. He enquired of a friend where was the nearest place for him to go and get refitted.

"Why don't you call upon the girl you were flirting with all last night?" his friend enquired. "She has a first-class reputation for making eyes."

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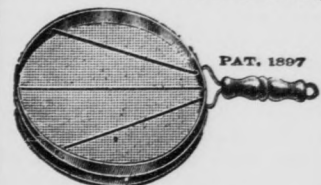
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**Woman's World**

**Extravagance a Sin Committed by Ignorance.**

The extravagance of women has long been the scapegoat on which many a man's failure in business is laid. Recently this ancient libel has received a new impetus from the statement of a warden of one of the state penitentiaries that 97 per cent. of the inmates of that institution were there because of the extravagance of their wives, and that millinery bills ruined more men than drink.

The testimony of a felon as to the cause of his downfall may well be taken with several degrees of allowance, but it is no new thing for the man who goes astray to lay his trouble to woman. The first man got out of the first scrape on that plea, and every other man has used it ever since. "The woman thou gavest me, she did it," has been the excuse offered by every succeeding son of Adam.

Whether the warden was led to make this charge against women by his own wife's millinery bill or not is not known, but the sweeping accusation will be indignantly resented as well by men as by women. The majority of husbands will bear willing testimony that their wives are not ruining them, but that as a general thing they are the more conservative of the two, and not infrequently are the Yale lock on the family purse that keeps the pennies in.

No one will deny that some men have been ruined by the extravagance of their wives, but such instances are rare. Indeed, one might well claim that a man so weak that he would commit forgery or embezzlement to gratify the vanity of his wife is so feeble-minded that he would be sure to go astray anyway. All he needs is a chance to go wrong, and he is sure to find it, and he is the kind of spineless creature who would be sure to lay it on his wife and try to shelter himself behind her petticoat.

That many women spend far more than they can afford; that many men are harassed by domestic bills, and embarrassed by overdue accounts is also true, but this is not necessarily the woman's fault. More often than not it is the simple result of her ignorance. Indeed, wives have no more just cause of complaint against their husbands than in not being treated fairly or with candor about money matters, for when the business fails it is the woman who suffers most. The majority of American men tell their wives absolutely nothing about their business. Not one wife in a thousand knows whether her husband's trade or profession is prospering or not, whether his income is greater or smaller, whether he speculates or not, or in what stocks or bonds or property he invests.

How can a woman so treated know what she can afford, or that she may indulge herself one year in what she must do without another? In many

families the wife never handles any money, and has no more idea of how to cash a check than she has of how to steer an automobile. She buys on a bill that is paid with more or less grumbling that in time she comes to believe a part of the transaction, but as for actual cash in the hand, she never sees it, and, as a matter of fact, has no idea of the value of money. One woman I knew, who insisted upon buying an imported wrap because it was so cheap at \$500, was effectually cured by her husband bringing the money home in half dollars. When she saw the pile of silver it made, she was appalled at the idea of giving so much for so little a garment. "Why," she cried, "is \$500 that much money? It does not look like anything on a check." But if a woman is not taught about money, how, without miraculous intervention, is she going to become a financier?

Nothing has died a more lingering death than the theory that women are incapable of understanding anything about money. They do not know much, it is true, but it is because they have had no opportunity to learn. It has been part of the misplaced kindness of fathers and husbands to keep their womenkind in complete ignorance of all such matters, with the result that the woman who would have died to save a man a minute's pain was frequently his undoing, and that the man who slaved himself to death for a woman left her so ignorant and so helpless when he died that she was the vic-

tim of the first rascal who came along and got hold of her money.

The prosperity of the French nation is built up on the fact that every woman is her husband's business partner, and our domestic system has no weaker point than the fact that the American woman has no part in her husband's business affairs and is profoundly ignorant of them. The American woman comes of a shrewd race of financiers, and it is simply idiotic to say that she can not understand a business proposition. Let the husband explain his difficulties to her, and ninety-nine times out of a hundred she will be the one who will help him out of them.

In most cases her love for him will make her save him the worry of debts he can not pay. If it does not, her fear of the sheriff will, for women dread bankruptcy as they do death.

Somehow, although money necessarily plays the star role in our lives, we have a curious delicacy about discussing it frankly between men and women. The young man who is in love with a girl seldom has the honesty to tell her exactly how much he is making, and what she will have to spend if she casts in her lot with his. On the contrary, he speaks in glittering generalities, and is so anxious to appear well in her eyes that he spends more than he can afford. In the days of courtship he lavishes books and sweets and theater tickets on her, and she argues from this they are to live in a kind of fairy-

**\$560.00 Earned by a "National"**

We can show you how our new National Cash Register will earn more than \$560 in one year.

We prove our statements by facts, figures and commonplace instances that must convince any fair-minded merchant.

We publish a circular showing how this "National" will increase trade and thereby earn more than \$275 yearly.

How it will make a saving of \$55 yearly in bookkeeping.

How it will earn more than \$60 yearly by increasing cash sales.

How it will draw trade by advertising and thereby earn more than \$75 yearly.

How it will prevent losses amounting to \$72 yearly.

Our estimates are not stretched, or the result of guesswork.

They are based on facts and the testimony of reputable storekeepers. Many of the figures are absurdly low.

If you are without a National Cash Register, you ought to read this circular. Send for a copy today. Please use the corner coupon.

I am interested in knowing how a National Cash Register will earn \$560 in one year. Please send me a copy of your circular "It Pays for Itself," as per ad in MICHIGAN TRADESMAN.

Name \_\_\_\_\_  
Mail Address \_\_\_\_\_

**National Cash Register Company**

Dayton, Ohio

"Nationals" earn their monthly payments.

Fully guaranteed second-hand registers at low prices.



land, where everything comes with the wishing. Perhaps she desires a swell wedding. He groans at the thought of the expense of carriages and flowers and souvenirs, but he lacks the courage to tell her frankly that he can not afford it, and will not go in debt for such extravagance.

This does the girl an injustice. Instead of starting out with a splendor beyond their means, and that is bound, sooner or later, to end in disaster, it is the man's duty to tell the girl that she is marrying a poor man; that she will have to live in a cheap house, and wear made-over clothes, and perhaps do without a maid of all work until he has had time to carve out his fortune. Do you not know that she would love him better and respect him more for it? And if she did not have the courage or the love to make such a sacrifice? Ah, then, he might well go down on his knees and thank heaven, fasting, for his escape. But the true-hearted, plucky American girl would not refuse the offer of such a partnership. She is not built that way.

No man has a right to complain that he can not help his wife's extravagance, or that it tempted him to steal. It is a confession of cowardly weakness. The vainest, the shallowest, the most frivolous woman who ever lived will respect a man more for refusing to let her ruin his life. Deep down in every woman's heart is a demand that the man she loves shall be stronger than she is, and have some sort of principle that he holds dearer than he does her, and that he will not sacrifice even for her. "I could not love thee, dear, so much, loved thou not honor more," is her unconscious motto, and the husband who lets his wife ruin him with her extravagance has the poor consolation of knowing that she despises him for his weakness.

But for every man whose life is wrecked by the extravagance of a woman, and who goes to the penitentiary for his wife's bills, there are a thousand who owe their prosperity to a wife whose prudence and economy were the balance wheel that kept the domestic machine straight in the middle of the road of prosperity. Men who set up no false pretences with their wives, but who make them silent partners in their business, never have cause to complain of unreasonable bills. The path of matrimony does not lead to the penitentiary, and it is not paved with French bonnets and imported gowns. The average man saves more money after marriage than he does before, and he spends less on his wife's hats than he did on treating the boys.

With women extravagance is generally a sin committed through ignorance. The woman who has money of her own is far more apt to live within her income than a man, and it is a notorious fact among working women that however little the salary, they generally have a dollar or two tucked away for a rainy day, where a man on an equal pittance would trust the future to

luck. A woman who would spend as much on a purely personal indulgence as a man does on cigars would be regarded as a monster of extravagance who was a warning against her sex.

No one would set up the claim that women are invariably, or even generally, judicious in their expenditure, or that they always administer their household affairs economically, but it may be truthfully asserted that they do not willfully ruin their husbands by their extravagance. The American wife has her faults, but she is courageous, industrious, loving and willing to do her part—when her husband gives her a chance.

Dorothy Dix.

**The Price of a Good Figure.**

"I got my figure by working for it," said a pretty young woman to a group of women gathered around her upon the piazza of a summer hotel, "and you can do the same. The trouble with most women is that they want a nice figure, but are not willing to work hard enough to get it.

"I begin my work of getting a nice figure by rising in the morning at 6 o'clock in summer and at 7 in winter. Never do I lie in bed later.

"Now, I have friends who sleep until 8 in the summer and until 9 in winter. Many of them take breakfast in bed, and then lie in the pillows while they read their mail and the morning papers.

"But that is not the way to keep your figure. On the contrary, I jump out of bed the minute I wake up, be it fifteen minutes ahead of time or half an hour. And then, after a bath, I go to work at my exercises. I work at them steadily for fifteen minutes, and then I dress.

"Next take a satisfying, but not a hearty breakfast. I drink two cups of coffee and eat two large light rolls, not the indigestible kind, but rolls that are properly baked. I also eat a good deal of fruit.

"After breakfast I rest a while, and devote an hour or two to reading and sewing and to my room.

"Then it is time to walk. Some days I cover five miles, and I have been known to do more. I am back by noon, and then comes a meal that is filling, but not fattening.

"There are hot days in which I satisfy my appetite with an egg chocolate, and other days when I take a punch of eggs and a very little milk, with chocolate flavoring. This is very satisfying, and you feel cooler and better than though you had eaten a beefsteak.

"In the afternoon there is always a little rest, and then comes my gymnasium work; and this is the real exercise time of the day. I try to get out into the open, but failing this, I put on a suit and go into the attic.

"Here I indulge in a nice little game all by myself. Just now I am playing football, and it is astonishing what fun you can get out of it all alone.

"Even if I am away from home on a visit, I do not go without exercise. For this purpose I always carry with me in my trunk a rubber ball, light and warranted not to break the

bric-a-brac, and with this I get my exercise. I bound it on the floor and against the wall, catching it and throwing it, again and again, until I am tired out. This is good exercise, rain or shine, and it is a game of which you do not seem ever to get tired.

"But when I am at home I go into the attic and play football. I practice all the plays I know, and then, when I am tired out, I lay the ball down, place my head upon it and doze off for a few minutes. It is a great way to rest.

"Too many people who want to grow thin begin by tiring themselves out. I know a woman who wanted to reduce her weight, and she began by jumping.

"At the end of three jumps she was black.

"At the end of nine jumps she began to strangle, and when she had jumped twelve times, they laid her away in bed for the afternoon.

"If that same woman had used discretion, if she had tried to throw a ball against the wall and to catch it; if she had even kicked a football, or tossed a football in the air and had caught it with her arms as it came down, she would have done a great deal better and would not have been half so tired. But that is not the way with some people. They begin strenuously and end in the dumps.

"Football exercise makes the waist a great deal smaller. The teacher of a girls' college in the West has measured her pupils, and has found that as they exercise in the open

field they grow fuller in the bust and smaller in the waist.

"It would be strange if the secret of beauty were found in the football sphere, but I know that for one I keep my own shape that way."

**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 \$1,080,000—your money is safe, secure and always under your control.

**Old National Bank**

Grand Rapids, Mich.

The oldest bank in Grand Rapids

**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.

**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

**CLASS LEGISLATION.**

Address of W. P. Bogardus to Michigan Hardware Dealers.

I bring to you the greeting of the National Retail Hardware Dealers' Association with the hope that your past history may be a stimulus to further effort and that your ambition for membership may be limited only by your State lines. There has been an effort, for some time past, to have enacted into a law a measure entitled "A bill for the reclassification of Postal Matter." Section 3 of the bill reads as follows: "On second class mail-matter, sealed or unsealed, not requiring special rapid transit, in parcels not over one pound in weight, one cent; over one pound, not over five pounds, two cents; over five pounds, not over eleven pounds, five cents; over eleven pounds, not over twenty-five pounds, ten cents; over twenty-five pounds, not over fifty pounds, fifteen cents; over fifty pounds, not over seventy-five pounds, twenty cents; over seventy-five pounds, not over one hundred pounds—a half barrel—twenty-five cents; and in larger parcels, for each additional twenty pounds, or fraction thereof, five cents." (A keg of nails from New York to San Francisco by mail for twenty-five cents.) As we understand it, laws are made for the general good, and the several departments of the Government are carried on for the benefit of the general public. Laws which it can be shown are for the general good may—yes, should—be adopted; for the people own the Government and it is to be administered for their benefit. The questions then come up, what good is the proposed measure; how will it benefit the majority of the people, and will it be of enough advantage to overcome the extra expense that the adoption of the measure will entail on the people?

I hope that I do not enter upon the discussion of this question from the standpoint of selfish interest. I would like to divest myself of all motives of that kind and look upon the question at issue from a disinterested position. We must accept as a fundamental fact that laws should be of a general nature. They should be for the benefit of all. They should not show any favor, nor should they be made for any class. Laws made to favor a class are unjust, because they are not general and do not give all citizens the same protection or opportunities.

We may properly ask, with whom did this measure originate? Who are pushing it forward and what do they expect to gain by its passage? In the last Congress, a member, in advocating this measure, spoke of it as an "honest reform," and of the men who opposed it as "skulking traducers." Under the guise of reform a great many bills are brought before Congress. A large number of the so-called reforms do not reform, but are apt to entail a needless expense on the Government.

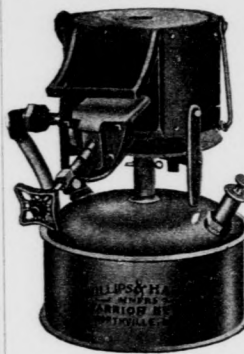
Since the world began men have bartered and trade has been the mainspring of action to move the world along. In the modern times

methods of business are changing, and it has seemed to some that the right way to do business was to have an office and stock in some large city and secure trade by soliciting through catalogues that contained a list of the goods kept in stock and, by quoting very low prices on standard and well known goods, seek to convey the idea that all goods purchased through them were cheaper than they could buy the old way by going to the retail stores and selecting what was wanted. In the furtherance of this new method they advise the people who have their catalogues "to use the book as a check on your retail dealer to see that he does not rob you."

Does honesty come through misrepresentation? Is fair dealing built up through insinuations? To make their position stronger, and to hold out greater inducements these new methods men are seeking to induce the Government to help them distribute their wares through the passage of a post parcels law.

Have the people asked for such a law? Has there been any active canvass for the passage of such a measure? I have not heard that a large number of petitions have been presented to Congress, praying for the passage of such a law, but I have heard that a strong lobby backed by interested men will be in Washington next winter to do all they can to have the bill enacted into a law. Should it become a law who will profit by it? Will it be the general public, or will it be the interested men who have sent the lobby to Washington? How is it going to help the general public? "Oh," says the advocate of the measure, "it will enable the man who wants anything to take his catalogue and sit down in the quiet of his home and select the articles he may want, and send his money to the catalogue house, and Uncle Sam will call and get the goods and deliver them to the customer." Will that make it any better for the customer? Will he get his goods any cheaper in the long run? Will it be more satisfactory to buy goods "unsight and unseen," as we used to trade jack knives, or go to the store and make his own selection with the word and reputation of the dealer behind it? Will the proposed measure tend to build up the catalogue house and department stores, and if so at whose expense? If at the retailer's how will he live? If the retailer is driven out of business what will be done with all the store rooms in the towns and villages, and who will pay the taxes now derived from the great army of retailers over the country? But our reformer says that the idea that the retailers would be driven out of business by such a law is absurd. Experience is a school in which we learn our lessons very thoroughly. The package post has been in operation in England many years. Towns and villages that once had numbers of retail stores now have none, or at best one small store that holds on to a very precarious living. What has become of the small retail stores in Philadel-

**THE No. 1 "WARRIOR" FURNACE**



for Tanners and other Sheet Metal workers, Plumbers and Electricians, is a winner. In offering the No. 1 "Warrior" Fire Pot to the mechanic we believe our success in the manufacture of Casoline Fires will be conceded as second to none. We have been using various kinds of fires for tinning, roofing and sheet metal work for years—and have found the most serious problem to overcome in fire pot construction to be the Burner. The Tank must be strong enough to stand the pressure and a Pump must be capable of producing the pressure to at least 20 lbs. The "Warrior" Tank and Pump will do it. The top section must have space for at least a pair of 12 lb. coppers and the heating of a pot of metal at the same time. The "Warrior" top has it. These things evident—to the burner falls the work. No burner ever constructed has the generating capacity of the No. 1 "Warrior." Its 12 lineal inches of perfect drilling produces the most intense heat of any fire pot made. It will last longer because it is of solid cast brass and very heavy. It requires less gasoline than others and gives greater heat. Every desirable feature known in fire pot construction is found in the "Warrior." Weight, 9½ lbs. Satisfaction guaranteed or money refunded.

Price, \$5.00 Net

WRITE FOR OUR CATALOGUE "F."

**Phillips & Harmon, Makers, Northville, Michigan**

**Patent Steel Wire Bale Ties**



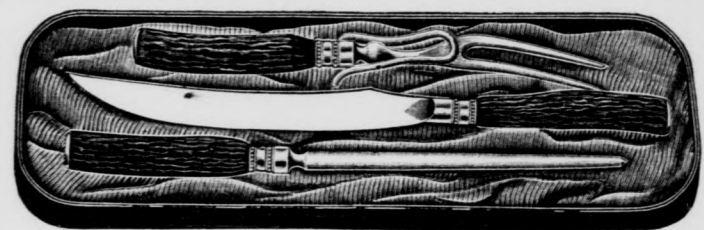
We have the finest line on the market and guarantee our prices to be as low as any one in the United States, quality considered. We are anxious that all those buying wire should write us.

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.



Our prices on Carvers will interest shrewd buyers. We carry a large variety of High Grade Sets and Pairs . . . . .

We are distributors for

**The Fletcher Knife Co.'s  
Celebrated Hand Forged Pocket Knives**

Every Knife Warranted.

QUALITY PRICE FINISH

See our salesmen for samples and prices.

**Fletcher Hardware Co.  
Detroit, Michigan**



phia? What is the meaning of the empty rooms in Chicago that were once occupied by retail stores? Is the city becoming smaller? Take the retail stores out of the towns and villages and what have you left? Who are the people that are being continually called upon for contributions for all sorts of objects? If their means of living is cut off they will become competitors to the farmer, to the mechanic, to the laborer. When the retailers are gone who will pay the taxes in the towns and villages? Is it wise statesmanship that would build up the city at the expense of the town and village? But, says our reformer, that is a picture that will never come true. Is it not the avowed intention of the catalogue houses to get the retail trade of the country? Is it not conceded by them that all efforts to accomplish this purpose are useless unless they have favorable prices and better transportation facilities? At the prices that they are quoting some goods is it not evident that they have already gotten favorable prices? Are not the hands of the catalogue house and department store plainly visible behind our reformer who is seeking to get the post parcels bill enacted into a law? Let us not deceive ourselves, gentlemen. Already the sound of the movement of the lobby organizing to march on to Washington is heard. The funds to influence legislation are prepared. The argument that appeals with greatest force to our reformer is in the pockets of the lobbyist, who knows where to put it so that it will do the most good. These people in their selfishness are seeking to foist upon the public a law that will be burdensome to all except a few who hope to enlarge their business at the expense of the general public, under the guise of a great and overwhelming love for the dear people. And they will appeal to Congress to help them at the expense of the general public engaged in the retail business all over this land. Business men have for several years tried to get one cent postage on letters. The Postoffice Department has always objected on the ground that there is now a deficit of some millions in that department and that the cutting of the letter rate to one cent would increase that deficit for, they argue, there is no probability that the additional sale of stamps would make up the loss occasioned by the cut. This argument has always blocked any efforts to reduce the postage on letters to one cent. Now if a letter of two ounces can not be carried for less than two cents, except at a loss, how is it possible to carry one pound for one cent, or one hundred pounds for twenty-five cents? Think of carrying a three prong fork across the continent by mail for two cents! We can arrive at but one conclusion and that is that the catalogue house and department store are more interested in the passage of this bill than any one else and that they expect to receive the benefits that may arise from its passage. It is class legislation and therefore unjust.

**Petoskey Merchants Buncoed by Red Trading Stamps.**

The trading stamp scheme which was launched in Petoskey about one year ago with a great blare of trumpets by the promoters has come to an abrupt end some weeks sooner than expected, after a score of our merchants had been filched out of thousands of dollars of hard cash.

Owing to a notification being issued Thursday to the merchants that the output of stamps should be ceased, the display room of the concern on Petoskey street was this morning the scene of a most lively excitement. The store was opened at 8:30 by Mrs. C. F. Bachelor, manager of the local business, to a rush of men, women and children, each with one or more red stamp books in hand. In a half hour every premium article in the place was given out and still there were many books prominent.

Mrs. Bachelor has several times received communications from the head of the concern that the stock would soon be replenished, but the fact remains that it was not done.

Mrs. Bachelor is in no way responsible for the closing up of the business and keenly feels the situation. The last letter she had from the management was on Aug. 3 and the letter instructed her to "tell the people we will stay there another year." It was simply another case of an outside concern coming in and faking a big amount of money from merchants and then not carrying out its contract.

The merchants are the losers. They are the ones who paid the money for the stamps, thousands of which may not be redeemed. It was a genuine case of our merchants being buncoed and buncoed hard. But the lesson has borne its fruit, and no oily individual will get a foothold in Petoskey for some time, as the business men have banded together, agreeing to steer clear of all such things.

The stamp company agreed to redeem all stamps for one year, which would have been until about Sept. 10. While there has been no notice from the head of the company, yet the fact that no premiums have been sent for some time and that Mrs. Bachelor has vainly tried to get an explanation is ample proof that Petoskey has been deserted by red buyer stamp magnates.

Directly, the purchasing public is not the loser. The merchant who gave the stamps is the sufferer.—Petoskey News.

**Extraordinary.**

"Woman," roared Bender at breakfast, "what right have you to insinuate I came home intoxicated last night?"

"Y—you tried to light your cigar coming up the lawn," sobbed Mrs. Bender.

"Well, madam, is there anything extraordinary in a gentleman lighting his cigar on the lawn?"

"Y—you tried to light it with a lightning bug."

Don't think that advertising does not pay simply because you are not influenced—because you are.



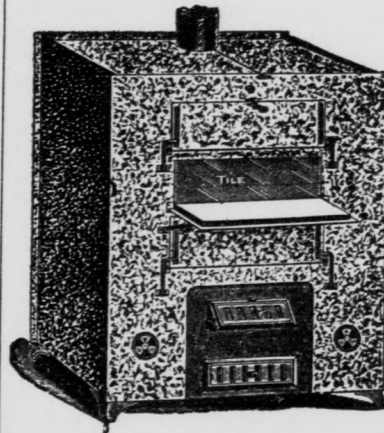
**White Seal Lead**  
and  
**Warren Mixed Paints**  
Full Line at Factory Prices

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.



**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

**Buyers' Excursion**

The Wholesale Merchants' Association of the Board of Trade will run an excursion to Grand Rapids from all points in the Lower Peninsula, August 24 to 29 inclusive, at one and one-third fare for the round trip.

A cordial invitation is hereby extended to our patrons and to all retailers and their families to take advantage of the excursion.

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

**Printing for Hardware Dealers**

## AFTER THE DRUGGIST.

## Terrible Fate in Store If He Makes a Mistake.

There are occasions when Mr. Bowser saunters into the shop of his family butcher to inform the man of meat and bone that he does not know his business, and ought to go to work in a sawmill, and the butcher bristles up and demands to know:

"What do you know about this business? I might as well advise you to go driving an ice wagon."

Then they have it hot and heavy for a quarter of an hour. Mr. Bowser insists that the butcher does not know how to cut up a hind quarter, and the butcher retorts that Bowser never had a cook who knew the difference between a porterhouse steak and a veal cutlet. Bowser walks out of the shop declaring that he will never buy another pound of meat from any such carpenter, and the butcher calls after him that he can go to Texas with his custom.

In a day or two, however, all is peace and harmony again, and the amount of bone with the steak is a little larger. It is the same with Mr. Bowser's laundry, his cobbler, and his grocer. If he didn't stir them up once in awhile, he wouldn't be Bowser. His family druggist is by no means forgotten as he makes his round. When the man first came into the neighborhood Mr. Bowser took an early opportunity to call and remark:

"You are supposed to know your business as a druggist, and I hope you do. This is no neighborhood for a man who puts up arsenic for quinine. You'd better turn a hundred prescriptions away than make one blunder."

"I think I can run this business," remarked the druggist with all proper dignity.

"Well, perhaps you can, but it will be well to keep your eyes open. I shall trade with you more or less, and if you make a blunder with me you'll find a man who'll follow you to your grave."

"You might take your custom elsewhere."

"But I don't propose to. This is a drug store, and you are supposed to be a druggist. I shall get what I want in the drug line right here. Only, as I remarked before, don't try to put up prescriptions and compose poetry at the same time."

That was an introduction. The druggist decided that Mr. Bowser was an old crank, and that the less he saw of him the better, and Mr. Bowser decided that the druggist needed to be taken down a few pegs. There was another drug store only a block away, but he would do all his buying at this one out of spite. It wasn't three days before he felt aguish and wanted some quinine, and he dropped in to say:

"If you think you can put up a quarter's worth of two-grain quinine capsules, go ahead and do it, but do not ring in morphine or strychnine on me."

"For fear of mistakes, you'd better go elsewhere," replied the druggist. "I'll be hanged if I do!" shouted

Mr. Bowser, as he pounded on the counter. "You are either a druggist or not a druggist. You either know enough to put up quinine capsules or you don't. I stand on my rights."

Mr. Bowser had been determined to humble that druggist or perish in the attempt, and the druggist had been determined to maintain his independence if his sales fell off to a pound of camphor balls per week. On occasions Mr. Bowser had dropped in for a gargle or a cough mixture, and as he received the bottle he would shake his head and soberly remark:

"May possibly be all right, but I dunno—I dunno. You were gawping all around the store as you put it up, and it's only one chance in a thousand that you haven't worked something else in it."

"Then you'd better leave it," the druggist would reply.

"I'll do nothing of the kind. If this turns out to be a blunder, up you go to a lamp post."

Sometimes the druggist would hear nothing further of the mixture for a week, but on other occasions his night bell would be rung furiously at midnight, and upon rushing down stairs he would find Mr. Bowser and be greeted with:

"I told you you'd mixed poison with that cough syrup. You did! I have taken two doses of it and am almost in convulsions! If I don't have you dangling from a lamp post before you are an hour older, then my name isn't Bowser."

Then Bowser would rush off and leave the druggist to sweat and swear through the rest of the night, and he'd hear no more of the case for two or three days. It was at such times that Mr. Bowser had the best of it, but the druggist never failed to come back at him. If Bowser dropped in when there were three or four other people present, he'd be publicly saluted with:

"Good evening, Mr. Bowser, good evening. Just wait a minute and I'll get that hair-dye for you. I've also got a new supply of your complexion powder. If you were only a widower, now, you would not look a day over 60."

Then Mr. Bowser would turn forty kinds of red and white and swear in the whispered language of every nation on earth, and one had only to observe him to decide that the druggist had the better of it.

Fifty different times Mr. Bowser has entered the drug store with no other reason than to pick a fuss. His custom on such occasions is to walk up and down the store for three or four minutes, and then suddenly turn on the druggist with:

"Well, how many men, women and children have you poisoned to-day?" "None of your business."

"Perhaps not; but if you ever poison one of my family it'll be some of my business, and don't you forget it."

"If the family numbered one less it would be a good thing for this neighborhood."

"And there will be one less druggist above ground if you don't learn

the difference between paregoric and laudanum."

Mrs. Bowser has talked and argued, but it has done no good. Mr. Bowser is a man who never gives up, and the druggist has an iron jaw. In most wars there is a truce or a rest now and then, but there is no let up in this. Neither of the men ever goes into winter quarters. A week ago a mutual friend conceived the idea of bridging the chasm, and he called upon Mr. Bowser first. He had begun to tell him that it was his duty as a leading citizen of the neighborhood to meet advances half-way, when he was interrupted with:

"Say no more; not another word. That man is too independent and has got to be humbled. I'll make him come to time if it takes me ten years. Aye, I'll bring him low or perish in the attempt."

It was hoped to find the druggist more reasonable, but disappointment awaited the would-be mediator. He had only mentioned the name of Bowser, when the druggist held up his hands and shouted:

"Never! Never! That man Bowser is an old crank and a durned mean man, and I'll make him get down and chew gum if it takes 100 years to do it." M. Quad.



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## Facts in a Nutshell

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### They Are Scientifically

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**THE FUEL PROBLEM**

**May Be Solved by the Use of Lignite.**

A report recently made to the State Department by Frank H. Mason, Consul at Berlin, is of more than ordinary interest. The immense deposits of lignite in this country will some day be utilized, as those of Europe now are, to furnish fuel at once clean, effective and inexpensive. Here is part of Consul Mason's report:

It has been repeatedly stated that the outward cleanliness of Berlin and other German cities is principally due to the general consumption of brown-coal briquettes for household and steam fuel; further, that they are made from ordinary German lignite without the use of tar or other artificial binder; that they are compact to store, clean to handle, easy to kindle, burn with a clear, strong flame, are cheaper than good bituminous coal, and are made practically smokeless. Lignite varies in its value and adaptability for briquetting purposes according to its geologic age, hardness, and the percentage of water contained. A lignite with less than 30 per cent. of water is very difficult to work by the usual processes, and it is for this reason that Austria-Hungary, which has an abundance of very old and hard brown coal that contains from 26 to 28 per cent. of moisture, has practically no supply of briquettes from that source. German lignite, on the other hand, is of much more recent formation; it contains from 46 to 52 per cent. of water, and is usually so soft that it can be cut with a spade. Many lignite beds in this country are filled with logs and pieces of wood, so well preserved in the matrix of partially carbonized material that they burn readily and form a cheap and abundant fuel for steam and other heating at the briquette factories. The part played by the water contained in lignite forms the key to the whole economic briquetting process. The crude brown coal is brought from the mine, crushed and pulverized, and then run through a large revolving tubular cylinder, heated by exhaust steam from the driving engine, and hung on an inclined plane so that the powdered material runs downward through the tubes by gravity, and is carried into the machine press that stamps it into briquettes. During this passage through the cylinder, it is dried and heated until there remains the right proportion of moisture, combined with the proper temperature to develop the latent bitumen in the lignite and make the powdered mass plastic and easy to mold under heavy pressure between heated iron jaws into a hard, clean briquette, with a glistening surface and sufficient firmness of structure to stand weather, transportation, and other contingencies. To do this perfectly and economically, the natural lignite should contain, as it comes from the mine, approximately enough water so that heating to the proper temperature for pressing will evaporate out just sufficient water to leave it at the proper degree of moisture. The

ideal proportion is about 45 per cent. of water, so that German lignite contains rather too much, while Austrian contains much too little, although this latter difficulty has lately been partially overcome by steaming. The important question to be now decided is how American lignite will fulfill these requirements.

During the past six weeks, samples of lignite from near Bismarck, N. D., and from Troy, Ala., have been received at this consulate, turned over to the syndicate mentioned in a previous report, and molded experimentally into briquettes with entire success. The Dakota lignite is old and hard, contains 38 per cent. of water, but crushes and pulverizes easily and forms without binder briquettes of firm structure, which burn readily, are practically smokeless, and leave only 4 per cent. of ash, while the best German brown-coal briquettes yield from 9 to 12 per cent. of inorganic residue. The percentage of water contained is rather low, but by adapting the heating-drying process to that proportion of moisture, this obstacle, such as it is, can be easily met, and the reduced task of evaporation will be an economy in the general process.

The Alabama lignite, on the other hand, is an ideal material, and from the one sample submitted is conceded here to be even superior to the standard brown coals of Germany. It contains the correct percentage of moisture, crushes easily, and molds readily into firm, shining black briquettes, so clean that, as one of the experts at Magdeburg said, "They might be used for paper-weights."

The importance of these simple demonstrations will be inferred from the fact that, according to a recent State geological report, there are 55,000 square miles of lignite beds in the Dakotas and Montana, all near the surface of the ground, and ranging in thickness from 20 to 80 feet. The extent of the lignite deposits in the Gulf States is perhaps less exactly known, but they certainly cover a large area. There is also lignite in Missouri, Iowa, and several other Western States and Territories, and it is from all those hitherto practically neglected deposits that an inexhaustible future supply of smokeless domestic fuel will be derived. It will, therefore, be of interest to state concisely what constitutes a first-class, up-to-date lignite-briquette factory in Germany, where the industry has reached, after many years' experience, its highest development. A typical example is the factory at Lauchhammer, about 80 miles south of Berlin, on the direct line to Dresden. This establishment, which is of the latest and most approved construction, has eight presses, with the necessary pulverizing, heating, motors with current generated by steam evaporated with wood from the mines, the whole under handsome, substantial buildings of brick, stone and iron; and cost, with tracks, switches and full equipment for handling raw material and loading the briquettes into cars, \$371,000, of

which \$178,500 was paid for machinery. Each press weighs 32 metric tons and stamps out 100 to 120 briquettes per minute, or 70 tons in a double-turn day's work of twenty hours. The heating and drying apparatus for each press weighs 18 tons. The power required for each press and dryer is 125 horse-power, and both the dryer and jaws of the press between which the briquettes are squeezed at enormous pressure are heated by exhaust steam from the Corliss engine in the powerhouse, the whole supply for the eight machines being equivalent to about 150 horse-power.

Lauchhammer turns out from 500 to 600 tons of briquettes per day, which sell on cars at the factory for from 7 to 9 marks (\$1.66 to \$2.14), according to season and market, with an average of 8 marks (\$1.90) per 1,000 kilograms, or metric ton of 2,204 pounds. Profits depend on the usual varying conditions, location management, demands, etc., but it is common to read in the Berlin papers official notices announcing dividends ranging from 15 to 20 per cent. of their capital. So enormously has the industry been developed in recent years that there is now an over-production, and it is said that 100,000 carloads (1,000,000 tons) of briquettes will be carried over to the fuel supply of next summer and autumn.

There is love, and there is justice. Justice is for oneself; love is for others.—R. L. Stevenson.

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



Grand Rapids, Mich., March 12, 1903.

Rapid Heater Co., Limited, City.

Gentlemen:—It gives us much pleasure to state that the two No. 4 and No. 8 boilers that you installed in the Bissell House in place of the — boiler have given the best of satisfaction in every way. We have been able to maintain a uniform temperature in the coldest weather and keep perfectly warm all through the house. This we were not able to do with the old boiler, or even keep warm.

The fuel consumption has been much less. Last season our coal bill was \$162.64, burning Pocahontas coal; this season to date, \$107.55, using Lyndon lump soft coal, and at the difference in price of coal, this means a great saving.

We have 1,650 square feet of radiation and a 100 gallon hot water tank used for baths and domestic purposes continually.

One of the greatest features to us is the ease of starting and maintaining fire and quickness of getting up steam.

Yours truly,

Mrs. A. Talbot, Matron.

(Kindergarten School North Ottawa St.)

What we have done here we can do for you. Better write for catalogue telling all about these heaters. They are fuel savers.

Next week we will show you a home properly heated with hot water.

**Rapid Heater Co., Limited,**

Home Office and Factory Grand Rapids, Michigan

**EDUCATIONAL IDEALS.**

**Their Unhappy Fate in a World of Reality.**

It is desirable that the general public acquire a better conception than it now has of the aims and aspirations of modern teachers of the first rank, to the end that it may determine how far and how fast it shall assist these enthusiasts in bringing their hopes to a happy fruition. At present, while there is slow but steady progress, it is not altogether well in the educational field. A limited number of able men and women who occupy the most influential educational places are gaining great reputation for themselves for their breadth of view and the clearness and power with which they advocate high educational ideals, and a limited number of subordinate teachers are either killing themselves in vain attempts to realize these ideals under conditions which render realization impossible or abandoning the hopeless attempt and falling back, disillusioned, into the ruck of teaching humanity. It is for the people to decide how far they are willing to assist educational leaders and their followers to make our public schools what enthusiastic educational dreamers declare that they must some time become. It requires money, and a good deal of it, which the people may give or withhold; and, what is far more unlikely to be given, an intelligent public sentiment so directed as to assure that the right man or woman shall always be in the right place.

A concise statement of the aim of the educational idealist might be about as follows: It is that the teacher herself having a full comprehension of the ultimate end sought and the successive steps essential to its accomplishment, possessed of an earnest desire to accomplish that end, not only as the result due for the money received but for the pleasure which lies in successful work and the joy of laying the foundations of noble character in young minds, shall take the pupils as they come, and, having first inspired them to individual effort shall so direct their endeavor as to get out of them the best that there is in them. There is no space to elaborate this statement, but the complexity of the problem which it presents may be understood when we reflect that no two pupils are alike either in moral tendency or intellectual capacity, and that teachers differ as widely as pupils. If the teacher is to do her best work she must work in her own way, and if the pupil is to do his best work he must work in his own way. What will interest and inspire one pupil would be unbearable dreariness to another. It is the teacher's business to find the way to interest all, and fortunately it is almost always possible to interest pupils in groups, thus avoiding the hopeless task of a special programme for each individual pupil. To accomplish such purposes as these it is essential that the teacher herself have decided intellectual capacity, a strong will power, a thorough general and technical education

and a high moral purpose. To obtain and retain such teachers the compensation must be such as to warrant the expense of a rather costly education. To expect even the most enthusiastic teacher to wear out her life without the means of living pleasantly and providing for old age is absurd. They will not do it and ought not to do it. If they would do it it would be contemptible in the public to accept such sacrifice. In the next place, the number of pupils in a class must be reduced to that which a teacher can profitably deal with, which is certainly not above twenty. Finally, the school must be thoroughly stocked with appliances, including a library. In most cases the best and perhaps only practicable way of interesting a pupil is to give him an interesting book—interesting, that is, to the pupil himself—bearing on the subject which he is desired to study. And, when these conditions have once been met the teacher must be left to pursue her own methods and accept all the responsibility of the result. But above this teacher, in any large system of schools, there must be an educational head having all the qualifications of the most successful teacher, imbued with the same ideals and the same earnestness, endowed with full power of educational control, and be filled with that saving quality of common sense which will teach him that while it is his office to inspire, instruct, direct and encourage the class teachers, in detail he must leave them to their own devices, just as they must leave their pupils. The teacher can not do the pupil's work. Neither can the principal nor superintendent do that of the teacher. Both can be helpful, and that is what they are for.

Imagine, now, the young teacher, fresh from the normal school or the university, with noble impulses, high ideals, fervent aspirations; industrious, energetic, competent. What can she do toward the fulfillment of these aspirations? Absolutely nothing. With classes at the beginning of the year full twice the size that any teacher can most profitably direct, with a principal who may or may not know or care much about educational ideals, but who is there—as well as herself—for life, what she is set to do is probably—we do not write with actual knowledge of present practice in this particular city—to see that each of her forty or more pupils covers a certain number of pages in

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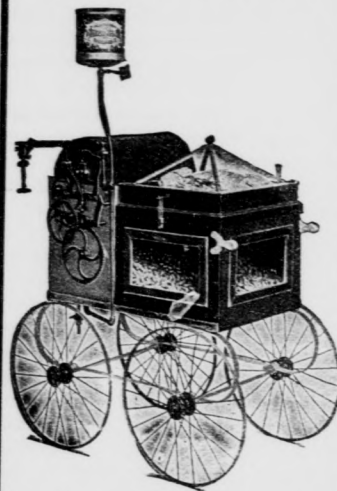
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**Little Gem Peanut Roaster**



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

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$3.75 to \$300. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/4 lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers; Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, Ice Shavers, Milk Shakers, etc., etc.

**Kingery Manufacturing Co.,**  
131 E. Pearl Street,  
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**THE BRILLIANT**

Gives 100 Candle Power Light At 15 Cents a Month

Reliable, Safe and Satisfactory

**IT NEVER FAILS**

Over 100,000 in daily use, during the last 5 years, in homes, stores, churches, shops, etc. Every one gives perfect satisfaction and every lamp guaranteed. Selling agents wanted, write for catalogue.

The Brilliant Gas Lamp Co.  
42 State St., Chicago



**THE OLDSMOBILE**

Is built to run and does it.

**\$650**



Fixed for stormy weather—Top \$25 extra.

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

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

**ADAMS & HART**  
12 West Bridge Street, Grand Rapids, Mich.

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

**Drug Store Fixtures a Specialty**

Estimates Furnished on Complete Store Fixtures.

**Geo. S. Smith Fixture Co.**  
97--99 North Ionia St.  
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THE BEST FOR IRON AND TIN ROOFS, FANCY IRON FENCES, SMOKESTACKS, IRON PIPES AND BOILERS, IRON BRIDGES, STRUCTURAL IRON, ETC., ETC.

One reliable agent wanted for each county. Interested parties should act quickly.

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certain prescribed text books, within a certain prescribed time, in order that when migratory families move from one part of the city to another their children may enter another school without the break of a page elsewhere. If that is not the case in this city it is elsewhere. There is, in fact, a necessity here and elsewhere that some attention be paid to this matter. In the ideal educational system the end sought would be accomplished in better ways. Without further allusion to conditions in this city, as a rule class teachers are bound down to lay most particular stress on what happens to be the fad of some superior authority. That work must be done, no matter what else is neglected, and done in a particular way and at a particular time. There is no power of initiative in the teacher. She is tormented with "special teachers" coming into her classroom and doing work in their way which she ought to be competent to do better in her own way. If she tries to realize her ideals she breaks down under the strain and does not realize them after all. The children are too many for her. There is not necessarily any community of purpose between herself and her official superiors, or with other teachers in the same and other grades. The educational ideals are noble. It is well that they be held up by those who possess them. Out of prodigious effort of a few there does come some progress, but at an awful waste of educational power. But it is essential that it come to be recognized that the ideal public school can not exist in Michigan without far greater expenditure than we now make and a far more enlightened public opinion.

Frank Stowell.

**The Doctor Knew Best.**

A farmer named Hans was subject to some kind of fits which rendered him totally unconscious for hours at a time, and on several occasions convinced his good wife that she was a widow. It was pretty generally known that she was by no means averse to the widowed state, for she and the doughty Hans did not live in peace and amity.

One day Hans was stricken as usual. The good wife applied the usual remedies, but this time they failed to revive the unconscious man. A doctor was called, and after a thorough examination he shook his head and said solemnly:

"Dot iss zu bed. He iss todt (dead)."

The widow pretended to be overcome with grief, and, leaning over the prostrate form of her husband, she wailed:

"O, mein Hans iss todt! Mein Hans iss todt!"

But Hans, reviving suddenly, exclaimed:

"Nein, nein! Ich ben nit todt!"  
 "Hans," said his wife, reprovingly, "lie still. Der doctor knows best."

**An Office Girl's Trials.**

"I notice," remarked the stern employer casually, as he stood dictating to his stenographer a hurried letter to be put onto the machine direct

without notes, "that a legend on your typewriter here says that 'this machine is protected by sixty-seven American and foreign patents.' It doesn't seem to be protected or even cared for by you to any such extent, however"—and the crotchety old cuss proceeded deliberately to scribble the handsome young woman's name in the dust lying thick on the black-enameled back-plate.

As he disappeared through the door, she reached for a slip of paper in her cabinet, read from it half aloud the carefully-drawn phrases in which she had planned to ask for an increase of salary next day, threw one little sob, and tore the paper up into wee bits. Just then a telephone message from Percy informed her that he had something to tell her "if the old man wasn't about"—and thus was she saved from a bad day of the dumps.

**Preparing Squab Broilers for Market.**

The small squab broiler is wanted by the middle of January, and these should dress twelve ounces to one pound each; but a one pound bird is the most salable size. The squab broiler is most in demand from the middle of January to the 1st of May. The color of meat of small broilers does not affect price as in larger stock, although yellow meated are much preferred by dealers and consumers. This stock must be quick grown, straight breasted and plump. As the supply of game becomes scarcer from year to year, during the late winter and early spring months there will be an increasing demand for the squab broiler. They must be well bled, cleanly picked, and not torn or bruised in any way, and never scalded. They should not be fed for twelve hours before killing, that the crops may be entirely empty; neither should they be drawn or headed at any season of the year. Cool thoroughly twelve hours or over, that the animal heat may be entirely removed; pack in small packages and ship by express. Never ship such stock alive.

**He Saw Him Spit It Out.**

The late Senator Vance was defending a man who had been arrested for biting another man's ear during a fight. After the trial had progressed all day, Vance had been unable to put on the stand a single witness who actually saw the fight, but finally he secured a man who declared he had been there from start to finish.

"And you did not see this defendant bite off the plaintiff's ear, did you?" asked Vance.

"No, sir," replied the witness.

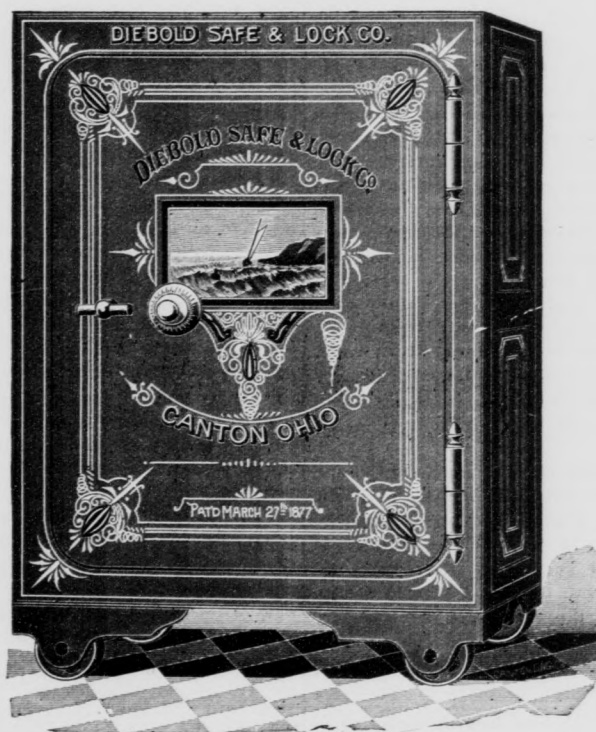
The Senator turned triumphantly to the jury and the judge:

"You see, gentlemen," he cried, "here is a witness who saw the whole fight, and if the ear had been bitten off, surely he would have seen it."

The witness leaned forward in his chair, unsolicited, and said to Mr. Vance in a hoarse whisper that could be heard through the court room:

"But, Senator, I seen him spit it out."

# Do You Need a Safe?



If so, we invite you to inspect our line of Diebold fire and burglar proof safes, which we consider the best safes made. If not convenient to call at our store, we shall be pleased to have you acquaint us with your requirements and we will quote you prices by mail.

**Tradesman Company**

Grand Rapids, Mich.

## GET A MOVE ON.

## The Day of the Man Who Does Things.

Written for the Tradesman.

I have recently come across a couple of statements in trade publications devoted to advertising that I believe are true. I further believe that the man who realizes their truth and governs himself accordingly will have little difficulty in getting along in the world. One of these statements is that it is a mistake for a merchant to let his customers know more about advertised goods than he does; the other statement is to the effect that the general public admires courage in advertising. What is told in an advertisement should be told without fear.

I doubt if there is a man in the mercantile business to-day who will not accept these two claims as full of truth, and yet there are many who, in the conduct of their business, seem to disregard what they admit to be true. Not only do merchants in the smaller towns go back on what they know to be true, but so also do many merchants in the big cities. It is not difficult for a person to find stores in almost any town where the salespeople and even the management are unfamiliar with brands of goods that their customers have become acquainted with through the advertisements in the newspapers and magazines. There is many a merchant who will grow wrathful if he can't find what he wants when he calls at his favorite wholesale house, and yet he thinks it all right, when a customer comes to him and asks if he keeps this or that kind of soap, to say that he never heard of it.

I believe that a merchant should try to acquaint himself with all the different brands of goods in the market. It will be impossible, of course, to keep them all in stock, but it will serve to keep a man in a high place in the estimation of the people. The general public likes to deal with a man who is well posted in regard to the business in which he is engaged. It naturally follows that the man who neglects to keep himself posted in regard to the progress of the mercantile world will sooner or later find himself a sort of roustabout in his profession or line of business. A disgusted public is a very hard thing to deal with.

The other statement, that which relates to courage, is of even greater importance. I believe that the worst factor the merchants of to-day have to deal with is the man whose lack of backbone makes him a sort of cheap advertisement for the mail order houses all over the country. A few days ago while reading a Chicago paper I noticed an article under a Buffalo date in which it was claimed that the merchants in the small towns of that county were kicking and raising a great rumpus because the rural delivery of mail had made the farmers so lazy that they would not come to town to trade as they used to before Uncle Sam brought their mail to their doors. They claimed the Government was aiding

the mail order concerns at the expense of the more legitimate country stores.

What sort of effect does the country merchant think such wailing and howling will have on the general public of his community? In what sort of light will he appear in their eyes after having shown the white feather in this manner? And what sort of man is it that will put up such a wail as this?

I firmly believe that the rural delivery of mail has been the best thing that could happen for the merchant doing business in the small town. Perhaps some of those who peruse this article will say that I am getting somewhat distant from my trolley connections when I say so, but I believe it, nevertheless. I believe it is a good thing for the rural classes generally. Rural delivery will in the end make the small towns more metropolitan. It will make some of the mercantile brethren wake up and get a move on. It will serve to banish from the little emporium of bargains the loafers that have so long held sway in the vicinity of the stove and cracker barrel; it will have a tendency to keep the windows cleaner and the merchant livelier—and in the end will bring more dollars to his till than were ever there before.

It would seem to the person who has had an opportunity to study humanity in its various phases that any man who can not draw a crowd of farmers to his store is indeed a back number, and brands himself as such when he complains that the rural delivery of mail causes the farmer to stay at home. Free rural delivery makes it possible to keep the country covered with advertising matter all the time, and if the people of the farming districts do not take interest enough in a man's store to come to town and see what he has to offer, the chances are that his plan of business is behind the times. Under the new order of things the country merchant will have to keep a better class of goods than heretofore. The amount of advertising matter being sent into the country is creating a demand for better and more up-to-date goods, so that at the present time residents of the country districts are minus the bucolic appearance that used to characterize them. They demand more of the merchants than they used to. And thus it is that the lazy merchant kicks on the modern way of doing business.

The merchant who is continually putting up a tale of woe will never make a success of the store business. People do not like to trade with a man who is continually whining because the Government is helping somebody else at his expense. If a merchant advocates discontinuing the rural delivery service he should not expect any trade from people who are benefited by it. Every man who enters a protest against what the Postoffice Department is doing for the farmer should expect no favors from the rural population.

Mr. Merchant, did you ever hear a mail order man kicking because somebody else is getting his busi-

ness? Did you ever hear one of these fellows yelling so loudly about his troubles as to attract the attention of the entire country? Certainly not. When the mail order man says anything it is generally to the effect that his house is the biggest on earth, that he undersells everybody, that his goods are the best, that he is the whole thing, etc. The mail order man might put up a howl and say that the Government charges too much for postage; he might say that peddlers were going through the country getting his trade away from him; he might say that the wicked country merchants are lying about him and making people think that he is a robber. There are a whole lot of ways in which the mail order man might put up a howl, but he does not. He keeps right on sawing wood all the time. Imagine Sears, Roebuck & Co. kicking because they did not have a chance! Fancy hearing Montgomery Ward & Co. wailing because the floods in Kansas had ruined their business in that section! Wouldn't it sound funny? Of course it would.

And yet, Mr. Merchant, that is just the kind of a show you are putting up. It would tickle you almost to death to see a mail order concern howl over some fancied injustice, and you can bet your bottom dollar that every time you put up a wail over the troubles that have been brought to your door by rural delivery and the mail order houses every advertising manager employed by these concerns chuckles to himself, for he knows that you are helping him in his work. And the effect of your kicking is having a **damaging** effect on your trade. The people who should be your natural patrons hear of your complaints and naturally come to the conclusion that the mail order houses are selling goods at lower figures than those you quote. Otherwise, they argue, you would not kick about losing trade, etc.

And the more tales of woe you put up the more trade you will lose. Perhaps you imagine that you have a hard proposition before you, but you have got to make the public believe you the master of the situation. You have got to get in the thickest of the fight and deal out blows right and left if you want to win. The world loves the man who does things, but it despises the fellow who continually kicks on the ways of the universe. You know it yourself. You would not buy goods of a wholesaler who is whining all the time because somebody has succeeded in getting some of his trade away from him. You go to the man who seems to be the most successful. It is just this way with the common people. The country merchant of the future will be the man who has ginger enough to get trade away from the mail order houses. The natural development of the country will furnish lots of work with the pick and shovel for the whiner.

Moral—Get a move on. The pocketbook is never filled with coin by weeping and gnashing of teeth. This is the day of the man who does things.

Raymond H. Merrill.

## THE DOUKHOBORS.

## Vagaries of a Lot of Religious Fanatics.

In an article on the subject of progressive liberty, recently published in a European review, Count Tolstoi refers to the Doukhobors, or spirit-wrestlers, as models of the highest morality. They are undoubtedly among the most zealous of modern religionists; and, like all religious extremists, they are disposed at times to give curious expression to their faith which sets at defiance all rules of propriety, common decency and sane life. An exhibition of this kind has just occurred in Manitoba, where a strong settlement of Doukhobors is established. Several hundred of their women, divested of all clothing, started on a pilgrimage to search for Jesus. They marched in their nude condition across the prairie, singing their strange hymns, abandoning their husbands, children and homes in the fervency of their religious zeal. The entreaties and commands of the male members of the settlement to return to their homes fell upon deaf ears, and whips had to be applied vigorously to their shoulders and bodies to bring them to a realizing sense of their domestic obligations and exact from them a promise to relinquish their vain search and return to their homes.

This is the second exhibition of their fanaticism which the Doukhobors have given since their settlement in Manitoba. Last October the entire Doukhobor population, numbering some 7,000 persons, abandoned their homes, farms, stock and unharvested crops, bent on a similar hopeless quest to that undertaken by these nude women, and it was with the greatest difficulty that the provincial authorities succeeded in persuading them to return to the settlement.

Tolstoi's special regard for these misguided religious fanatics is easily explained. From him they received a new formulation of the three fundamental tenets of their faith, namely, community of goods, the non-shedding of blood, which influences them to refrain from eating animal food, and non-resistance to wrongs, which has marked the career of this peculiar sect of Christians since its organization in the seventeenth century. In Russia the sect became exceedingly troublesome to the government. The young Doukhobors refused to give military service. They were scourged, exiled to Siberia by the thousand and executed in great numbers, all to no purpose. When they were reduced to a mere remnant of their former strength, Tolstoi raised a subscription for their removal to America and 7,000 of them landed in Canada and were allotted a grant of 150,000 acres in Upper Winnipeg by the Dominion government, where they are now located. Subsequently California narrowly escaped the affliction of their presence, as the Land Department of the Southern Pacific Company about two years ago opened negotiations for their removal to this State. Fortunately, the effort was fruitless.



Religious extremists, like the Doukhobors, have in all ages been given to unseemly excesses in the exuberance of their zeal. Even the Crusaders, who wrested the holy city of Jerusalem from the hands of the Saracens and undertook the conquest of Palestine, committed the most atrocious excesses in the performance of their mission. The carnage which followed the storming of Jerusalem is described as appalling. The horses of the Crusaders waded knee deep in the blood of their victims as they marched through the streets. Age was not respected in the massacre. Infants were seized by their feet and dashed against the walls or whirled over the battlements, while the Jews were all burned alive in their synagogue. Those prisoners to whom safety had been guaranteed were mercilessly slaughtered. And when, finally, the rule of these soldiers of the cross over Palestine waned, they conceived the fanatical idea that none but innocent hands could accomplish the conquest of the Holy Land. This culminated, in 1212, in starting a pilgrimage of 30,000 children under the leadership of the boy Stephen, and 20,000 German boys and girls under the peasant lad Nicholas, "to end," so the story goes, "in death by sea or on land or in the more fearful horrors of the slave market." Religious zeal is all right in its way when tempered with prudence and intelligence, but when it is given unrestrained rein, as it is in the case of the Doukhobors, it leads inevitably to the commission of the grossest of excesses, against which every sense of right and decency revolts.

Should Be Big Enough.

An advertisement should be big enough to make an impression, but not any bigger than the thing advertised. Testimonials are of very little use. Every indorsement subtracts from your statement just as the indorsements on the back of a note reduce the value of the name on the face. Have the price right. It should either be well down or well up. There are only two classes of buyers, those who look for the cheapest they can get and those who value what they get by what they pay for it. Advertise one thing at a time. The great secret of success in advertising as in everything else is the strenuous personal faith in your goods, which, although it can not be pictured or printed, yet rings sound and clear and impressive. It isn't words; it isn't pictures; it isn't type; it isn't top-of-the-page position. It is something far more real than these things. You yourself are the spirit.

Seymour Eaton.

Alfred H. Whitman, manager mail order department Steele-Wedeles Company, Chicago: The writer finds your publication one of the most interesting that reaches him and places it with the Saturday Evening Post at the head of the list.

Advertising space in the best papers is expensive, yet it is cheapest in the end.

Hardware Price Current

Table with columns for Ammunition, Cartridges, Primers, Gun Wads, Loaded Shells, Paper Shells, Gunpowder, Axes, Barrows, Bolts, Buckets, Cast Steel, Chains, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, Iron, Knobs, Lanterns, and Warren.

Table with columns for Levels, Mattocks, Metals-Zinc, Miscellaneous, Molasses Gates, Pans, Patent Planished Iron, Planes, Nails, Rivets, Roofing Plates, Ropes, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melyn Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wire, Wire Goods, and Wrenches.

Table with columns for Stoneware, Batters, Churns, Milkpans, Stewpans, Jugs, Sealing Wax, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Anchor Carton Chimneys, Electric, Oil Cans, Lanterns, Best White Cotton Wicks, Coupon Books, and Credit Checks.

## TWO QUESTIONS.

## To Advertise or Not To Advertise—Which?

Written for the Tradesman.

Two different men who are in business in my home town shot two separate questions at me the other day, either one of which was sufficient to set a man thinking good and hard. The advertising expert—and I do not wish to appear to be one who covets that title in the sense in which the advertising expert stands before the mercantile public to-day—has a great deal of theorizing to do and is seldom forced to meet a question of expert advertising face to face. It is my belief that a man could be an advertising expert and never touch a pen to paper to write even so much as a liner advertisement. Expert advertising does not mean to me simply the faculty for saying clever things in the shape of advertising copy or creating catchy phrases to command the public attention. The man who knows how to select the best mediums, who knows the kind of people he wants to reach and the way to reach them, is more of an advertising expert to me than the fellow who simply has the happy faculty of putting bright things down on paper or of expressing himself in a succinct and pleasant manner. I speak of the advertising expert not because I claim the belt, but because I would like to steer him up against these two questions that were popped at me. One man asked me:

"What is the best method of advertising?"

The other man, after having drawn from me that I was enthusiastically in favor of advertising, if governed by a proper conservatism but not hampered by mistaken economy, asked me what I had to say about a merchant in our own town who does has been exceptionally successful. This man does not spend a cent for advertising, in the accepted sense of advertising. He runs no advertisements in the local papers and he does not fall a victim to the programme or business directory advertising solicitor. In fact, he looks upon himself as a fine exemplification of the truth that advertising is not necessary to success. That he has an excellent trade I know. The store itself is on a side street, where rents are cheaper; but this man has no difficulty in drawing trade from the business center.

If either one of these questions had been popped at me singly, I might have had some difficulty answering either to the satisfaction of the questioner. Coming as they did together I found an answer in each for the other. When asked "What is the best method of advertising?" I replied, just as I have tried to emphasize in the Tradesman from time to time:

"The best advertising in the world is the store itself. You may hire all the advertising experts in the country, you may use every advertising medium within your reach—but if the store is not there to hold up its end, it is time and effort wasted to advertise, for you can never win per-

manent success. Advertising, you must realize, is an exterior element of store-keeping. It has nothing to do with the store itself. The essential thing must be there—the store. The stock must be there, the prices must be right, the service must be prompt, the goods must be reliable. Not until these essentials are present does the question of advertising enter into the subject at all.

"With these things present the question of advertising does enter in and it enters pointedly. You may have the stock, the prices, the service and the goods but if no one hears about it you are not going to win success. I will not say you will fail utterly. You may do business, you may make a profit, you may make a living.

"But success to me is a superlative term. There is no degree to success. Real success means the very best you are capable of accomplishing. If you are making \$1,500 a year you may call that success; but if the community and the stock are such as ought to be yielding you \$5,000 if your efforts were properly directed, I call your so-called success a failure.

"I hope you recognize these two great elements that enter into successful store-keeping—store conduct and advertising. Each is essential to the other. You may be moderately successful with either; but you cannot win that degree of success that would be possible by the employment of both.

"The very best advertising in the world is that that is being done by this man whom you say does not advertise at all. If I did not know this store personally I would say to you anyhow that this man advertised. I would tell you that he undoubtedly carried a good stock, that he priced it right and that he possessed the faculty of keeping it moving so that he was not under the necessity of moving stale stock off onto his trade. If he would couple up a proper amount of advertising to these laudable efforts he would win a success far in excess of that which he is now achieving.

"I happen to know this store, however. I know that this man has some of the best dressed windows in the city—and there is one of the cheapest and most effective means of advertising in existence. I happen to know that he is a clever salesman and sends people away talking about his store. There is more good advertising. If this man would go farther and use legitimate mediums in calling public attention to his stock and store his success would be correspondingly increased. Until he does this his success will not be complete. He is not an exemplification of the fact that advertising is not necessary to store success. He is merely an exemplification of the fact that many men do not know how far up the ladder of success they are and pause when they are halfway up, thinking it is the top.

"The store-keeper who does not advertise and tells the customer that this amount is saved to his trade in the price of the goods is—well, he is

mistaken. It is seldom, in ordinary retail trade, that the merchant's advertising account exceeds 2 per cent. of his daily receipts. If he eliminates this expense, it can not make an appreciable difference in the cost to him of conducting his store and a consequent reduction in the retail price of his goods. At the same time it is reducing the volume of his trade while his operating expense remains practically the same. Failure to advertise will not make rent cheaper or reduce one iota the ordinary expenses of store-keeping."

I believe this was sufficient answer to both of these questions and that one question serves as an answer to the other. The best advertising for a store is the store itself properly conducted. The reason the man who apparently does no advertising is successful in a measure is because he has discovered this fact.

Charles Frederick.

Profiting by the disastrous experience which has practically stripped the older settled states of their original magnificent forests, the Interior Department has set aside 6,000 square miles of land in Alaska as a timber reserve. Lumber is an article of such scarcity in Alaska that there has been improvident cutting of trees in the timber belts for mining and building purposes. By establishing a system to enable the lumbermen to use matured trees, without destroying immature growths, the forests may be so conserved as to yield a continuing supply.

We call special attention to our complete line of

## Saddlery Hardware

Quality and prices are right and your orders will be filled the day they arrive.

Special attention given to mail orders.

### Brown & Sehler

Grand Rapids, Mich.

We have good values in Fly Nets and Horse Covers.

BUY OF YOUR JOBBER

ONLY \$3.75

WARRANTED ACCURATE

WEIGHS 2 LBS BY 1/2 OZS

"IMPERIAL" COMPUTING SCALE

SAVES TIME & MONEY

COMPUTES COST OF CANDY FROM 5 TO 60 CENTS PER LB

BEAUTIFULLY NICHE PLATED THROUGHOUT

PELOUZE SCALE & MFG. CO.

118-132 W. JACKSON BOULEVARD, CHICAGO.

ATTRACTIVE CATALOGUE 30 DIFFERENT KINDS OF SCALES



### THE IDEAL 5c CIGAR:

Highest in price because of its quality.

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

## Honeysuckle Chocolate Chips

Center of this Chip is Honeycomb. It is crisp and delicious. The Chocolate is pure. There is nothing better at any price. Send for samples.

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



## FORTUNES IN LEATHER.

## Openings Offered to the Expert in Tanning.

"There's nothing like leather," remarked a Peabody tanner, "but young men do not appreciate the fact. The college-bred youth and the high school graduate usually turn up their noses at the tannery, a place of smells and dirty workmen, but I think they will open their eyes and hold their noses for a moment, when I say that \$10,000 a year is a common salary for the heads of these big tanneries, and that some men are getting over \$50,000 a year for their knowledge of leather and leather-making.

"More than all, the supply of men who know how to tan leather does not meet the demands by any means, and the top notchers in the art and science of tanning practically dictate their own terms to their employers. These conditions are due to a perfectly natural development of carrying and tanning in America, especially New England, which has escaped the public eye.

"Fifteen or twenty years ago American shoemakers used to import great quantities of European leather, especially French kid. But the American tanners have so rapidly improved in leather making, and so scientifically developed their processes of tanning, that they now supply the entire home demand for leather and ship millions of dollars' worth of their goods to Europe every year. The demand for brainy men in the tanneries comes from both American and European tanners.

"I saw lately a letter from a Warsaw tanner asking a manufacturer, known on both continents, to get him a practical American tanner. The Russian had sunk big sums of money trying to learn the American processes by experiment, and was willing to pay a good amount for a few months' instruction by a Yankee.

"Likewise, German manufacturers want American men who know how to tan, and a German manufacturer, who recently visited this country, is now building a factory to carry out American ideas.

"But the great demand for educated tanners is from the rapidly growing American firms. The young man desiring to learn the art (for fine tanning has become more than a commonplace industry), needs a good fundamental education, honesty and intelligence and ambition. Otherwise no tanner wants him. A knowledge of chemistry is always desirable, but the tanner teaches practical chemistry. Almost any big concern will give a bright young man a place, providing he wants to learn the tanning, and will pay him good wages from the start. Once started, the young man advances just as rapidly as he can absorb knowledge.

"He gets a splendid American education, for he meets all classes from the capitalist to the Greek or Armenian in the tanyard, and he also notes the wonders of chemistry, and its process, directed by skilled hands, of converting the hairy hide into the

handsome, silky surfaced, finished leather. If the young man learns well and can make a leather just a little better than somebody else, then he can command his own salary.

"Any progressive firm will employ him, for his leather will always have the preference in the market. His work is in fixed hours, and he has no nerve racking worries and periods of idleness. His knowledge of leather making, usually his secret process, which he has worked out from his experiences or learned from a friend in the business, guarantees him an income for life. The tannery doesn't 'smell' bad to the man winning his daily bread in it, either, and it is a proverb that all tanners die of old age.

"As I have said before, the field is unlimited and offers big opportunities for those who feel law, medicine and other professions overcrowded, and I will close by calling attention to the fact that the man who remarked 'There's nothing like leather' became President."

## Lessons in Honesty.

Colonel B., a popular and successful merchant of A., was one day standing near the grocery counter in his large retail store, where he employed a number of clerks. One of the clerks was serving a customer, who seemed by his appearance to belong to the poorer working class. The customer purchased some rice. The clerk placed the proper weights upon the beam of the scales, then set a paper bag in the scoop. With a small hand scoop he began pouring the rice into the bag, but in doing so allowed part of it to fall into the scale scoop beside the bag. When the beam balanced the clerk lifted the bag from the scoop and tied up the package, leaving more than a tablespoonful of rice in the scoop. This had been weighed to the customer, but had not been given to him. When the customer had gone out, the clerk started to pour this remainder back into the barrel. But his employer, who had been watching the performance, restrained him. "Did you forget to put that into the bag?" he asked. "No, sir, not exactly," replied the clerk; "but a little gain like this once in a while amounts to something in a month." "Do you mean to say that you get a profit and take a toll also?" "Well, sir, yes," answered the clerk, who thought he was making a good showing. "You are taking the first step in a career of roguery," said Colonel B., sternly. "Do you know where this customer lives?" "Yes, sir, about a mile up town in Boykin's alley." "Here is the price of your car fare; wrap this rice in a package, take it to the man, and make your apologies." Colonel B. placed a dime in the crestfallen young man's hands, and walked away.

## Eggs in Cold Storage.

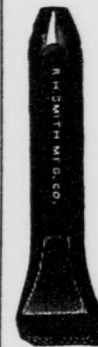
What you see in a cold storage warehouse is a wide, white-washed apartment threaded by a network of pipes which sparkle with frost. The temperature is kept at thirty degrees Fahrenheit by a circulation of brine

which goes on through the pipes exactly as hot water or steam warms our homes in the winter. The air of the storehouse is sweet and wholesome, for it is immaculately clean. With a lack of cleanliness would follow spoiled eggs. Around the room are tiers upon tiers of wooden boxes. Inside these are packed the eggs, layer upon layer, separated by a thickness of cork shavings, then a tray of strawboard, and more shavings. The insides of these boxes are as clean smelling as the storage room. If an egg should break it would immediately freeze, and frozen leakage has no odor.

A glance at the business end of the cold storage egg system is of interest. The busy season for the incoming of eggs begins with February. Then the Southern hens are beginning to lay, and from Kentucky, Louisiana and Texas come the first carloads. The spring creeps slowly up to Kansas, Virginia and the Middle States, so in March come further consignments of eggs from these localities. In April all through the East and the Far West sounds the cheerful cackle which means an egg, or, rather, millions of eggs; then the egg packer and the cold storage man work night and day. It is no unusual occurrence during the busy season for thirty or forty carloads of eggs to be sent out by an egg packer in one week. Each car contains four hundred cases of thirty dozens each, in all probability 140,000 eggs. These are unpacked as promptly as possi-

ble, and quite frequently before the end of the season a thousand carloads, something like 140,000,000 eggs, in all are in readiness for winter consumption.—Good Housekeeping.

It is said that a party of New York capitalists have organized an expedition to make a systematic search for the long-lost King Solomon's mines, in Abyssinia. The ostensible object of the expedition will be to hunt elephants, but the real object is to discover the mines, and as one of the party is a personal friend of King Menelik, it is believed that they will be permitted to go where white men have never been before, at least, since Solomon's time.



Get our prices and try our work when you need

## Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

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

# 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.

## 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, E. P. Andrew.

### His Virtues Extolled and His Troubles Told.

At the recent meeting of the Furniture Association of America, J. J. McCloskey delivered an address on the furniture salesman which contains so many things applicable to all traveling men that the Tradesman is impelled to give it the larger prominence to which it is entitled:

Success may be achieved in several different ways. One is the gain of money, which is a very important basis of success; but there are others. One is the spotless reputation, if one is to live to a ripe old age, loved, honored and respected by those with whom we come in contact.

The burden of the traveling man depends a good deal upon the amount of photographs he carries. Now, if I have to carry Sphink's furniture card photographs, I would say that the burden required a truck. That the mental burden of the traveling man is one he makes for himself, it is needless for me to say here.

Dwelling for a second on the vicissitudes of the traveler's life is the fact that one season he may have a good line of goods and be successful; everything comes his way until some twist of fortune comes, and for a time he is down and out.

The men who save money in the traveling fraternity are few. No matter how much they earn, no matter how faithful they may be to their employers, nor how valuable, they fail to accumulate. We are thinking now of straight traveling men who have to spend a portion of what they earn in paying their own expenses, and that brings me to the great burden of the traveling man. In pretty much all cases, without the necessity of my citing instances, manufacturers of furniture, parlor furniture, upholstery goods, anything you may name, the traveling man has had a miserable eking out of existence for several years. They have never been top notch, never been especially successful with their lines, which, for some reason or other, have not sold as they should. The manufacturer finally decides to hire a traveling man. If he were going to put in a new engine or a new machine for tufting or spend some money with a trade paper for advertising, he would make an appropriation to put it into it and wait for results. If the results were not successful he would merely charge that amount of money to profit and loss, as is customary. The manufacturer engages a traveling man who had been successful in his lines, and who has sold goods as well as anybody could sell them and who has not lost one bit of his ability, but is as tireless in his work as he ever was, and he is handicapped;

the line is not very well known, or if it is well known it is against it. This man takes this line of goods, a small amount of expense money the manufacturer will hand him to take him out to some point to do business, and if the traveling man does not make a success in a week or two weeks with the line that this man has been trying for ten years to make successful, then he is a failure and is called in! The money he has spent is charged to him as overdrawn, simply because the employer made the stuff that would not sell. That, to my mind, is the greatest burden of the traveling man to-day. It is a very simple thing that a man with an established line of goods and an established trade, to continue with that line, all the time selling to the same people, and have a comparatively rosy path, but the aim of the traveling man, and the greatest benefit to be derived from an association of traveling men, is to assist those who are not successful. It is the duty of every successful traveling man to assist those who are not as successful as themselves. And when I say "assist," I want to be taken in the frankest sense of the word—it is to assist them by realizing that they are in the same path and after the same prize that you are after, and that there are profits in it for all; no one or two or ten of us can do all of the business in our respective lines, and this present intercourse is one of the best things for the traveling men to-day.

A little instance occurred to me in New York this spring. A buyer, not well known or a conspicuous buyer, cited an instance of a salesman who called on him. He was unprepossessing; his appearance was not that of an up-to-date salesman; his photograph case was very much out of repair; his conversation was not elevating, but this buyer is conscientious, and he took the trouble to go through the line thoroughly, asking the salesman to quote prices. The result was he got a line of goods that he controls with good results. Nine out of ten buyers, however clever, turn down a new man with a new line. One of the burdens of the traveling man is that he is not known. We all know a good many men who go out convinced that they have a good line of stuff, and they will go into store after store, but they can't call the buyer by name and can rarely get an audience with him, and he plods along and is called a failure, whereas, with the co-operation of the buyer, he would be a success. I admit that if the buyers in some stores looked at all the samples he could not do much else, but there is a way of turning a man down so he will feel that he is on the top of the door mat instead of under it.

Another thing I want to speak of. How many have been in the hotel waiting for the buyer and filling the time by tearing characters to pieces and roasting somebody? We see a new man come in; what is the expression of a great many? "Oh, he is a tramp." If I could not do any-

thing more to-night than to call your attention to that one most objectionable expression and try to get you to drop it when referring to your brother salesman, I should think that I had done some good.

We make some mistakes and we have much to learn. There is no man in the furniture business who has not at some time or other achieved success or failure; there is not a successful traveling man to-day, unless he had the prestige of being the son or brother-in-law of the "main squeeze" of the factory, who has not achieved a failure at some time or other. (Applause.) I want this feeling of charity to exist among traveling men. When you can not help a man, don't hurt him. Don't indulge in "knocking." Let us all try to do the best we can. Let us all try to be helpful. Then everybody will be happy and everybody will get more business.

Another thing I want to speak of, and that is the traveling man who goes out not properly equipped. A man is equipped in several different ways in going out selling goods. One man has a blue serge suit dress coat. He is right as far as the coat. Another still has the latest alligator bag. That's the best bag on the road. Another has the newest style of photographs; prints really worth looking at. But where he is "shy" on his equipment is that he does not know his own stock, and that is an awful burden to go out on the road with. A man must be posted on his goods or he can't be really successful. There was a man traveling for a house—I don't mention names—selling chamber suits. His employer went to Boston to meet him at the close of the day, and they had lunch together. The employer asked why business was so flat. The salesman said he didn't have the right kind of stock; the trade was all right. "What do you think is the right stock?" he asked the salesman. "Just come with me and I will show you," was the answer, and they went down to a store, and the traveling man said, pointing to the big show windows, "There, that's the kind of stuff. You make that kind of stuff and it will sell." "Why, you jackass, we do make that kind of stuff. We make that very stuff. That's our suite!" That man had been carrying the photo-

graph for three months and had never discovered it!

Good temper is necessary for the retail salesman. If it is necessary for a retail salesman, it is certainly necessary for a wholesale salesman. When you find, as I have found to-day, and, in fact, have found in every exposition we have had, buyers who come in and ask the price, ask you questions which you answer in a gentlemanly way; then you ask them where they are located. "We are in the furniture business. What would I be doing in here if I were not a furniture man?" (Laughter.) Now it may be possible that man is in the trade. He is pretty sharp. It may be that he has the sheriff after him. There may be some good reason that he does not want to give his name. He has got to give his name to the credit man if he wants to do any business, and he might as well give it to the salesman.

Another thing that will lighten the burden of the traveling salesman is an unlimited bank account. Now, when I first set out I was not going to speak of the duties of the traveling men, because I was not going to attempt to start a kindergarten for traveling salesmen. But I will digress a little from my original resolution to say the traveling men who start out on the road invariably think that they have the hardest line of merchandise there is to sell. Everybody else makes better prices; everybody else delivers their stuff; everybody else makes better goods for lower prices; the dealer has absolutely no trouble with the goods of any manufacturer but theirs! It is only by very wonderful salesmanship that they are ever able to make a sale! I want to tell the traveling men my experience, and it is this: That when you see a buyer he gives you all the

When in Detroit, and need a MESSENGER boy send for

### The EAGLE Messengres

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.

## IT COSTS YOU NOTHING

To investigate the following stock:

### JUPITER GOLD MINING COMPANY

CAPITAL, \$1,000,000

Shares \$1.00 par value; treasury reserve, 400,000 shares. Property all paid for; equipped with a complete 25 stamp mill.

A limited amount of stock for sale at 25c a share.

WRITE FOR PROSPECTUS

J. A. ZAHN, FISCAL AGENT

1319 MAJESTIC BUILDING  
DETROIT, MICH.



points of your line and will make you feel like thirty cents, if he can. You should know all the merits of your own line and also the defects.

But you feel pretty bad, and you blame it all on the line or on that son-of-a-gun who doesn't know how to make the stuff. What's the use of spending good "dough" sending this kind of stuff? asks the buyer. But if you could come back in spiritual form and hear the laying-out your competitor gets you would swell up so that you would need a steel band around your chest! Know your line first! Know your line better than anyone else can know it, you will not have any trouble about your competitor's stuff.

I hope I will be forgiven for saying anything disparaging of the buyers. If I have, I tell you that if some of the buyers to-day lived in the times of Ananias, they would be batting four hundred to Ananias' one twenty-five. (Laughter.) Another thing I want to insist on, that traveling men, and I am not looking at anyone in particular, in fact, I am not trying to look at anyone in particular, that there should not be any India rubber prices. (Laughter.) That is one of the greatest burdens of the traveling man, and that is one of the greatest evils that he has to contend with. If you will show me a house that gets four or five prices for its product. I will show you a house that is skinning their traveling men every chance they get. (Laughter.) That is one of the burdens of the traveling man who is spending money to make business for his concern; he is entitled to all the emoluments and profits coming from his territory. That is one of the greatest evils that the traveling man is up against. The only way to abolish that and to get at the foundation is to insist on your houses having one price. If you have one price and your customer knows that he can buy goods from you at as favorable prices as he can buy them from the house, he is going to give you a fair show.

Some of the traveling men in the furniture trade have an enviable position, for he is pleasantly situated between the manufacturer and buyer. He has an unenviable position from another standpoint, for, no matter how trade goes, the traveling man is the one who suffers most. If trade is good, the factory is glutted with orders and you are called off the road. The progress of a traveling man on the road is slow; he doesn't achieve success the first year, nor the second, sometimes not the tenth. If he is successful for a few years he is establishing a trade for another party. You are building up a dividend paying business that will live after you are dead and gone. You are making a legacy to bequeath to some one who will work in your territory.

I want to appeal to the manufacturer and employer of traveling men in this way. Imagine yourselves a traveling man and try and appreciate what it would mean to him to allow him in some way to share in your

prosperity. Let him in some way feel that if he works with all his vim, if he gives the best years of his life to build up your business, that when he has passed life's meridian, and has no longer that fire and spirit which helped to make your success, that you will do something that will protect him in his old age.

While I am on this subject I want to bring up before you a suggestion. It has been in my mind for a length of time, and that is, a furniture travelers' club. With all due respect to the retailers and to the President of this organization, that is one organization where we don't want the manufacturer and we don't want the retailer. We would like to have a traveling men's club, where we could get together and talk over different things; get better acquainted, discuss ways and means whereby we may get a part of the prosperity that is falling on this land in these prosperous times. I hope that at some subsequent meeting the traveling men can do something of this kind.

There are plenty of ways in which the employer may help the employe, and it did me good when a manufacturer here told of the way he treated his employes. He showed that all hearts were not stultified with greed, and it showed that there is a feeling of humanity that should be fostered and extended as much as possible. This feeling of humanity should exist between each and every traveling man for each and every other traveling man, and it is the pleasantest and easiest thing in the world to speak pleasantly to others, and especially to speak pleasantly of them. If every traveling man here would resolve himself into an anti-kicking committee of one, then the burden of every traveling man would be lightened. (Applause.)

I thank you, gentlemen, for your kind attention, and I wish to apologize for having taken up so much of your time. If I have said anything that has done good, I am glad. There was once an Irishman who was passing a field. He was full of happiness. There was a great, fierce bull there. He looked at the bull, and said, "Glory be to God, but what a fine thing it would be if I were to jump the fence, take the bull by the horns and rub his nose in the dust." Carried away with the thought, he rolled on the ground with laughter and kicked up his heels, and had a corking good time for about five minutes, and then he started for the wall, climbed up, and—well, he came back! He landed with emphasis, and with a pained look he said, "What a lucky thing I had my laugh first!"

Out in Arkansas they have a man who is promoting the cause of good roads in an effective way. He is offering to duplicate any sum, up to \$2,000, that good roads enthusiasts in any locality may offer up to a certain date. His offer has excited great interest and has given road building a remarkable impetus. Some man like Rockefeller might take up this idea and give us universal good roads before the millennium.

**Gripsack Brigade.**

W. L. Ballard (Herold-Bertsch Shoe Co.) has pulled up stakes in Grand Rapids and removed his family to Northville, which is located in about the center of his territory.

Carson City Gazette: B. D. Clement, a former resident here, is now traveling in the interest of the Central Michigan Produce Co., of Alma, introducing cream separators.

The Bradley & Metcalf Co. writes the Tradesman that it has secured the services of Floyd Roberts, who will hereafter represent that house in this State. Mr. Roberts has been identified for several years with William Richardson Co., of Hornellsville, N. Y. He has removed to this city and will make his headquarters at the corner of Lake and Robinson avenues.

Erastus Shattuck (Clapp Clothing Co.) sustained an accident at Osseo on Aug. 16 which will keep him off the road for a fortnight or more. In assisting the driver to load his trunks into a wagon, one of them slipped and crushed his left foot so severely that he has been obliged to navigate with the help of crutches. He expects to resume his regular visits to his trade next Monday.

Kalamazoo Gazette-News: Selz, Schwab & Co., of Chicago, the largest manufacturers of shoes in America, have their eyes on Kalamazoo as a good point at which to locate their goods. P. H. Carroll, a representative of the company, and one of the best known and most popular shoemen in Michigan, has received a communication from the Secretary of the company requesting that he obtain for them all information necessary as to Kalamazoo as a suitable point for a big shoe factory and also to put the company in communication with parties here who would assist in furthering the project.

**The Last Picnic of the Season.**

The Committee on Arrangements of Grand Rapids Council, No. 125, have sent out the following circular letter to the members of that organization:

Dear Brother—You and your woman and all your folks are invited to the last United Commercial Travelers' picnic that is going to be given this year.

It's going to be Saturday, August 29, and don't forget it. We are going to have it down the river and the most fun ever.

Railroad trains and interurban cars try to pass on the same track, so we cut them out. Scows don't, so we are going to use scows. The Alledale Timber Co. owns them most of the time, but we own them Aug. 29, and the steam barge to tote 'em along. Wear your old clothes, we'll be all alone, bring basket fodder for roughing it only enough for one meal (12 o'clock), the stuff all farmers like. Tell the wimmen folks to bring their umbrells and dishes, including knives and forks. We'll furnish coffee and water.

Our Cunard liner will leave the foot of Wealthy avenue (as we don't need that with us) at 10 o'clock sharp. Be there then or forever get left. You

and yours take Grandville avenue cars to Wealthy avenue, get off after the car stops and walk three blocks to the river. We'll be there.

This extravagance will cost you 30 cents a piece, for the river end of it. Children under 12 years old for nothing. Those that don't know any more than to be 12 years, full fare (seats free).

We'll be back about 7:30 p. m.

Pay your fare to the conductor on the boat.

Nuff sed.

A series of experiments is being made by the Department of Agriculture to determine how long seeds of various kinds will retain their power of germination if they are buried in the ground. The experiments are to be made in the most systematic manner, the burying having been done at the Arlington farm last December. The seeds were packed with dry clay in porous clay pots, covered with saucers and were buried at various depths, from 6 inches to 3½ feet. There are upward of 3,000 pots, more than 100 kinds of seed being represented. Tests are to be made at the end of various years, from one to fifty. One of the officials of the Department recently reported a case in which seeds responded to germination tests after being buried for twenty years.

Wireless telegraphy which enables passengers on ocean steamers to keep in communication with friends at home, has its disadvantages as well as its advantages. By the use of this new invention the other day a young man aboard the Campania was able to effect a loan of \$50 from his mother, whom he had left behind. The incident is interesting as foreshadowing the era when there will be no such thing as isolation on sea or land and when there will be no possible escape from every-day vexations and annoyances.

A machine for measuring human thoughts and feelings has been invented by Elmer Gates, of Washington, D. C., who has been granted a patent thereon by the Government. The machine is said to register the effect on the body of various states of emotion. By means of it perhaps people will be able to know exactly the extent of their enjoyment or their grief, as the case may be. Degrees of pleasure and of sorrow may eventually be expressed by figures instead of adjectives.

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.

## Drugs--Chemicals

### Michigan State Board of Pharmacy

WIRT P. DOTY, Detroit	Term expires
CLARENCE B. STODDARD, Monroe	Dec. 31, 1903
JOHN D. MUIR, Grand Rapids	Dec. 31, 1904
ARTHUR H. WEBBER, Cadillac	Dec. 31, 1906
HENRY HAIM, Saginaw	Dec. 31, 1907

President, HENRY HAIM, Saginaw.  
Secretary, JOHN D. MUIR, Grand Rapids.  
Treasurer, W. P. 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.

### Extraction of Perfumes.

The extraction of the perfume from flowers, such as jasmine, tuberose, violet and cassia, has long been carried out by the process of enfleurage, the blossoms being left in contact with purified lard for a few days and then replaced by fresh blossoms. The lard is either sold as such, or the essential oil may be extracted from it by melting it under strong alcohol.

As the process of enfleurage is somewhat tedious, attempts have frequently been made to extract the oil directly from the flowers by means of light petroleum; but these processes have not, as a rule, proved successful, and it has recently been found that a very large proportion of the perfume is actually produced for the first time in the blossoms during the time occupied by the enfleurage.

An interesting illustration of this is given by Dr. Albert Hesse in a recent number of the "Berichte," in which he states that a ton of tuberose blossoms yielded only sixty-six grams of oil when extracted with light petroleum, but during enfleurage yielded 801 grams of oil to the fat in which they were embedded, while a further seventy-eight grams remained in the faded blossoms and could be separated by extraction or distillation. It thus appears that eleven times as much perfume is produced during enfleurage as is originally present in the flowers, and that even after enfleurage the exhausted flowers contain more perfume than when first gathered.

### Malted Milk Muddle.

The trade has been much interested in the legal efforts of the Horlick Company to obtain a monopoly in the manufacture and sale of an article they originated. Two actions have been tried, one in the United States Circuit Court, and the other with the U. S. Court of Appeals. In both cases the Horlick's lost. They now have the option of appealing to the U. S. Supreme Court for a final hearing, but have not yet announced whether they will or not.

One of the mistakes of the Horlick Company was in putting the word "Patented" on their labels when, in reality, they had none. Another question was whether the term "Malted Milk" was descriptive, suggestive, or deceptive. As a rule, the courts will not give a monopoly to a descriptive or deceptive name, and a number of prominent cases have been lost in this way. With a suggestive name the question may be

occasionally different. The English courts have, however, recently decided that "Vaseline" is not a valid trade mark, for the reason that it is suggestive, although to many the suggestion is very remote.

It is a well known fact that the term "Malted Milk" is not correctly descriptive, as in reality it is not a "Malted" milk. There has never been such a thing as Malted Milk, as it is impossible to make a malt out of milk.

The Government offers protection for a limited term on all new inventions and improvements. If a manufacturer refuses to take advantage of this, it is very difficult for him to secure a perpetual monopoly on a product, or the name of it, by legal methods. When an inventor takes the Government protection for seventeen years, at the end of that time the parts protected, including the name, become public property.

It is a very doubtful problem as to whether any kind of a name can be maintained as a trade mark. The common law, however, protects various "brands" from counterfeiting, unlawful competition, imitation, etc., that would deceive the public. The best way to secure a perpetual monopoly of an article is the use of a design or trade mark, as the "Anchor" milk, or the use of a name, as "Price's" Pellets. Such names should be limited to one or two words in order to get the most effect with the least friction and expense.—Medical and Drug Advertiser.

### Trimming Drug Store Windows.

It is no uncommon thing to find a drug store that does about everything else, but neglects the show window. Still more common is the store that puts forth a bang-up good trim and then lets it stand so long it grows hopelessly stale. You do not get all you ought to out of your business, unless you make your windows so interesting that your town's people will learn to glance in every time they walk by, sure of seeing there something timely and interesting.

Better a few well chosen articles with plain prices on them and a new showing every day or two, than a costly trim that is too nice to change. The trimmer should be ambitious to win the approval of the more artistic people in his community, but he should keep constantly in mind the fact that the windows are to sell goods and not to exhibit his artistic ability.

Window displays, like advertisements, must be kept fresh. It is a good idea to make a feature of some particular line and to give such emphasis to this line, that it will be especially impressed on the observer. To simplify the arrangement of the show window, it is well to have either mirrors or fancy backgrounds. If the mirrors are too expensive you can pleat the background with cheese-cloth, so it will not require to be changed more than once in six or eight weeks. With the background provided for, it is a very simple matter to trim the window.

Thomas W. McLain.

### The Drug Market.

Opium—Is very firm and tending higher. Primary markets have advanced and it is now costing more to import than the asking price of our large Eastern markets. A war in Turkey, which looks very likely at this time, will probably advance the price to very much over present cost.

Morphine—Is unchanged but very firm.

Quinine—Is steady.

Alcohol—Distillers have reduced the price basis for spirits, but as yet alcohol is unchanged.

Wood Alcohol—There seems to be a fight on among refiners, and we note two declines. The price is now 50c in barrels, 55c in half barrels, inclusive, and 60c in smaller quantities, package extra.

Collanial Spirit—Is also reduced another 10c per gallon, making barrel price \$1.25, with the usual advance for smaller quantities. It looks like a good purchase at present price.

Blue Vitriol—Is tending higher on account of higher price for copper.

Russian Cantharides—Are higher on account of advance in the primary market.

Cocaine—The advance by two manufacturers is well maintained. Others are only selling limited quantities at the lower price. Crude material is very much higher and it is believed that all manufacturers will be on a higher price basis shortly.

Cuttle Bone—On account of competition among holders, is lower.

Coumarin—Is in better supply and lower.

Menthol—There is no further change to be noted. To arrive later it is quoted lower.

The hurricanes in Jamaica have ruined crops of a great many articles and prices are advancing, particularly essential oils from spice.

Oil of Roses—On account of expected large crop has declined, but owing to the unsettled condition in Bulgaria, no lower prices are looked for.

Oil Peppermint—Is declining each week in the face of reported short crop.

Oil Tanzy—Is lower, on account of larger stocks.

Arnica Flowers—Are very firm and tending higher.

Gum Arabics—Never were so cheap. All kinds are being sold at very attractive prices.

Buchu Leaves—Are dull and lower.

Linseed Oil—Is firm, on account of higher price for seed.

Sunflower Seed—Has advanced and is scarce.

Carmine No. 40—Has been advanced.

Cape Aloes, True—Are higher.

### Pharmaceutical Slot Machines.

The latest thing in Paris is a penny-in-the slot doctor machine, which is made to represent a doctor with a big wig after the fashion of the old-time European physician. It has a dozen openings representing as many diseases and appropriate remedies. The boy with a toothache puts in his coin and has fired

at him a piece of dental wax; the banker with indigestion puts in his sou and receives a dyspepsia tablet; the lass with a headache gets a powder, and so on through the list of the twelve most common ailments.

## The Jennings Perfumery Co.'s Specials

### Dorothy Vernon

A distinctively new perfume.

### Magda

The Queen of all perfumes.

### La Budda

The popular trefle perfume.

Sold by

Hazeltine & Perkins Drug Co.  
Grand Rapids, Mich.

Farrand, Williams & Clark  
Detroit, Mich.

Mooney Mueller Drug Co.  
Indianapolis, Ind.

## Our Holiday Line

Will be ready for buyers wishing to take advantage of the

### Buyers' Excursion

Aug. 24 to 29, 1903  
both days inclusive

We have displayed in our Sample Rooms 29, 31, 33 N. Ionia street complete lines of the following:

Albums, Autographs, Scrap Books, Toilet Cases, Cuff and Collar Boxes, Necktie, Glove and Handkerchief Cases, Manicure Sets, Shaving Sets, Work Boxes, Fancy Celluloid Novelties, Dolls, Toys, Games, All Kinds of Books, Diaries, and an endless variety of suitable articles for the holiday trade.

We make liberal expense allowance to purchasers. We extend a cordial invitation to the trade to make our store headquarters.

Grand Rapids Stationery Co.  
Grand Rapids, Mich.



WHOLESALE DRUG PRICE CURRENT

Advanced—Cape Aloes, Cantharides.  
Declined—Buchu Leaves

<b>Acidum</b>	<b>Contum Mac.</b>	<b>Sellae Co.</b>	
Aeotheum..... 50 75	Copalba..... 1 15 1 25	Tolutan..... 2 50	
Benzolium, German. 70 75	Cubeba..... 1 35 1 35	Prunus virg..... 2 50	
Boracic..... 2 17	Ercehitos..... 1 50 1 80		
Carbolicum..... 32 27	Rigeron..... 1 00 1 10	<b>Tinctures</b>	
Citricum..... 40 42	Gaultheria..... 2 30 2 40	Aconitum Napellis R..... 60	
Hydrochlor..... 30 5	Geranium, ounce..... 50 75	Aconitum Napellis F..... 50	
Nitricum..... 80 10	Gossypil, Sem. gal..... 50 60	Aloes..... 80	
Zralcum..... 12 14	Hedera..... 1 80 1 85	Aloes and Myrrh..... 80	
Phosphorium, dil..... 15	Junipers..... 1 50 2 00	Arnica..... 50	
Sallycium..... 42 45	Limonula..... 1 50 2 00	Assafetida..... 50	
Sulphuricum..... 1 1/2 1/2	Limonul..... 30 2 00	Atrope Bell..... 50	
Tannicum..... 1 10 1 20	Mentha Piper..... 3 25 3 55	Aurant Cortex..... 50	
Tartaricum..... 38 40	Mentha Verid..... 5 00 5 50	Benzoin..... 50	
	Morrhuae, gal..... 5 00 5 25	Benzoin Co..... 50	
	Myrcia..... 4 00 4 50	Barosma..... 50	
	Olive..... 75 3 00	Cantharides..... 75	
	Piela Liquidia..... 10 12	Castor..... 1 00	
	Piela Liquidia, gal..... 35	Catechu..... 50	
	Ricina..... 90 94	Cinchona..... 50	
	Rosmarin..... 1 00	Cinchona Co..... 50	
	Rosae, ounce..... 6 50 7 00	Cinchona..... 50	
	Suocini..... 40 45	Columba..... 50	
	Sabina..... 30 2 40	Cubeba..... 50	
	Santal..... 2 75 3 00	Cassia Acutifol..... 50	
	Sassafras..... 80 85	Cassia Acutifol Co..... 50	
	Sinapis, ess. ounce..... 2 85	Digitalis..... 50	
	Tigil..... 1 50 1 60	Ferr Chloridum..... 50	
	Thyme..... 40 50	Gentian..... 50	
	Thyme, opt..... 1 80	Gentian Co..... 50	
	Theobromas..... 15 20	Gulaca..... 50	
		Gulaca ammon..... 50	
		Hyoscyamus..... 50	
		Iodine..... 75	
		Iodine, colorless..... 75	
		Kina..... 50	
		Lobelia..... 50	
		Myrrh..... 50	
		Nux Vomica..... 50	
		Opl..... 50	
		Opl, comphorated..... 50	
		Opl, deodorized..... 1 00	
		Quassa..... 50	
		Rhatany..... 50	
		Rhel..... 50	
		Sanguinaria..... 50	
		Serpentaria..... 50	
		Stromonium..... 50	
		Tolutan..... 50	
		Valerian..... 10	
		Veratrum Veride..... 10	
		Zingiber..... 20	
		<b>Miscellaneous</b>	
		Aether, Spts. Nit. F..... 30 35	
		Aether, Spts. Nit. 4 F..... 34 38	
		Alumen..... 2 1/2 3	
		Alumen, gro'd. po. 7..... 3 4	
		Annatto..... 40 50	
		Antimon, po..... 40 5	
		Antimon et Potass T..... 40 50	
		Antipyrin..... 2 20	
		Antifebril..... 2 20	
		Argenti Nitrat, oz..... 42	
		Arsenicum..... 10 12	
		Balm Gilead Buds..... 40 50	
		Bismuth S. N..... 2 20 2 30	
		Caetum Chlor., is..... 2 9	
		Caetum Chlor., 1/4s..... 2 10	
		Caetum Chlor., 1/2s..... 2 12	
		Cantharides, Rus. po..... 2 15	
		Capsicil Fructus, af..... 2 15	
		Capsicil Fructus, po..... 2 15	
		Caryophyllus, po. 15..... 12 14	
		Carmine, No. 40..... 3 00	
		Cera Alba..... 50 60	
		Cera Flava..... 40 42	
		Coccus..... 2 40	
		Cassia Fructus..... 2 35	
		Centraria..... 2 10	
		Cetaceum..... 2 45	
		Chloroform..... 50 60	
		Chloroform, squibbs..... 1 10	
		Chloral Hyd Crst..... 1 35 1 60	
		Chondrus..... 20 25	
		Cinchonidine, P. & W..... 38 48	
		Cinchonidine, Germ..... 38 48	
		Cocaine..... 4 50 4 75	
		Cork, list, dis. pr. ot..... 75	
		Creosotum..... 2 45	
		Creta..... 2 2	
		Creta, bbl. 75..... 2 5	
		Creta, prep..... 2 5	
		Creta, precp..... 2 11	
		Creta, Rubra..... 2 8	
		Crocus..... 38 40	
		Cudbear..... 2 24	
		Cupri Sulph..... 6 4 8	
		Dextine..... 75 92	
		Ether Sulph..... 2 8	
		Emery, all numbers..... 2 8	
		Emery, po..... 2 8	
		Ergota..... 85 90	
		Flake White..... 12 15	
		Galla..... 2 28	
		Gambler..... 80 9	
		Gelatin, Cooper..... 2 80	
		Gelatin, French..... 35 60	
		Glassware, flint, box..... 75 5	
		Less than box..... 75 5	
		Glue, brown..... 11 13	
		Glue, white..... 15 25	
		Glycerina..... 17 4 25	
		Grana Paradisi..... 2 25	
		Humulus..... 25 55	
		Hydrarg Chlor Mite..... 2 1 00	
		Hydrarg Chlor Cor..... 2 90	
		Hydrarg Ox Rub'ma..... 2 1 10	
		Hydrarg Ammonlati..... 2 1 20	
		Hydrarg Unguentum..... 50 60	
		Hydrargyrum..... 2 85	
		Ichthyobolia, Am..... 85 70	
		Indigo..... 75 1 00	
		Iodine, Resubl..... 3 40 3 80	
		Iodoform..... 3 80 3 85	
		Lupulin..... 2 50	
		Lycopodium..... 55 70	
		Maceis..... 55 75	
		Liquor Arsen et Hydrarg iod..... 2 25	
		Liquor Potass Arsenit..... 10 12	
		Magnesia, Sulph..... 2 3	
		Magnesia, Sulph, bbl..... 1 1/2	
		Mannis, S. P..... 75 80	

Menthol..... 7 00 7 25	Seidlitz Mixture..... 20 22	Linseed, pure raw..... 85 39
Morphia, S. P. & W. 2 35 2 60	Sinapis..... 2 18	Linseed, boiled..... 57 40
Morphia, S. N. Y. Q. 2 35 2 60	Sinapis, opt..... 2 30	Neatsfoot, winter str..... 65 70
Moschus Canton..... 2 35 2 60	Snuff, Maccaboy, De..... 2 41	Spirits Turpentine..... 57 63
Myristica, No. 1..... 38 40	Snuff, Scotch, De Vo's..... 2 41	
Nux Vomica, po. 15..... 2 10	Soda, Boras..... 9 11	<b>Paints</b> BBL. L
Os Sepia..... 25 28	Soda, Boras, po..... 9 11	Red Venetian..... 1 1/2 2 2 1/2
Pepsin Saac, H. & P. D Co..... 2 1 00	Soda et Potass Tart..... 2 30 30	Ochre, yellow Mars..... 1 1/2 2 1/2
Piela Liq. N. N. 1/4 gal. doz..... 2 2 00	Soda, Carb..... 1 1/2 2 2	Ochre, yellow Ber..... 1 1/2 2 1/2
Piela Liq., quart..... 2 1 00	Soda, Bi-Carb..... 3 2 5	Putty, commercial..... 2 1/2 2 1/2
Pil Hydrarg..... po. 80..... 2 35	Soda, Ash..... 3 1/2 4 2	Putty, strictly pure..... 2 1/2 2 1/2
Piper Nigra..... po. 22..... 2 18	Soda, Sulphas..... 2 2	Vermillon, Prime American..... 1 30 1 75
Piper Alba..... po. 35..... 2 30	Sps. Cologne..... 2 2 60	Vermillon, English..... 70 75
Plix Burgun..... 2 7	Sps. Ether Co..... 50 55	Green, Paris..... 14 18
Plumbi Acet..... 10 12	Sps. Myrcia Dom..... 2 2 00	Green, Pennsular..... 1 30 1 16
Pulvis Ipeacac et Opl..... 30 1 50	Sps. Vini Rect. bbl..... 2 2	Lead, red..... 8 1/2 7
Pyrethrum, boxes H. & P. D. Co., doz..... 2 75	Sps. Vini Rect. 1/2 bbl..... 2 2	Lead, white..... 8 1/2 7
Pyrethrum, pv..... 25 30	Sps. Vini Rect. 10 gal..... 2 2	Whiting, white Span..... 2 90
Quassa, S. P. & W..... 2 62 36	Sps. Vini Rect. 5 gal..... 2 2	Whiting, gliders'..... 2 95
Quinia, S. German..... 2 62 36	Strychnia, Crystal..... 90 1 15	Whiting, Paris, Amer..... 2 1 25
Quinia, N. Y..... 2 62 36	Sulphur, Subl..... 2 4 4	Whiting, Paris, Eng. cliff..... 2 1 48
Rubia Tinctorum..... 12 14	Sulphur, Roll..... 2 1/2 3 1/2	Universal Prepared..... 1 10 1 20
Saccharum Lactis pv..... 20 22	Tamarinds..... 8 10	
Salacon..... 4 50 4 75	Terebenth Venice..... 28 30	<b>Varnishes</b>
Sanguis Draconis..... 40 60	Theobromae..... 42 50	No. 1 Turp Coach..... 1 10 1 20
Sapo M..... 12 14	Vanilla..... 9 00 16 00	Extra Turp..... 1 60 1 75
Sapo W..... 10 12	Zinc Sulph..... 7 8	Cosch Body..... 2 75 3 00
Sapo G..... 2 15		No. 1 Turp Furn..... 1 00 1 15
		Extra Turk Damar..... 1 50 1 60
		Jap. Dryer, No. 1 Turp..... 70 70



THE ARRANGEMENTS for the exhibition of our Holiday Line throughout Michigan were completed before it was definitely decided to have a buyers' excursion for Grand Rapids this season, therefore we can not display our samples here until Sept. 12th. Our sample line is the largest and most complete ever shown in this state, and can be seen as usual in the Blodgett building, opposite our store, any time between Sept. 12th and Nov. 1st. During the week of Michigan's Best Fair, Sept. 14th to 18th, there will be many attractions in Grand Rapids. Attend the Fair and place your order for Holiday Goods and Druggists' Sundries at the same time. Make our store your headquarters.

Yours truly,  
HAZELTINE & PERKINS  
DRUG CO.

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.

ADVANCED

- Flour
Rolled Oats
Brazil Nuts

DECLINED

- Picnic Hams
Bacon
Clear Back Pork
Pearl Barley

Index to Markets
By Columns

Table with columns A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, V, W, X, Y listing various grocery items and their market status.

Table with columns 1, 2, 3 listing prices for items like Axle Grease, Bath Brick, Brooms, Candles, Canned Goods, Carbon Oils, Cheese, Cracker, and various oils.

Table with columns 4, 5, 6 listing prices for items like Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Shrimps, Strawberries, Tomatoes, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, and various other goods.

Table with column 7 listing prices for items like Cotton Windsor, Cotton Braided, Galvanized Wire, Cocoa, Cocoa Shells, Coffee, and various other commodities.

Table with column 8 listing prices for items like Oatmeal Crackers, Oatmeal Wafers, Orange Crisp, Orange Gem, Penny Cake, Pilot Bread, Pretzels, Sugar Cake, Sugar Biscuit Square, Sultanas, Tutti Frutti, Vanilla Wafers, Vienna Crimp, Dried Fruits, Apples, California Prunes, Currants, Lemons, Raisins, Farinaceous Goods, Beans, Rolled Oats, and various other products.

Table with column 9 listing prices for items like Dressed Pork, Loin, Boston Butts, Ham, Leaf Lard, Mutton, Veal, Gelatine, Knox's Sparkling, Knorr's Acidulated, Plymouth Rock, Nelson's, Cox's, Grain Bags, Grains and Flour, Wheat, Winter Wheat Flour, Local Brands, Patents, Straight, Second Straight, Clear, Graham, Buckwheat, Rye, Spring Wheat Flour, Clark-Jewell-Wells Co.'s Brand, Pillsbury's Best, and various other flour and grain products.



Table 6: METAL POLISH, OLIVES, PIPES, PICKLES, POTASH, PROVISIONS, BARRELED PORK, Sausages, Beef, Pigs' Feet, Casings, Uncolored Butterine, Canned Meats, RICE, Domestic, Imported.

Table 7: SALAD DRESSING, SALSERATUS, SAL SODA, SALT, Diamond Crystal, Common Grades, Warsaw, Solar Rock, Common, SALT FISH, Trout, Mackerel, Whitefish, SEEDS, SHOE BLACKING, SOAP, Gunpowder, Young Hyson, Oolong, Formosa, Amoy, English Breakfast, India, Ceylon, TOBACCO, H. & P. Drug Co's brands, A. B. Wrigley brand, Good Cheer, Old Chester.

Table 8: Scouring, Enoch Morgan's Sons, Sapollo, SODA, SNUFF, Pure Ground in Bulk, STARCH, Common Gloss, SYRUPS, SUGAR, DOMINO, Cut Leaf, Crushed, Powdered, XXXX Powdered, Fine Granulated, Mould A, Diamond A, Confectioner's A, No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Table 9: Fine Cut, adillac, sweet Loma, Hiawatha, Hiawatha, 10 lb. palls, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Red Cross, Plug, Palo, Kyoto, Hiawatha, Battle Axe, American Eagle, Standard Navy, Spear Head, Nobby Twist, Jolly Tar, I. T. Honesty, J. T. Honesty, Piper Heldsick, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Smoking, Sweet Core, Flat Car, Great Navy, Warpath, Bamboo, I X L, 5 lb., I X L, 16 oz. palls, Honey Dew, Gold Block, Chips, Klin Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum Yum, 1 lb. palls, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1 lb., Plow Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Food XXXX, Good Indian, Self Binder, Silver Foam, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium, Wool, 1 lb. balls, VINEGAR, Malt White Wine, 40 grain, Malt White Wine, 80 grain, Pure Cider, B. & B. brand, Pure Cider, Red Star, Pure Cider, Robinson, Pure Cider, Silver, WASHING POWDER, Diamond Flake, Gold Brick, Gold Dust, regular, Gold Dust, 5c, Kirkoline, 24 lb., Pearline, Soapline, Rabbit's 1776, Roseline, Armour's, Nine O'clock, Wisdom, Scourline, Rub-No-More, WICKING, No. 0, per gross, No. 1, per gross, No. 2, per gross, No. 3, per gross, WOODENWARE, Baskets, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow Clothes, large, Willow Clothes, medium, Willow Clothes, small, Bradley Butter Boxes, 2 lb. size, 24 in case, 3 lb. size, 16 in case, 5 lb. size, 12 in case, 10 lb. size, 6 in case, Butter Plates, No. 1 Oval, 250 in crate, No. 2 Oval, 250 in crate, No. 3 Oval, 250 in crate, No. 5 Oval, 250 in crate, Churns, Barrel, 5 gals., each, Barrel, 10 gals., each, Barrel, 15 gals., each, Clothes Pins, Round head, 5 gross box, Round head, cartons, Egg Crates, Humpty Dumpty, No. 1, complete, No. 2, complete, Faucets, Cork lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Cedar, 8 in.

Table 10: Mop Sticks, Trojan spring, Eclipse patent spring, No 1 common, No. 2 patent brush holder, 12 lb. cotton mop heads, Ideal No. 7, Palls, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, Cedar, all red, brass bound, Paper, Eureka, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tubes, 20-inch, Standard, No. 1, 18-inch, Standard, No. 2, 16-inch, Standard, No. 3, 18-inch, Cable, No. 1, 18-inch, Cable, No. 2, 16-inch, Cable, No. 3, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Wash Boards, Bronze Globe, Dewey, Double Acorns, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 11 in. Butter, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted 13-15-17, Assorted 15-17-19, WRAPPING PAPER, Common Straw, Fiber Manila, white, Fiber Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short count, Wax Butter, full count, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Cream, 3 doz., Yeast Foam, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, White fish, Trout, Black Bass, Halibut, Cliscons or Herring, Bluefish, Live Lobster, Botted Lobster, Cod, Haddock, No. 1 Pickrel, Pike, Perch, Smoked White, Red Snapper, Col River Salmon, Mackerel, OYSTERS, Cans, F. H. Counts, Extra Selects, Selects, Perfection Standards, Anchors, Standards, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskins, green No. 1, Calfskins, green No. 2, Calfskins, cured No. 1, Calfskins, cured No. 2, Steer hides 60 lbs. or over, Cow hides 60 lbs. or over, Pelts, Old Wool, Lamb, Shearings, Tallow, No. 1, No. 2, No. 3, No. 4, No. 5, No. 6, No. 7, No. 8, No. 9, No. 10, No. 11, No. 12, No. 13, No. 14, No. 15, No. 16, No. 17, No. 18, No. 19, No. 20, No. 21, No. 22, No. 23, No. 24, No. 25, No. 26, No. 27, No. 28, No. 29, No. 30, No. 31, No. 32, No. 33, No. 34, No. 35, No. 36, No. 37, No. 38, No. 39, No. 40, No. 41, No. 42, No. 43, No. 44, No. 45, No. 46, No. 47, No. 48, No. 49, No. 50, No. 51, No. 52, No. 53, No. 54, No. 55, No. 56, No. 57, No. 58, No. 59, No. 60, No. 61, No. 62, No. 63, No. 64, No. 65, No. 66, No. 67, No. 68, No. 69, No. 70, No. 71, No. 72, No. 73, No. 74, No. 75, No. 76, No. 77, No. 78, No. 79, No. 80, No. 81, No. 82, No. 83, No. 84, No. 85, No. 86, No. 87, No. 88, No. 89, No. 90, No. 91, No. 92, No. 93, No. 94, No. 95, No. 96, No. 97, No. 98, No. 99, No. 100.

Table 11: Wool, Washed, fine, Washed, medium, Unwashed, fine, Unwashed, medium, CONFECTIONS, Stick Candy, Standard, Standard H. W., Standard Twist, Cut Leaf, Jumbo, 32 lb., Extra H. W., Boston Cream, Best Re, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, English Rock, Kindergarten, Bon Ton Cream, French Candy, Dandy Pan, Hand Made Cream mixed, Premio Cream mix, Fancy-In Pails, O F Horehound Drop, Pony Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Squared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Quintette Choc., Champagne Gum Dps, Moss Drops, Lemon Sours, Imperial, Ital. Cream Opera, Ital. Cream Bonbons, 20 lb. palls, Molasses Chews, 15 lb. cases, Golden Waffles, Fancy-In 5 lb. Boxes, Lemon Sours, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dk. No. 12, Gum Drops, O. F. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperial, Mottos, Cream Bar, Molasses Bar, Hand Made Creams, Cream Buttons, Pep. and Wint., String Rock, Wintergreen Berries, Pop Corn, Maple Jake, per case, Cracker Jack, Pop Corn Balls, FRUITS, Foreign Dried, Figs, Californias, Fancy, Cal. pkg, 10 lb. boxes, Extra Choice, Turk., 10 lb. boxes, Fancy, Tkrr., 12 lb. boxes, Pulled, 8 lb. boxes, Naturals, in bags, Dates, Fards in 10 lb. boxes, Fards in 60 lb. cases, Hallow., 5 lb. cases, 15 lb. cases, Sairs, 60 lb. cases, NUTS, Whole, Almonds, Tarragona, Almonds, Ivica, Almonds, California, soft shelled, Brazil, Filberts, Walnuts, Greenobles, Walnuts, softshelled, Cal. No. 1, Table Nuts, fancy, Pecans, Med., Pecans, Ex. Large, Pecans, Jumbos, Hickory Nuts per bu., Ohio, new, Cocomuts, Chestnuts, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy, H. P., Suns, Roasted, Choice, H. P., Jumbo, Roasted.

**SPECIAL PRICE CURRENT**

**AXLE GREASE**



Mica, tin boxes.....75 3 00  
Paragon.....56 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**

Artic, 4 oz. ovals, per gross 4 00  
Artic, 8 oz. ovals, per gross 6 00  
Artic 16 oz. round per gross 9 00

**BREAKFAST FOOD**

**Mutro-Crisp**  
The Ready Cooked  
Granular Wheat Food  
A Delightful Cereal Surprise  
Cases, 24 1 lb. packages..... 2 70

**Oxford Flakes.**

No. 1 A, per case..... 3 60  
No. 2 B, per case..... 3 60  
No. 3 C, per case..... 3 60  
No. 1 D, per case..... 3 60  
No. 2 D, per case..... 3 60  
No. 3 D, per case..... 3 60  
No. 1 E, per case..... 3 60  
No. 2 E, per case..... 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 1/2 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..... 21 00

**COCOANUT**  
Baker's Brazil Shredded



70 1/2 lb packages, per case 82 60  
35 1/2 lb packages, per case 2 60  
38 1/2 lb packages, per case 2 60  
16 1/2 lb packages..... 2 60

**COFFEE**

Roasted  
Dwinell-Wright Co.'s Brands.



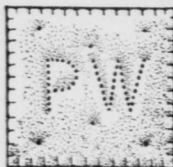
White House, 1 lb. cans.....  
White House, 2 lb. cans.....  
Excelstor, M. & J., 1 lb. cans  
Excelstor, M. & J., 2 lb. cans  
Tip Top, M. & J., 1 lb. cans.  
Royal Java.....  
Royal Java and Mocha.....  
Java and Mocha Blend.....  
Boston Combination.....  
Distributed by Judson Grocer  
Co., Grand Rapids; National  
Grocer Co., Detroit and Jack-  
son; B. Desenberg & Co., Kal-  
amazoo; Symons Bros. & Co.,  
Saginaw; Miesel & Goeschel,  
Bay City; Fleibach Co., Toledo.

**CONDENSED MILK**  
4 doz in case.



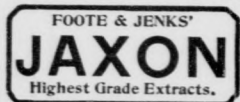
Gall Borden Eagle.....6 40  
Crown.....5 90  
Daisy.....4 70  
Champion.....4 25  
Magnolia.....4 00  
Challenge.....4 40  
Dime.....3 85  
Peerless Evaporated Cream.4 00

**CRACKERS**  
E. J. Kruce & Co.'s baked goods  
Standard Crackers.  
Blue Ribbon Squares.  
Write for complete price list  
with interesting discounts.  
Perfection Biscuit Co.'s brand



Perfection Wafers, in bbl. 06  
Florodora Cookies, case. 2 00  
Subject to liberal discount. Case  
contains 50 packages. Complete  
line of high grade crackers and  
sweet goods. Perfection Bis-  
cuit Co., Ft. Wayne, Ind.  
Freight allowance made on  
all shipments of 100 lbs or more  
where rate does not exceed 40c  
per hundred.

**FLAVORING EXTRACTS**



Vanilla.....Lemon  
1 oz full m. 1 20 1 oz full m. 80  
1/2 oz full m. 2 10 2 oz full m. 1 25  
No. 8 fan'y. 3 15 No. 8 fan'y. 1 75



Vanilla 2 oz panel. 1 20 Lemon 2 oz panel. 75  
3 oz taper. 2 00 4 oz taper. 1 50

**LEA & PERRINS' SAUCE**



The Original and Genuine  
Worcestershire.

Lea & Perrins', pints..... 5 00  
Lea & Perrins', 1/2 pints... 2 75  
Halford, large..... 3 75  
Halford, small..... 2 97

**RICE**



Sutton's Table Rice, 40 to the  
bale, 2 1/2 pound pockets.....7 1/4



Best grade Imported Japan,  
3 pound pockets, 33 to the  
bale.....6  
Cost of packing in cotton pack-  
ets only 1/4c more than bulk.

**SOAP**

Beaver Soap Co. brands



100 cakes, large size..... 6 50  
50 cakes, large size..... 3 25  
100 cakes, small size..... 3 85  
50 cakes, small size..... 1 95

**JAXON**

Single box..... 3 10  
5 box lots, delivered..... 3 05  
10 box lots, delivered..... 3 00

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

**Goods That Sell  
Other Goods**

It is the supreme advantage of Home  
goods that they quicken the sale of all  
other goods in the store.

They are INTERESTING goods. They  
draw people in. They focus public atten-  
tion. They coax people along from one  
department to another. They make buyers  
out of shoppers.

On top of all that, they turn themselves  
so fast that the profit on actual investment  
usually exceeds that on any similar amount  
anywhere else in the store.

Worth looking into, Friend Retailer—a  
department that pulls like a page in the  
newspaper yet pays fat dividends on itself—  
at once an advertisement and a profit payer.

There are still some readers of the  
Tradesman who have not given us a chance  
to tell them what we know about Bargain  
Departments and Home goods.

Ask for Catalogue J and Booklet J2711.

**BUTLER BROTHERS**

WHOLESALEERS OF EVERYTHING—By Catalogue Only  
Randolph Bridge, Chicago

**Not  
In Any  
Trust**

This should attract you  
when you want Crackers,  
and especially such as  
the

**Standard  
D  
Crackers**

which have a reputation  
for superior quality. We  
will be pleased to send  
you samples and price  
list.

**E. J. Kruce & Co.**  
Detroit, Mich.

**Here Is a Pointer**



Investigate our COUPON BOOK SYSTEM and find out how easy  
it will be for you to change your business from a credit to a  
cash basis. This system prevents forgotten charges, poor ac-  
counts, loss of time and does away with the detail and expense  
of book-keeping.

We manufacture four kinds of coupon books and sell them  
all on the same basis. We will send you samples and tell you  
all about the system if you are interested enough to ask us on  
a postal card.

**TRADESMAN COMPANY, Grand Rapids**



# Like an Open Book

STATE OF MICHIGAN )  
COUNTY OF KENT ) ss

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

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

*John De Boer*

STATE OF MICHIGAN )  
COUNTY OF KENT ) ss.

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

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

*Ernest A. Stowe*

Sworn to and subscribed before me, a Notary Public in and for said county.



*Henry B. Fairchild*

Notary Public in and for Kent County, Mich.

Does any other trade journal of your acquaintance fortify its statements as to circulation by the affidavit of its pressman?

Are you sure you are getting the circulation you are paying for in all cases? Is there any reason why you should not insist on circulation claims being verified, the same as you insist on verifying the count of your grocer and the measurement of your dry goods dealer? Why should your advertising be treated like a cat in a bag, instead of being measured like any other commodity?

Detailed sworn statement of any issue or series of issues cheerfully furnished any patron on application.





*MAPLE JAKE every day  
Meets you with a smile.  
MAPLE JAKE everywhere—  
Eat him all the while.*

## Maple Jake

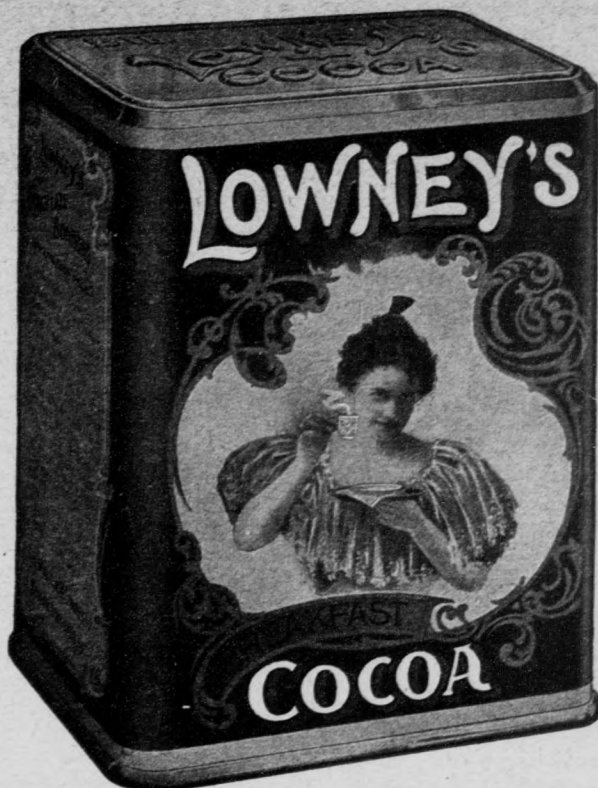
The New Sensation

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.

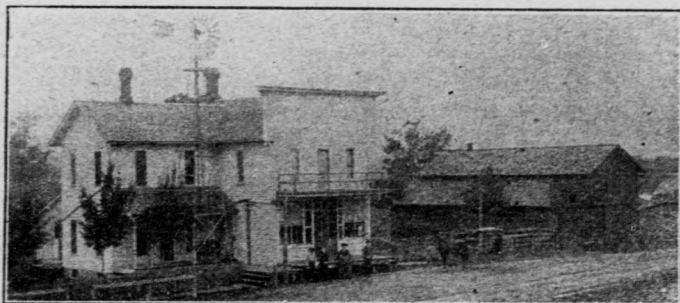


Received Highest Award **GOLD MEDAL** Pan-American Exposition

The full flavor, the delicious quality, the absolute PURITY of LOWNEY'S COCOA distinguish it from all others. It is a NATURAL product; no "treatment" with alkalis or other chemicals; no adulteration with flour, starch, ground cocoa shells, or coloring matter; nothing but the nutritive and digestible product of the CHOICEST Cocoa Beans. A quick seller and a PROFIT maker for dealers.

WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

## Are You Looking For a Bargain?



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

General merchandise stock about \$1,000, such as farmers need every day. Dwelling and store 20x32, wing 16x20, all 20 feet high, cellar under both with stone wall, washroom and woodshed 10x37, one-story. Bank barn 18x48, with annex 12x47, all on stone wall. Feed mill and engine room 18x64. Saw mill 20x64. Engine 25 horse (10x12) on a brick bed, 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.

# 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





A Whole Wheat Food  
Ready to Serve

Quality? In a class by itself

# Oxford Flakes

3 SIZES 3

Retails at 7c, 10c, 20c

Liberal Profit. It's up to you, Mr. Retailer, to confer a favor on your customers by recommending it as the cleanest, purest, daintiest food sold. Compare with other flakes, and you will cheerfully do so.

**Oxford Pure Food Co.,**

Limited

Detroit, Mich., U. S. A.

MILLS AT OXFORD, OAKLAND CO., MICH

# MICA AXLE GREASE

has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

## ILLUMINATING AND LUBRICATING OILS

PERFECTION OIL IS THE STANDARD  
THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY CARBON AND GASOLINE BARRELS

STANDARD OIL CO.

# WE ARE READY

For the holiday season of 1903 with the most extensive and magnificent lines of fine

# HOLIDAY GOODS

ever shown outside of New York. This display embraces the most beautiful creations in the various lines of celluloid goods, such as toilet cases, manicure sets and fast selling novelties. Also brush and comb sets, fancy mirrors, metal novelties, dolls, games, books and an unusual large assortment of toys of every description.

Our goods are all new from start to finish as we closed out practically our entire stock last season. Our low prices and liberal terms make it possible for you to have the most profitable holiday business ever known. For the convenience of customers we have arranged our goods on special counters and have numbered these counters as follows—

**Counters**

**No. 1 to 4**

Quarto albums at all prices; Long-fellow albums; easel albums and musical albums.

**Counters**

**No. 5 to 15**

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