

# MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 9, 1903

Number 1042

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**EARN MORE MONEY,**  
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Will pay your money back  
at end of year if you desire it.

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

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## GENERAL TRADE REVIEW.

The unsettled condition of values in Wall Street continues to operate as a check upon stock market trading. Occasional attempts are being made to put certain properties into an upward movement, but apathy on the part of the public soon brings them back to the old level. It will necessarily take time for a new basis of values to be adopted and recognized in the lists so that buyers will not be betting wholly at random. The experience of the past few months is such that more conservatism in general speculation must be looked for for some time to come. Indeed if this influence should become permanent it would not be a bad thing for the general trade of the country.

Comparing the value of trade in the speculative markets with that of a year ago of course makes a very poor showing for the present. But comparing with a very few years ago the present business is large, that is, for the season of year. Movement of funds to the South for crop requirements has begun, but there is no misgiving as to any serious stringency, although the effect is to increase the general caution.

There is so little of interruption to the tide of general trade by the speculative troubles that it suggests the query as to what it would have been had there been no stock reaction. For it must be recognized that these influences have had a material effect on trade, especially as to the prosecution of new enterprises. But in spite of all this transportation companies are at the utmost strain of activity and are putting material into service as rapidly as it is possible to obtain the output of the shops and factories. Prices of labor are still

maintained at the highest and only such readjustments of prices of materials are made as the operators decide are best for the welfare of the industry concerned.

The only favorable feature in the cotton goods trade is the break in that staple on account of the more favorable crop report. The long continued disparity in cost of both labor and material has demoralized the manufacture until a large proportion of the spindles are now idle. Footwear is still making a record breaking movement. In the iron manufacture there is finally an over-abundance of fuel and concessions in prices of the latter are being made.

## The Boys Behind the Counter.

Nashville—H. D. Watring, who has clerked in the clothing store of O. M. McLaughlin for the past three years, has taken a similar position in the clothing store of Lang & Vomberg, at Charlotte.

West Bay City—Richard E. Jones has resigned his position with the H. W. Weber Hardware Co. to accept one with the American Paint & Glass Co., of Detroit.

Springvale—Miss Lula Crego, formerly employed in the dry goods store of Ford Norris, at Hillsdale, has taken a similar position in the general store of Cobbs & Mitchell.

Battle Creek—William Duffy has taken a position as assistant head clerk at Fred Parker's West Main street drug store.

Hillsdale—Ford Norris has three new clerks in his dry goods store—Elmer Smith, of Delta, Ohio, and the Misses Anna Siddall and Maude Plumley, of this city.

Sturgis—W. C. Roggie has taken the position of head clerk in the F. L. Burdick department store. He was employed as salesman for eight years in the dry goods store of W. W. Bower, at Reading.

Battle Creek—J. Harry Sparks, of Jackson, has taken a position of prescription clerk at Humphrey's drug store.

Middleville—Arthur Streeter, who has clerked several months at J. W. Armstrong's drug store, has gone to Trufant to fill a similar position in Ray VanAvery's drug store.

Sunfield—Deatsman & Mapes announce the opening of their new store Sept. 10, 11 and 12, from 10 a. m. to 8 p. m. each day. The entertainment features include music by piano, violin, harp and full orchestra. The Tradesman extends congratulations.

Elk Rapids—S. J. Cromie has retired from the meat market firm of Cromie & Boyce. The business will be continued at the same location by O. A. Boyce.

## The Origin of Coffee.

As to the history of coffee, the legend runs that it was first found growing wild in Arabia. Hadji Omar, a dervish, discovered it in 1285, 617 years ago. He was dying of hunger in the wilderness, when, finding some small round berries, he tried to eat them, but they were bitter. He tried roasting them, and these he finally steeped in some water held in the hollow of his hand, and found the decoction as refreshing as if he had partaken of solid food. He hurried back to Mocha, from which he had been banished, and, inviting the wise men to partake of his discovery, they were so well pleased with it that they made him a saint.

The story is told that coffee was introduced into the West Indies in 1723 by Chirac, a French physician, who gave a Norman gentleman by the name of De Clieux, a captain of infantry, on his way to Martinique, a single plant. The sea voyage was a stormy one, the vessel was driven out of her course, and drinking water became so scarce that it was distributed in rations. De Clieux, with an affection for his coffee plant, divided his portion of water with it, and succeeded in bringing it to Martinique, although weak, not in a hopeless condition. There he planted it in his garden, protected it with a fence of thorns, and watched it daily until the end of the year, when he gathered two pounds of coffee, which he distributed among the inhabitants of the island to be planted by them. From Martinique coffee trees in turn were sent to San Domingo, Guadaloupe and other neighboring islands.

The coffee tree is an evergreen shrub, growing in its natural state to a height of fourteen to eighteen feet. It is usually kept trimmed, however, for convenience in picking the berries, which grow along the branches close to the leaves and resemble in shape and color ordinary cherries. The tree can not be grown above the frost line, neither can it be successfully grown in the tropics. The most successful climate for production is that found at an altitude of about 4,000 feet. Anything much above this is in danger of frost, which is fatal to the tree, and when coffee is grown much below this it requires artificial shade, which materially increases the cost of production and does not produce as marketable berries. It is owing to this particular requirement that coffee has never been successfully produced in the United States.

Detroit—The Bootz Bros. Co. has been organized to engage in the manufacture of baked goods. The capital stock is \$15,000, held as follows: John Bootz, 50 shares; Frank Bootz, 25 shares and P. J. Bootz, 25 shares.

## TOLD ON THE TRAIN.

## Story of a Life Overheard by a Listener.

Written for the Tradesman.

One day last week I started on the Interurban for a little outing with a friend down at Macatawa Park. I had been up late the night before and thought I would make up for lost sleep by a little doze en route. The car was only about half full, so I had plenty of room to dispose of my jacket, my umbrella and my dear Uncle Jack's dress suit case (which I had borrowed for the trip) in the seat in front of me. I had brought along the little down pillow covered with gay serviceable Japanese silk which I always carry when traveling. A girl can extract a deal of soothing rest from one of these little conveniences and when leaving the car for one's destination it is next to no trouble at all to pick it up and carry it by the loop. I advise my lady readers to adopt the suggestion.

Well, I had punched up my little pillow and settled my head comfortably on the back of the seat and was just dropping gently into Dreamland when the following words floated joltingly to my ear from the lips of one of the occupants of the seat behind me:

"As I was saying when we were waiting for the Interurban to swing around the corner, you seem to be very happy now"—

The speaker paused and the one addressed continued the thought that seemed uppermost in the mind of her friend. The voices were those of the sex feminine and they were both soft and low, but clear, and were well modulated. From the intonation I imagined their owners to be young and beautiful. Afterwards Chance—Kismet—threw the three of us together and I had an opportunity to verify my imagination. I then found both of the speakers to be very charming socially. The two were entirely different as to characteristics of appearance and disposition, but each was handsome in her own way and each was possessed of a fascinating personality. The young lady who opened the conversation had the loveliest Titian red hair and the coloring that accompanies it, while the one who did most of the talking was a brunette of the most pronounced type. Her complexion was something for men to rave over and women to envy, being of that rich creamy tint so much admired, while her cheeks were the most brilliant red I ever saw—a carmine non-purchasable at any drug store. Her teeth were as even and dazzlingly white as Nature and perfect care could make them, and her eyes were large and dark and shone with the sparkle and brilliancy that always spells for good digestion and indicates plenty of "beauty sleep."

I was unaware of these personal traits during the conversation here detailed, but, as I say, they afterward came to my knowledge. This much "en parenthesis."

"Yes," answered the brunette, "I am very comfortable—yes, I am very comfortably situated. I live near

the city of Blank," and she mentioned an important Western mining point.

Then followed a minute description of the ranch home and, judging from the portrayal, the place must be a veritable Paradise for the animal lover. There are half a dozen fine blooded horses, as many equally fine cows, chickens, ducks, geese, turkeys, pigs, sheep, the usual complement of canines and felines, besides a number of unusual pets for "the children," such as a little captured gull brought to them by one of their "dearest friends" from the great Copper Country of Northern Michigan ("How he ever got it out to them was the greatest mystery," she said), a couple of caged bluejays, several fat robins, 5 Guinea pigs (besides the above-mentioned ones of the ordinary variety), and mud turtles, pollywogs, gold fishes and "outdoor fishes" in the little mirror-like pond at the foot of the hill back of the house. But the ne plus ultra of the "menagerie," according to the united opinion of "the kids" was a little cinnamon bear, also the gift of one of their cherished friends. This was the latest addition to the collection; "and," asseverated the narrator, "if a bear can properly be designated as a 'thorn in the flesh,' that little brown nuisance of a cub is certainly that sharp object. His bearship is always getting into trouble and causes more anxiety than all the rest of the 'aggregation' put together" (here the young matron sighed a sigh of resignation) "and yet he is every bit as lovable as Thompson-Seton's 'Little Johnny,' and every one on the ranch is very fond of him.

"My little brood are fairly ravenous for pets, as you can judge," she continued. "As for myself, I never had the chance to indulge my love for them in my own childhood and I early made up my mind that my children should have every reasonable wish gratified in that direction, if I had to make a 'burnt offering' of myself to accomplish their desires. Their papa lets me have my own way about everything, so I am able to make the child-life in our home very happy in consequence; and I know of no one among our friends or acquaintances who has such a 'side show,' such a perpetual 'circus,' as that with which I am constantly afflicted. But, in spite of all the 'worriment' I have in caring for them, I guess I love the animals as much as do the 'little kids,' as their papa always calls them."

For a while the conversation continued on the "menagerie" and kindred topics, and then it veered around to the personal again and the two friends exchanged many reminiscences of bygone days.

Then, for a time, neither spoke. A station was passed, then another. Finally the one with the dark eyes said to the one with the Titian hair, and her voice, which had been joyousness itself, took on the sound of tears:

"Years ago, dear, I promised to sometime tell you the story of my life; but it was always painful in those days for me to speak to others about the greatest grief I had ever known.

Now that things are different with me, I can look calmly back upon those years that seemed so long and dreadful to me while I was living through them. Time heals every wound, you know 'tis said, and we only have to live through one day at a time, and now, as I look back over all that early wretchedness and then at my present pleasant surroundings why should I repine at my lot?"

The speaker paused here and another silence fell between the friends. I thought perhaps the conversation would now drift to other and less personal subjects, and I wondered if by any possibility I could be accused of eavesdropping if I made no move. But I had settled myself for a trip to the Land of Nod before their arrival on the scene and, if I hadn't dropped into the arms of Morpheus when their talk began, it certainly wasn't my fault. So I concluded to let well enough alone and allow matters to take their own course.

After a space the silence was broken and the Westerner went on:

"I don't know as you know it, but I was married when I was very young. I was 17 and, as I look back over all I have lived through since, it seems a lifetime. And yet I am only 33 now."

"You certainly have reason to congratulate yourself on your good looks, if you will excuse my paying you a direct compliment," interrupted her friend. "Your cheeks are just as rosy and your dark eyes as bright as on the day I first met you—do you remember?—when you were working

A Distinctively  
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Dorothy  
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INTENSE IN SWEETNESS  
LASTING IN FRAGRANCE

The  
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Appreciating that an up-to-date retailer is sometimes "out" and wants a small order in a hurry we have arranged our shipping system so as to be able to give mail orders immediate attention. We solicit your small mail orders as well as your larger ones to the salesman and guarantee quick service.

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Cradesman Company, Grand Rapids, Mich.

at typewriting and I applied for the position of book-keeper in the same office. Let me see—that must be all of a dozen years ago. After we became acquainted and our work threw us together, you would sometimes give me little glimpses of your life. I used to feel so sorry for you. Your wages were pitifully small for the support of yourself and your little boy. After a while, as you got more experience at your work, you received a 'raise' from time to time and then things went a little easier with you. I recollect you used to get the baby—he was scarcely more than that—boarded at a kindergarten daytimes and you would go and get him at night when your day's work was done. My heart used to ache for you in those days. You were wont to say that if it wasn't for the baby you wouldn't want to live."

"Yes," said the "baby's" mama, "times were pretty hard with me then. It seemed to me many and many a time as if I must give up the struggle—as if I couldn't hold out any longer. But thoughts of the dear little Robert would cheer me up and I would say to myself, 'You mustn't give up! You sha'n't give up! Who'd take care of the baby?' And, indeed, who would, or could? My mother wasn't so old, but her health was very frail, if you remember I told you, and I could not put on her the burden of caring for the child. She lived on the little old place where I first saw the light, and she did all she possibly could for me. There was an old market gardener we knew who lived just beyond my old home and he used to bring his vegetables to town twice a week. Fortunately for me he had to go right past the house where I had my room, and he was kindness itself. He used to stop at my mother's every time he came to town and would bring me a market basket of things from our garden; and often in the basket there would be pies and cake or a big loaf of bread. My mother helped me all she could in this way, and if it wasn't for those baskets of things that she sent I must have had to give up the fight. And fight it was.

"When the baby's papa left me," here there came a tremble in the voice, "I didn't know which way to turn. Everything was so strange that I couldn't seem to get my bearings in the new life I must live without him."

"Didn't you ever see him again—not ever—after he ran away with that other girl?" asked the friend, sympathetically.

"No, I never saw him again from that day to this," was the sad reply, "never again. At first, it did not seem possible that my husband could be so false. I could not, try my best, make it seem real. You know, she was my best friend, or so I had always regarded her, but it turned out she was my worst enemy. We two had grown up together, we had known each other ever since we could remember. We made mud pies together, we waded together in the little brook that ran back of my childhood home. We were neighbors' children.

What one did the other did. We shared the same seat at school; and it was not until we had grown to young girlhood, and an uncle sent me away to a school to learn stenography and typewriting, that our first separation came.

"I did not put my knowledge acquired at this school to any account, for while there I had fallen violently in love with one of the teachers, and straightway after I left we were married.

"My mother never liked the man of my choice. We knew nothing of his family or antecedents—nothing except the little he saw fit to tell us. His people lived way East some where. I never saw any of them and he never seemed to hear from them. As far as I was concerned that troubled me little. What did I care who or what he was, so long as he loved me?"

"My mother was opposed, from the start, to my marrying the man; but, when I finally convinced her that everything must be all right about him or he would not be holding the position he did, she gave in and consented to the linking of my fortunes with his.

"I went to live in the town where the school was located. We went to housekeeping in a little birdcage of a house. We began life in a very humble fashion, as befitted two poor young people. As I look back at it now, it was almost primitive. The cottage was only one story, but it was traditionally vine-covered. The rooms numbered but four. The 'parlor' was covered with a gay rag carpet, wonderfully striped—my mother had sewed all the rags and she gave it to me the first Christmas we were in the new home—and the two bedroom floors were painted brown and boasted each a strip to 'lay down' in front of the beds. The kitchen floor was bare, but as clean as soap and sand and water and a pair of stout and willing arms could make it. Outside the portal bloomed posies and shrubs in every nook and corner of the sunny yard. My husband 'tended' them nights and mornings and during his absence every minute snatched from my housework was devoted to the space inside the four stone walls.

"After some months I began to dream of little toddling feet walking up and down that garden and how, if they stumbled, loving hands of 'papa' would help them over the rough places and 'Baby' would be snatched up and ride on strong glad shoulders to the house.

"Oh, how happy I was! The little home seemed a Paradise.

"But it was a Fool's Paradise."

"Well, how was it that that girl came into the story?" asked the listener—one of them, for by this time I had become so interested in the recital that all thoughts of the lazy sleep god had fled. "I never asked you before," she continued, "because I never wanted to intrude—and I would not speak of it now, if you were not, voluntarily, telling me the story of your early life."

"Well, after this, I was not so well,

and what more natural than that my thoughts should fly to my friend in the old home town, and that she should be asked to come to me for a while and 'kinda help out?'"

"The request was complied with and Rosalie Walton became an inmate of our little home.

"The time of her coming was not definitely set and there was no one at the train to meet her. However, leaving her trunk at the depot, she had no difficulty in finding our little home, where she met a hearty welcome from its happy mistress. After she had removed the travel stains it was almost time for supper and 'My John,' as I always called my husband; I don't know why I called him that—I just did, that's all.

"Rosalie looked so pretty that first night—I had never seen her so bewitching as she was that evening. She was one of the soft little pussy-cat girls—the kind a man always likes to pet, a veritable little kitten of a thing.

"I remember I hid her in the only available place, the 'spareroom,' while I got the simple supper ready. And how delighted I was, when 'My John' saw her, that he seemed to like her. I made a gala time of it. I even

(Continued on page six)

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Sherwood Hall Co., Limited  
Grand Rapids, Mich.

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TRADESMAN COMPANY, Grand Rapids, Mich.

## Around the State

### Movements of Merchants.

Detroit—L. M. Moss has purchased the grocery stock of Isaac Berkovitz.

Jackson—N. M. Sweet has purchased the grocery stock of Cornell & Drake.

Alpena—Chas. N. Ghent has removed his drug stock from Bay City to this place.

Beaverton—Wm. Stroebel has sold his hardware stock to J. C. Hunter, of Marlette.

Howell—A. L. Muscroft, of Fenwick, has engaged in the bazaar business at this place.

Caro—Chas. J. Gunsell, dealer in furniture, pianos and organs, is succeeded by W. A. Mudd.

Detroit—The style of the Bootz Bros. Baking Co. has been changed to the Bootz Bros. Co.

Lakeview—Sol. Gittleman has purchased the clothing, dry goods and boot and shoe business of Isaac Netzorg.

Port Huron—Douglas McNutt is closing out his grocery stock on Huron avenue and will remove to New York.

Greenville—A. T. Bliss has sold his grocery stock to Geo. W. Marsh, who will continue the business at the same location.

Prairieville—Geo. H. Nelson has purchased the interest of his partner in the general merchandise business of Temple & Nelson.

Tekonsha—F. W. Main has disposed of his implement stock to Wm. Eldridge and J. C. Allen, who will continue the business.

Oxford—R. H. Gaspie has retired from the hardware firm of Smale & Gaspie. W. H. Smale will conduct the business in the future.

Girard—Wallace Barnes, of the firm of Whitman & Barnes, dry goods merchants at this place, has sold his interest to George Bickford.

Negaunee—E. A. Doty, of Marquette, has been installed as manager of the Negaunee Co-Operative Society, succeeding T. M. Wells.

Hudson—Gould & Norris have sold their grocery stock to John and Jay Webb, who will conduct the business under the firm name of Webb Brothers.

Lansing—Wm. Champ, of Colledgeville, has purchased the interest of George and F. H. Peck in the cigar business on Michigan avenue, east.

Scottville—J. N. Mack is erecting an extension, 30x40 feet in dimensions, to the clothing department of his general merchandise establishment.

Boyer City—Leo. Edelstein is closing out the Kramer & Co. clothing stock, at Cheboygan, with the intention of concentrating his business interests at this place.

Parks—Asa B. Davis has sold his general stock to J. A. Hartman, who will continue the business. Mr. Davis has removed to Hungerford, where he will engage in general trade.

Penn—W. G. Bonine has sold his general merchandise stock to Irving O'Dell, who has been in his employ for some time past, and who will

continue the business at the same location.

Ann Arbor—C. A. Marsh, of Detroit, has leased a store building at 118 Washington street, and engaged in the men's furnishing goods business. He will represent a Chicago clothing house.

Marshall—S. Bair & Co., of Monroe, have engaged in the general merchandise business at this place under the style of Bair's Bargain store. The concern also conducts a department store at Monroe.

Crystal—H. S. Phillips and Geo. W. Cadwell have formed a copartnership under the style of the Crystal Pharmacy and engaged in the drug business at this place. Mr. Phillips will act as manager.

Coldwater—Chas. Ross, merchant tailor at this place, and Paul Holz, have formed a partnership under the style of Ross & Holz and will add a haberdashery department in connection with the tailoring business.

Battle Creek—The Queen City Co-operative Association has been organized with a capital stock of \$5,000. The officers of the new company are Levant C. Rogers, President, and W. C. Phelps, Secretary and Treasurer.

Cadillac—Leonard Seager has succeeded Boadway & Markham in the grocery business at 524 North Mitchell street. Mr. Seager has had seven years' experience as a grocer, having been employed by P. W. Nichols for five or six years.

Lake Odessa—Nims & Co. have purchased the bean and coal business of James Wood and will make extensive improvements in the premises. They expect to employ from thirty to forty people the year around in the bean department.

Middleville—W. W. Watson & Sons have purchased the grocery stock and meat market of J. R. Dibble and will continue the business at the old stand. The senior partner of the concern was engaged in the mercantile business at Parmelee for about ten years.

St. Ignace—Harry Monteith found a tarantula in a bunch of bananas in his store a few days ago. The spider escaped, and in an effort to retake it it was killed. In its den—a mass of silken threads—were from 100 to 200 tiny descendants, just hatched out. All remaining in the web at the time of discovery perished under Mr. Monteith's heel, but some were found afterwards journeying up and down the stalk.

Traverse City—George E. Hoyt and Frank Kubeck will shortly embark in the clothing business in the store building now being erected on Union street under the style of Kubeck & Hoyt. Mr. Kubeck entered the employ of Hannah & Lay as cash boy and remained with that firm over eighteen years, resigning his position as manager of the clothing department to form a copartnership with Robert Church under the style of Kubeck & Church to engage in the clothing business on Front street. For the past seven years he has conducted a clothing business at Cadillac, having sold his interest to his part-

ner, Mr. Aldrich. Mr. Hoyt was first employed by Douglas & Boughey, afterwards with Wilhelm Bros., and for the past year and a half has had charge of the clothing department of A. J. Wilhelm.

### Manufacturing Matters.

Reed City—C. H. Smith, of Sears, is fitting up a factory here for the manufacture of brooms and brushes. The business will be conducted under the style of the Reed City Broom Factory.

Vicksburg—The Vicksburg Clothing Co. is considering propositions to move the plant to Sturgis and Dowagiac. The management is unable to get all the help needed. It could use thirty-five more girls than the present force consists of.

Detroit—Articles of association of the Bootz Bros. Co., whose object is to manufacture cream crackers and other baked goods, have been filed with the county clerk, John, Frank and Peter J. Bootz being the organizers. There is a capital stock of \$15,000, of which \$10,000 is paid in.

Detroit—The trials and tribulations of the Nutrine Food Co. are not ended, but are culminating very fast. Joseph J. Lauhoff, who sold the company his flouring mill last fall, has obtained possession of it by foreclosure, and installed Capt. McAdam as caretaker. The Captain is having fun over some of the things he has unearthed, especially with reference to the company's dealings with him as its New York agent. He has found that about the time he obtained a

judgment against the company for \$320 for salary and expenses, the concern made an appeal to its chairman, Shelley B. Hutchinson, of Ypsilanti, of trading stamp fame, offering him \$75,000 of the treasury stock of the company for \$7,500 cash. Mr. Hutchinson turned a deaf ear to the appeal, and a second was sent him in which it was urged that Capt. McAdam was liable to swoop down upon the concern at any time. Mr. Lauhoff will probably engage in the Nutrine business himself, as he now has the mill and the necessary machinery. For the present it is one of the most solitary places in Detroit. In fact, there is nothing much left in the building but solitude and empty Nutrine boxes. There is a little soft coal in the boiler room, but that is covered by an execution to protect it from the weather.

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

## 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**—The raw sugar market continues very firm, but there are no changes in price as yet. Holders are asking 1-16c advance over the last price paid, but they have not succeeded in getting it yet. They probably will do so, however, very shortly, as refiners will soon be compelled to make purchases and the indications are that prices will reach a higher level rather than a lower one. Notwithstanding the fact that the other refiners have not changed their selling basis, Arbuckle Bros. still continue free sellers at 10 points below what others are quoting. The demand during the past month was not quite up to expectations, the shortage in the fruit crop being largely responsible, but dealers are carrying only fair stocks at present and it is believed that there will be some time during this month a considerable increase in the call for sugar.

**Canned Goods**—The past month has not developed the improvement in canned goods crops which was expected. In place of sunshine and heat there have been clouds and cold most of the time. Substantially all the growing sections have been more or less affected, and the crops upon which canners depend for raw material have been retarded in their growth accordingly. The effect upon future supplies is serious and the certainty, which has been a marked characteristic of the market for weeks, has increased rather than diminished. The extent of the injury can not be estimated, but all reports agree that it has been enormous. Packing has begun in a small way, but raw stock of desirable quality is hard to obtain and canners have been compelled to curtail operations in consequence. Definite estimates are impossible, but without question there will be a considerable reduction from earlier estimates. As a result of this condition of affairs, there is more of an inclination on the part of jobbing interests to cover their wants farther into the future than was the case a few weeks ago. Indications are that there will be an active demand for canned goods throughout the fall months and that the values will be along a somewhat higher range of prices. Tomatoes are in very good demand and packers have advanced their prices 2½c per dozen, and a few are even asking 5c advance. Some have withdrawn from the market entirely, not daring to sell any more until they know what the outcome of the pack will be. Packers of corn are just as uncertain as the tomato packers of what the close of the packing season will develop, and are consequently very limited in their offerings. Peas show no change. General reports indicate there will be a fair average crop of peas of good quality in Wisconsin. There continues a good demand for canned fruits of all varieties, but in many cases this demand has to go unsatisfied for lack of supplies. Gallon apples are about the only thing that is offered freely. Everything looks like

a good crop of apples and an accordingly large pack is anticipated. There is almost no business being done in peaches, although there are enquiries for thousands of cases of these goods. It is believed the pack in Michigan this year will amount to very little as compared to that of last year. Sardines are in good demand, with the market very firmly held. Salmon does not show the slightest indication of any weakness, but, on the contrary, remains exceedingly firm with the market for Red Alaska showing another advance of 5c per dozen during the past week. The demand continues very active for all grades of salmon.

**Dried Fruits**—The dried fruit market developed a little more interest than usual during the past week by the naming of prices on new crop loose muscatel raisins, which are from 1@1¼c higher than the opening prices of last year. Orders placed some time ago subject to approval of price when made have been confirmed and a number of new orders taken. It is claimed that the Association this year has control of 90 per cent. of the acreage and is getting more all the time. In addition to the orders for new raisins, a large number of sales have been made for 1902 crop loose muscatels, at prices from ¼@½c above the opening prices of last season. These goods are now all closed out. There is a continued firm feeling in prunes, with quite a satisfactory demand for the same. Trade is considered fair for this season of the year, but is not quite so large as it was a few weeks ago. There is a firm tendency to prices of apricots with quite a good demand, especially for the better grades. Peaches are not selling very well. Trade on them is only of very small proportions. There is no change in the price of currants, but they are meeting with a fair demand. Figs show some demand, but dates are very dull at present. A little later, however, they are expected to show considerable activity, as soon as the fall season begins. There is nothing new to report in evaporated apples. Nothing is being done with the early fruit, owing to the large carry-over and the prevailing low prices. However, it will be but a very short time before the winter stock will begin to come in and then a number of dryers will begin operations. There is practically no demand at all at the present time and the outlook is not very encouraging.

**Rice**—Trade in rice continues quite active, although orders are mostly for small lots for immediate use. Stocks, however, are small and there is no disposition to shade prices any. Weather conditions in the South are reported as somewhat more favorable for the harvesting of the new crop and advices from New Orleans note new crop supplies coming to market with more freedom.

**Molasses**—There were no new features of importance in the market for molasses, the trade generally showing no disposition to purchase freely at this time and waiting until the cooler weather sets in and the consuming

demand becomes active. As dealers carried only light stocks, offerings were light and firm, but unchanged prices were quoted.

**Fish**—The fish market is very firm with a small advance noted on some grades of codfish. There continues a good demand, however, even at the advanced prices. Mackerel is also very firm, with the tendency of prices upward owing to the poor catch.

**Nuts**—There is beginning to be a little more interest in nuts as the fall season approaches and there is a moderate demand for almost all grades. Peanuts are perhaps the strongest article on the list and the best seller as they are meeting with a ready sale at full previous prices.

**Rolled Oats**—The rolled oats market is very firm and prices this week show an advance of 20c on barrels, and 10c on Banner oats, with the probability of an advance on other case goods soon.

**The Produce Market.**

**Apples** — Alexanders, \$2.25@2.50; Sweet Boughs, \$2.50; Early Harvest, \$2.25; Duchess, \$2.50; cooking, \$1.75@2.

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

**Beets**—50c per bu.

**Butter**—Creamery is stronger and ½c higher, local dealers having advanced their quotations to 19½c for choice and 20½c for fancy. Receipts of dairy grades average poor in quality this week, moving out on a basis of 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. for hot-house; 75c per bu. for outdoor grown.

**Eggs**—Receipts are small and quality not quite up to expectations. Prices have advanced 1c per doz., ranging from 18@19c for candled 16@17c for case count.

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

**Frogs' Legs**—50@75c per doz., according to size.

**Grapes**—Wordens meet ready sale on the basis of 12c per 4 lb. baskets and 16c for 8 lb.

**Green Corn**—12c per doz.

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

**Green Peppers**—75c 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, 50c per bu.; head, 65c per bu.

**Mint**—50c per doz. bunches.

**Muskmelons**—Home grown osage fetch \$1 per doz.

**Onions**—Home grown command 65c per bu.

**Oranges**—California late Valencias, \$4@4.50; Mediterranean Sweets, \$3.75@4; St. Michaels, \$4.50@5.

**Parsley**—25c per doz. bunches.

**Peaches**—Barbers, \$1.50@1.75; Ingalls, Mammoth, \$1.40@1.60; Crossbys, \$1.25@1.50; Crawfords, \$1.50@1.75; Barnetts, \$1.25@1.50; Old Mixons, \$1.35@1.50; Chilis, \$1@1.25.

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

**Pickling Stock**—Cucumbers, 18@20c per 100; onions, \$2@3 per bu.

**Pieplant**—2c per lb.

**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. There are complaints of rotting from some localities on account of the wet weather.

**Poultry**—Receipts of spring chickens and fowls are not adequate to meet even the consumptive demands of the market. Local dealers pay as follows for live fowls: Spring chickens, 11@12c; 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**—60c per bu. box.

**Tomatoes**—70c per bu.

**Turnips**—40c per bu.

**Watermelons** — 10@15c, according to size.

**Wax Beans**—75c per bu.

The Tradesman invites all its friends and patrons who visit the West Michigan State Fair next week to make its spacious office their headquarters while they are in the city. It is only two blocks from the Union depot, on the way to the business center of the city. The office force will carefully care for wraps and lunch baskets and assist visitors in every way possible to derive the largest measure of enjoyment from their visit to the market. The Fair will be in every respect worthy of patronage, both from the agricultural and special feature standpoint, and it is confidently expected that the attendance will be larger than ever before.

Adrian Oole, who was connected with the book-keeping department of the Musselman Grocer Co. here for two years and has been cashier of the Traverse City house since its establishment, eighteen months ago, is spending a week's vacation with friends in Grand Rapids and vicinity. Mr. Oole is erecting a handsome two-story frame residence at the corner of Fifth and Wadsworth streets, which he expects to be able to occupy by the holidays.

Asa B. Davis, formerly engaged in the grocery business at Parks, will engage in general trade at Hungerford. The Judson Grocer Company furnished the grocery stock. The dry goods stock will be purchased later.

C. O. Lawrence has opened a grocery store at Lowell. The Judson Grocer Company furnished the stock.

**PILES CURED**

**DR. WILLARD M. BURLESON**

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

## TOLD ON THE TRAIN.

(Concluded from page three)

made 'My John' go and 'dress up' for her in his 'Sunday clothes.'

"Well, I guess I was a 'fool for my pains,' for after a while I had no need to urge him to 'fix up'—he would do so without any soliciting on the part of his wife.

"By and by, a couple of weeks or so after 'My John' had come under her spell, he ceased calling me by the old pet name of 'Girly,' and at the same time he seemed to have developed a great penchant for wearing a rose in his buttonhole.

"At first the reason of his wearing this particular flower never dawned on me—we had lots of them, why shouldn't he wear a rose if he so desired?

"I suppose—perhaps—I can't tell—I might have been happy with 'My John,' in that little bird's nest of a home, to this day if it hadn't been for that fatal mirror! When I first got it I seemed to have a presentiment that I ought not to have it. It was a beautiful thing—oval, and all gold leaves and flowers around the edge, the entire frame being composed of them. The buying of it was a piece of extravagance on my part—and, as it turned out, its possession was worse than folly for me!

"I had all my life wanted a great big mirror, with a frame just like that. I had read of such an one years before and the description still stuck in my foolish little noddle, so when my Uncle Jack sent me a little bunch of money nothing must do but I must have a mirror exactly like the one I had seen described in the magazine. As luck would have it, a rich family moving away from our town were offering their household goods at a great sacrifice, and among the chattels happened to be the exact duplicate of the very object of my ambition. Its purchase was inevitable.

"In that miserable mirror I saw, one morning, one dreadful morning, 'My John'—my husband, the father of my unborn little one!—I saw him take a rose from her hand, press it to his lips and put it in his coat. They didn't know I saw them. I was not 'snooping around,' either, the discovery was entirely unpremeditated on my part. I saw it all in that dreadful mirror. Ah, they had forgotten the mirror.

"I had just been hanging my bird out in the sunshine, on the little back porch. The roses grew everywhere and I had to part the vines where I hung the cage, they were so thick.—Do you know, dear, to this day, even after all these years and the changes they have brought in my life, the fragrance of a rose never comes to me without a catching of the breath, a suffocating feeling at the heart, such is the power of association.

"I turned and went back into the kitchen. A song was in my heart, but the words froze on my lips when the love scene being enacted in the little parlor met my gaze."

"What on earth did you do then?" asked the listener who might question—and that other one was just as eager to know. "What on earth did

you do?" she repeated, too excited to wait for the answer. "Did you rush in and confront them? That's what I would have done—and my feet couldn't have carried me fast enough! Didn't you want to just kill them on the spot?"

"I couldn't stir," the wife answered, drearily. "My strength was all gone.

"I saw my husband kiss her again and again, full on the mouth. There was no resisting on her part when their lips met, and when he folded his arms around her and held her in a long embrace her whole heart seemed to go out to him. They appeared to have forgotten time and place—to be so drunk with the nearness and dearness of each other that aught else was oblivion.

"I don't know where they thought I was. I don't know how long I stood there. All I remember is of dragging myself back to the porch. I seemed to have turned to ice, although my head was hot as with fever.

"When I came to myself, my mother was bending over the bed, where some one had put me.

"Where are they?" I whispered, weakly, as I gathered my scattered senses and everything came back to me.

"I don't know how my mother knew the turn affairs had taken, but she seemed to be perfectly familiar with what had happened.

"She was so good to me, so good. She stayed with me until the little one was born—little Robert. It was deemed unwise to move me before.

"Perhaps you won't believe it, but I never saw my husband or my former 'best friend' from that awful time to this, when I am sitting here with you. It is especially hard to bear that the last recollection I have of him is so bitter. I have never been able to forget that last sight of him—the sight of his lavishing on another the love I had fondly believed was mine until Death should come between us. And now it was worse than Death that separated us.

"They went away together that very morning—that very hour—not knowing I had seen the falseness, the perfidy. They were observed by neighbors to stroll down the garden walk. She had put on her hat as they left the house, and it became known that they walked to the station together. This was thought nothing of, and nothing wrong was suspected by any one even when they boarded the train together. But after four years had passed, and we had been unable to get any trace of either of them, there could be no shadow of a doubt as to the sequel of their departure.

"Long afterward we learned that they had lived together for several years, but that 'My John,' mine no longer from the hour of his kissing the rose—and the Rosalie!—had finally tired of her and deserted her as he deserted me. So perhaps she lived through an experience similar to mine, and, if so, she could have nothing to complain of at the hands of Fate.

"After I had struggled along for six years I had got a little forehanded and I went on a visit to a girl friend who lived out in Minnesota. My baby had grown into a handsome, healthy, rollicking, sturdy little fellow and my mother's health was so much improved that I was able to leave him with her while I spent my vacation with the old school friend who had moved 'out West.' She made it very pleasant for me. We were invited out a great deal and I enjoyed thoroughly every minute of my stay. Her friends were very nice to me and did a great deal for me.

"Among others who came to the house was a certain wealthy ranch owner who was a particular friend of the family. He was and is—I see you are suspecting how it 'turned out'—a very fine fellow. There wasn't—never had been anything warmer than good fellowship between him and my hostess, so I was not, in any way whatsoever, 'cutting her out.' No, nothing of the kind. He used to invite us out a good deal. The invitations had always included us both, until a day came when he asked me alone if I would not go driving with him. I hardly knew what to do. I am very fond of a good horse and his was a clipper, but I was averse to 'sailing under false colors,' as it were. I finally made a clean breast of it. I told him just how I was situated, without going into details. He straightway informed me that he did not care for that—said it was a case of 'mox nix aus' with him.

"Well, our passing friendship ripened into a deeper regard, and—well, I am married to him now, as you see.

"We—my mother and I—had made every possible effort to get on track of 'My John' and there seemed no possibility of my ever finding him. I was still young, with the probability of many more years before me. So, when this gentleman grew fond of me and wished me to marry him, and I liked him, I made up my mind it was best for me to accept what life still seemed to have in store for me. I came back to my native State, complied with its laws as to divorce and was once more a free woman.

"My mother was very happy as to this match and every day she rejoices in my prosperity. I waited a year after I obtained the papers that made it legal for me to marry again before I did so—I wanted no gossip about the matter.

"I have a beautiful home, two more fine little boys and a dainty little slip of a girl. My husband is thoroughly in love with me, and he is so good and kind to my Robert, who is now a tall boy of 15, that I can't feel grateful to him enough for it.

"Now, haven't I had a checkered career?"

"And about my feelings for 'My John?' Well, the past is past and nothing on earth can bring it back or change it one iota. And yet—and yet—well, 'My John' was my first love and—and—" (now the tears in the voice were actual) "and I loved him with my whole being—and, for all he deserted me and ran away with my 'best friend,' he was never any-

thing but utmost kindness to me—and when any one is kind and good to you you can't help—loving them, you know—and so—"

Well, here the car stopped with a jerk that threw us all forward and there was a skurrying to get off the car.

The two pretty young women in the seat behind me got off first and I lost them in the crowd waiting at the end of the line. The one with the dark complexion and the "checked career" never finished the "and so" of the last sentence of the story of her life. "And so" I am utterly in the dark as to what she would have done had the recreant "first love" again appeared on the stage. I'm rather glad he didn't, for her last words left a doubt in the minds of her two interested listeners as to her ability to send the "first love" "kiting."

There is an old Hindoo proverb which reads: "Drive out a woman's nature with a pitchfork and it will return again and again."

Jan La Vigne.

## Accepting Doubtful Money.

Some silver is thin, smooth, perforated or in other ways a little "off." Sensitive people with such a coin hesitate about trying to pass it. Perhaps it has been "turned down" at the postoffice. The druggist who lets it be known that he will accept all such money at its face, and will also give full value for Canadian coins or old Spanish pieces, etc., catches much of it, and the trade which it brings will pay. He may lose on a few transactions, but in the end he will make friends and gain customers. The loss can be charged to his advertising account.—Drug Journal.

When sugar prices are low, German farmers can hereafter utilize their crops more profitably by drying the beets for use as cattle feed. Experiments have shown this method to be feasible, and the dried beets can be easily stored.

## AUTOMOBILES

We have the largest line in Western Michigan and if you are thinking of buying you will serve your best interests by consulting us.

Michigan Automobile Co.  
Grand Rapids, Mich.

Gas or Gasoline Mantles at  
50c on the Dollar

GLOVER'S WHOLESALE MDSE. CO.  
MANUFACTURERS, IMPORTERS AND JOBBERS  
of GAS AND GASOLINE SUNDRIES  
Grand Rapids, Mich



They Save Time

Trouble

Cash

Get our Latest Prices

GRAND RAPIDS  
FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich.

The Leading Agency

**CALENDAR ADVERTISING.**

**Some Seasonable Suggestions on the Subject.**

Written for the Tradesman.

The days are getting shorter, the price of coal is getting higher and there are other unmistakable signs of the approach of winter. The season for calendars is near at hand. Perhaps the calendar man has already been around; or, if you buy by sample, which is almost equally satisfactory in the purchase of this class of advertising matter, perhaps you have already obtained a catalogue and are engaged in making selections. In view of the season, a few remarks concerning the buying of calendars may not be amiss.

There are many merchants who question the value of calendar advertising. They have come to this belief because they have seen some calendar advertising that was valueless. The same rule applied in other quarters would condemn all advertising. Millions are spent each year in this country in the purchase of publicity. Of these millions, there is no question but that millions are wasted. This is not so much of a reflection on advertisers as it would seem to be at first consideration. We must remember that modern advertising is a recent development. Men had advertised after a fashion for centuries. But there is no comparison between modern advertising and the advertising of a hundred or even of twenty years ago. The perfection of the half-tone caused a great change in advertising and also caused it to take a marked stride forward. Much as the half-tone is now utilized, it will be used more in the coming years. A picture always tells a story better than mere words can. The traveler describes, but it is the tourist who really enjoys.

The metamorphosis of the newspaper from the conservative journal of a few decades ago into the sheet in which the opposite of conservatism is so marked has altered the scope and possibilities of advertising. Under modern conditions advertising has secured larger circulation and lessened credence. The opportunity and the necessity of advertising are larger than ever before; and the "burden of proof," as our legal friends say, is on the merchant heavier than ever. In the old days a mere statement of fact was enough; now it must be backed up with reputation and practical demonstration.

With these changes of character and method in general advertising it is not to be wondered at that calendar advertising has also undergone its changes. The modern advertising calendar is a comparatively recent development. It used to be merely a convenience and the calendar which best served the purposes of convenience was the most valuable and lasting in effect. But now pictorial art has entered into advertising to a remarkable degree. Just as the half-tone revolutionized magazine, circular and even newspaper advertising to some degree, so the perfection of the three-color process and other improvements in the art of printing

have changed the whole character of calendar advertising.

There are three kinds of successful calendar advertising. There are other kinds, and it is they that have created the doubt in some minds as to the value of calendar advertising. If the merchant succeed in hitting one of these three kinds or combining two of them and succeed in shunning the other kinds, his calendar advertising will be a profitable investment. It is difficult to arrange these three classes of calendars in order of value. The reason is that their value is governed by the class of business to be advertised. These three classes of successful calendars may be grouped as follows:

1. The "clever" calendar.
2. The art calendar.
3. The reference calendar.

The object of the calendar advertiser is to produce something that will be the vehicle of his advertising but that possesses enough intrinsic value to cause it to be preserved. The public, it must be remembered, is unappreciative and human enough to forget the source from which the calendar comes and to consider the advertisement upon the calendar something which detracts from the value of the article. Therefore, the greater the value of the calendar and the less obtrusive the advertising, the greater its probability of preservation. In consequence the calendar that is too palpably an advertisement defeats its own object.

In considering the quality most likely to overcome the objection of the recipient to the advertising character of the calendar we come upon three separate classifications: The clever calendar; the art calendar, and the reference calendar. It is the object of the calendar not only to induce preservation but to attract attention from others than its possessor.

The clever calendar compels by its cleverness. It is some happy conceit that gives it permanence. In this class come humorous pictures and calendars which appeal to hobbies.

The art calendar owes its success to its artistic value. It is the most recent calendar creation. It includes nature studies, nudes and reproductions of masterpieces. The fact may be a reflection on our artistic sense but is true nevertheless that the two former are more popular than the latter. In America we have less respect for the classical than almost any other nation.

The reference calendar represents the oldest type of calendar and it has not lost its value. It is a calendar that is designed to be a calendar above all things.

In calendar advertising, as in all advertising, it depends entirely upon whom you wish to reach what kind of calendar you shall employ. For general advertising I would use the calendar that appeals by its cleverness. To reach the home I would use the art calendar. To reach the desk I would use the reference calendar.

The calendar is intended to make the name advertised stick in the

memory or to compel attention to a speciality. The matter should be brief. For the merchant it should give the name and the business briefly. The address, street and telephone should never be omitted. Do not misinterpret the purpose of the advertising calendar. Do not do all your advertising on it.

Charles Frederick.

**The Drug Market.**

Opium—Continues firm. Owing to condition of affairs in Turkey, higher price is expected.

Morphine—Is unchanged.

Quinine—Is firm and the advance expected last week of 1c took place on the 3rd.

Cascara Sagrada—This article advanced nearly 100 per cent. last week on account of big stocks being controlled on the Pacific coast. Still higher prices are expected.

Haarlem Oil—An advance of 10c per gross has taken place.

Balsam Fir, Oregon—Is firm and advancing.

Cocoa Butter—Is tending higher.

Oil Peppermint—This article seemingly has struck bottom and most large buyers have taken advantage of the present market.

Hemp Seed—Has advanced.

**No More Money.**

Old Lawyer—Why do you feel that your client will lose his case? Have you exhausted every means at your disposal to—

Young Lawyer—No; but I have exhausted all the means at his disposal.

**ALABASTINE** We want to tell you of the durable and sanitary wall coating and tender the FREE services of our artists in helping you work out complete color plans; no glue kalsomine or poisonous wall paper. Address Alabastine Co., Grand Rapids, Mich. and 105 Water Street, New York City

**ELLIOT O. GROSVENOR**

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

1232 Majestic Building, Detroit, Mich.

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.

**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.



Devoted to the Best Interests of Business Men

Published weekly by the  
TRADESMAN COMPANY  
Grand Rapids

**Subscription Price**

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

Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY - - SEPTEMBER 9, 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 Sept. 2, 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 fifth day of September, 1903.

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

**NATIONAL ECONOMY.**

Alike from the political and the economic point of view, fiscal policy is now, perhaps, the most important subject under discussion at once in Great Britain, Germany and the United States. The conditions affecting the question, however, are not precisely the same in any two of these three great industrial and commercial countries. Each of them has its own special problem to deal with, but certain tendencies have become prevalent in every phase of national development and must everywhere be taken into account. The policy of imperialism, as it now appears, has for its main purpose the extension of the home market. Every country whose productions exceed the demands of its own people must, of course, desire to secure at least a proportionate share of international trade, but notwithstanding this the stronger nations are seeking at the same time to enlarge the area of trade directly under their own control. Friedrich List observed this tendency, although it was then less marked than it is now, more than sixty years ago, calling attention to it in his work on "The National System of Political Economy." Benjamin Kidd, an English publicist, commenting upon it in the Nineteenth Century, said: "The essence of the policy may be briefly stated. It is that of a living nation standing for its own ideals in the world, aggressive, progressive, as far as possible self-sufficient, is therefore necessarily stretching ever outwards towards the widest possible basis of production organized towards its own aims. \*\*\* Under the influence of this conception of national economy as applied by Germany and the nations that fol-

lowed her lead, a great transformation of the world has taken place during the past quarter of a century."

The movement thus described has been prompted and assisted by the more purely political aspirations of a number of considerable European peoples, e. g., the Italian, the German, the Greek, the Roumanian and Bulgarian peoples. The unification of Germany and Italy established two enlarged areas of free trade, amounting in each case to one home market, where before there had been many rival markets; but the very success of this movement led to an enlargement of its scope, and the newly-united countries are attempting, by conquest and colonization, to meet the demands created by the powerfully-stimulated development of their industries. This policy of expansion has been apparently less necessary to the prosperity of the United States than to that of any other great power but the annexation of the Philippines has, nevertheless, been defended as a measure of commercial enterprise. Neither Germany nor this country has reaped much material benefit so far from outlying possessions, but the failure of the policy of imperialism is not yet acknowledged by its authors on either side of the Atlantic. Victor Leo, a young German political economist of some distinction, says in his treatise on "The Tendencies of the World's Commerce," that protective tariffs must continue and that a moderate increase of them cannot be considered a misfortune: "In practice it is not possible simply to drop entire industries because similar industries can produce more cheaply somewhere else. From the point of view of the world economist it is correct to insist on a division of labor which gives to every nation those industries for which it is most adapted; from the point of view of the national economist the disadvantage resulting from such a policy would be greater than the advantage to the consumer of being able to buy the article in question at a cheaper price." The principle here suggested is that the independence of a nation is never perfectly assured until it is made self-sufficient in every material respect. It is desirable that bread should be cheap, but dear bread is preferable to dependence upon foreign countries, possible enemies, for any necessary of life. Safety requires a diversification of industry at whatever cost. This argument was made with good effect in behalf of the infant industries of the United States when they seemed likely to be overwhelmed by an invasion of cheap goods from England just after the war of 1812-15. The danger always to be apprehended is that the infant industries which government undertakes to foster will never acknowledge that they have come of age and are able to support themselves.

The imports of the United States exceed those of every country in the world except Great Britain and Germany; notwithstanding this fact, no other great power is so nearly self-sufficient. In Great Britain and Germany, however, the immense scale

on which productive labor has been transferred from agriculture to manufacturing industries has resulted in an overproduction of many kinds of merchandise and in an underproduction of food materials. Great Britain buys a larger part of her food abroad than Germany does, but Germany has probably suffered more than England has from overproduction in manufactures. It appears, then, that political economists of Victor Leo's school are in a fair way to discover that protection by no means affords a perfect solution of the problem of national self-sufficiency. Germany is in need not only of new markets, but also of additional territory for the accommodation of a surplus population. Still endeavoring to realize List's ideal of national economy, "stretching ever outwards towards the widest possible basis of production organized towards her own aims," she has established colonies in various parts of the world. But these colonies have not proved very attractive to emigrants from any European country, and have consequently failed to increase the volume of Germany's commerce to any considerable extent. On the other hand, it is hardly correct to say that Great Britain, pursuing the opposite course, has devised her fiscal policy from the point of view of the world economist rather than from that of the national economist. She has neglected agriculture because she has found manufacturing more profitable, and she has kept her ports open—"free of toll"—because cheap food and raw materials were necessary to the prosperity of her manufacturers. If other great countries have at last developed their resources and have become her formidable rivals in trade, it does not follow that the policy she has hitherto pursued has been a mistaken one. And, after all, her wealthiest and most powerful rivals are her best customers. She shares their prosperity, and they can find no better market than that which she provides. In 1901 for instance, the United States sent goods to her to the value of \$177,208,795 in excess of the total value of those sent by the whole system of British colonies, possessions and protectorates.

**FOOLISH FLYING SHIP.**

For many months Prof. S. P. Langley, of the Smithsonian Institution, which is a Government concern, has been engaged, under the auspices of the War Department, in constructing a flying machine. Some \$75,000 of public money has been expended in the scheme, and the flyer is said to be nearly ready for trial.

According to accounts, the idea of a balloon attachment has been discarded and the machine is to have no support to keep it afloat. It is, in a word, a great skeleton bird, with four wings, each of which is twenty feet long by ten feet in width, each wing having 200 feet of superficial area, and the four aggregating 800 square feet.

The motive power is a gasoline engine, weighing 200 pounds and generating 27-horse-power. This engine is intended to flap the four wings, as well as to turn the screw propellers,

which are two in number, and are 6 feet in diameter, and are expected to make, so the reports say, 1,200 revolutions a minute, or 20 each second. The wings are for the purpose of supporting the machine in the air, while the propellers are to move it forward, upward or downward, as may be required.

It should be remembered that all the other devices for navigating the air have a balloon attachment filled with some light gas, which will keep the contrivance afloat whether its mechanism for propulsion operates or not. When the machinery of a steamship, or the masts and rigging of a sailing ship are disabled at sea, the vessel will float, allowing time for repairs to be made, or for some other vessel to rescue the passengers. With a balloon attachment to an airship the vessel can be kept afloat after its propelling machinery is disabled; but all is different with Mr. Langley's flying ship. It is wholly dependent for buoyancy upon its silk wings, which must be kept vigorously flapping. The very moment the motion ceases, down come the entire contrivance to earth.

The necessity for some safeguard in case the machinery should in any way fail, is so absolutely urgent that to discard it seems the very height of folly, and nobody but an alleged scientist, carried away by some impractical theory, would be guilty of such an act. Gasoline is one of the most dangerous substances that can be used as a propelling force, igniting and exploding at the slightest provocation, while the flimsy material of which the wings are made, and the complication and slenderness of the mechanism which is required to exert excessive force, compared with its lack of strength, render this machine so extremely dangerous to its navigator and other occupants, and so entirely unreliable for any useful purpose, that the money spent in it may be considered as thrown away.

In spite of the fact that theories contrary to Sir Isaac Newton's doctrine of gravitation are being put forth, the fact remains that there is a force which stubbornly and inevitably drags downward every object lighter than the ordinary atmosphere, unless upheld by some substantial support. Our clumsy contrivances can never be made to equal in perfection the mechanism of a swift-winged bird, but every male creature who has ever been intrusted with the use of a gun has seen the most powerful and perfectly endowed denizens of the air drop like a plummet the moment a single wing becomes disabled.

If a bird has no power to keep afloat for a moment after his propelling machinery has been rendered helpless, what must be the condition of Prof. Langley's flying machine if any stop to his machinery should occur from any cause? There is no evidence that the thing will fly at all, but in any case the man who shall attempt to fly with it and direct it will only be trusting himself to that Providence which is said to be most merciful to fools and infants and other helpless creatures.



**DOLLAR WHEAT COMBINE.**

A good deal is heard these days about combinations, trusts and monopolies. Those who seek to control the output and thus control the price of any commodity which the public needs are severely criticised. When the railroads combining make a pooling arrangement on freight rates, putting up the price on grain for example, the farmers who raise it, the manufacturers who convert it into flour and the consumers who buy it, all have a complaint. They say that the public and its rights have been interfered with by this combination. When one railroad buys up a competitor and then raises the freight and passenger rates, the monopoly is roundly denounced by those who suffer therefrom. When the manufacturers of any product join in a great trust so as to command the market they do it for profit and the profit comes out of the pockets of those who are obliged to buy what the trust has to sell. One of the questions more discussed than any other of late is that which involves the trusts. Wise statesmen and cunning politicians have been trying to solve this problem satisfactorily.

Among those who are fiercest and most voluminous in their tirades against the trusts are the Western farmers. It is in that section of the country that populism had its rise and gained its strength. They complain bitterly of the impositions to which they are forced unwillingly to submit. In this connection it is interesting to note that a movement is on foot among the grain growers of the Western States to perfect a combination whereby they can get a dollar a bushel for their wheat. They are trying to organize and arrange matters so that the fixed price of wheat shall be one dollar and all who want it must pay that figure. Wheat is something which the people can not well get along without. They must have it. It is not less a necessity than coal. To be sure, people forced to it can live on barley, oats, rye or Indian corn in the same way that people without coal can keep warm by burning gas, wood, peat, etc. Deprivation in either case is a hardship. Combinations affecting either are monopolies in necessities and if they serve the proposed purpose, derive their profit for their managers from the public pocket.

The Western farmer is seeking to do for himself precisely what he criticises and condemns in others. The man who holds shares in a railroad has transportation to sell, just as the farmer has wheat. Both want to get as much as possible for them. There are fair ways and unfair ways of making money. People can get along without riding on the cars better than they can get along without the flour which comes from wheat. The disposition manifested by the grain growers who want to force wheat up to a dollar, is precisely the same as that manifested by the railroad people who combine to put up fares and freight rates. The difference between the two propositions is that the railroads can and sometimes

do make these combinations, but the farmers never can. There are too many of them and too widely scattered. The price of wheat is largely regulated by supply and demand. The speculators in Chicago can corner it for a little while and make the price fluctuate, can even make it flurry around figures higher than a dollar, but they are dealing with the products of hundreds and perhaps thousands of farmers. The speculative price seldom remains high for any considerable time, and so the hardship it inflicts is temporary at its worst. If the farmer should succeed in making a dollar the ruling price for a bushel of wheat it would make the cost of living everywhere just so much higher. This would be followed by a general advance in other prices, including those of articles which the farmer himself must buy. There are very few things which stand isolated, entirely apart and alone. The price of most commodities influences that of others. Advancing the cost of breadstuffs advances the cost of living and so indirectly influences the prevailing rate of wages. A very far-reaching monopoly would be that of the Western farmers if they could accomplish their undertaking. There is no particular cause for alarm on this score, however, because the project is not practicable and the scheme will never be put into actual operation. A short crop may put wheat up to a dollar or higher, but there is no special danger on the other score.

Secretary of Agriculture Wilson recently declared that the corner in cotton was the work of gamblers and that its effects would be injurious to the cotton industry. Ex-Senator Butler, of South Carolina, replied to the Secretary, saying that he lacked information on the subject, and that the men who had boosted prices were not gamblers, but honorable business men, whose course the Southern cotton planters applauded. To this Secretary Wilson says if present prices continue until the cotton growers sell the coming crop, he will take off his hat to Senator Butler. "But if, on the other hand, it should occur that the price of cotton is dropped, when the farmer gets ready to market his new crop, down to eight cents or seven, instead of fifteen or twelve, then, of course, I shall adhere to my opinion that the manipulation of the present cotton corner by the gamblers, of whom I spoke, is doing infinite mischief."

Colorado will make "Melon Day" at the World's Fair memorable, for it is proposed on one day during the season to ship a train of thirty refrigerator cars, loaded with the famed cantaloupes from Rocky Ford. Busy yourself for a minute with pencil and paper. There are forty-five melons to a crate, and three hundred crates to a car, so this train will carry nearly half a million melons to the World's Fair, and they will all be given to visitors on a day to be selected by Senator Swink, and Frederick W. Taylor, Chief of Agriculture.

**A LESSON IN GOOD NATURE.**

A great lesson in cheerfulness and good nature is taught by Sir Thomas Lipton, whose pleasing personality is just now very much in the public eye. On three different occasions he has spent a mint of money in yacht building and come over here for the avowed purpose of "lifting the cup," as he expresses it. His ambition has been and is to wrest from the United States a prize which it dearly cherishes. In that sense and to that extent he is a hostile foreigner coming here to take away something which is much valued. He is an invader and although his invasion has thus far been futile it has been earnest and an invasion all the same. On each of his visits he has been cordially received and extended the warmest sort of a welcome. Everybody has tried to give him a good time, and the effort has been handsomely successful. Nobody has any but pleasant things to say about him and on every hand he is complimented. He has lost in the race, but he has accepted defeat kindly, philosophically and, most of all, good naturedly.

Suppose, on the other hand, that Sir Thomas Lipton had come over here with his boats and been cross or crabbed, been angry over defeat, been captious and critical, finding fault and ill natured. Suppose that defeat had made him ugly and he had used disagreeable expressions to give vent to his feelings. In that event every comic paper would have caricatured him, he would have been the butt of ridicule and the target of innumerable sharp shafts of satire and sarcasm. He would have been disliked and most of all made to appear ridiculous. He would have been laughed at and none would have been so poor as to do him reverence. All that has been avoided for no other reason than because he has been good natured. He has made a good fight, doing the best he could to win a victory over the Americans. Our people like to see a good fighter if he fights fair, and Lipton has done that. They like to see a good loser, and Sir Thomas is that also. Because of his sensible behavior his coming is welcomed and his departure regretted. He is very popular and everybody seems to like him. That would not have been the case if he had been of sour disposition, a grumbler and what in this country goes by the name of a "chronic kicker." There is a mighty good lesson for everybody in this phase of Lipton's character and career. It is worth while to be good natured under adverse circumstances. It is difficult sometimes, but in the end it pays.

A national debt is a very common occurrence. The United States and most other countries borrow money on the government's credit. As a rule the government bonds are regarded as the best possible security. In the United States they are counted gilt-edged and sell at a price so high as to yield a very small return to the investor. According to Bjoernson, the great Norwegian writer, Russia's public debt has

reached the enormous figure of \$3,450,000,000, the greater part of which is placed at home, although nearly a billion of it is held abroad, the latter being for the most part on the railroad securities. A notable fact in this connection, according to the authority quoted, is that a part of the railway system pays no dividends and does not even pay its running expenses, so that instead of being a source of income it is the reverse. The necessity of paying interest on this terribly large indebtedness, together with the cost of maintaining the government, with its immense army and navy, makes taxes terrifically high. With these facts and figures in mind it is not to be wondered at that as many Russians as can get away from that country; nor is it to be much wondered at that some are nihilists. If the bear has a war over Manchuria or for any other reason, the bill of expense will run up still farther and the people must be taxed still more. Evidently there is something radically wrong with Russia and perhaps it will be worse before it is better.

Pretty much everything in the world has a use. It is hard of course to discover the real mission of insects, worms and even of some birds which annoy the farmer and the gardener. It has come, however, to be very generally appreciated that as a rule birds do more good than harm. Although they may steal some cherries or some berries, they more than make up for it by destroying insects. The ranchers of Wyoming have been learning this lesson and are paying rather dearly for the tuition. Prairie chickens used to be very thick in that region and the farmers rather encouraged the hunters, who killed them off by the wholesale. Now they want the Legislature to pass a bill protecting the birds. The prairie chickens fattened on the grasshoppers. This season the supply of grasshoppers far exceeded the prairie chicken demand and the crops have suffered accordingly, the grazing lands being badly damaged. Even if shooting the prairie chickens is absolutely prohibited it will take two or three years for them to multiply sufficiently to ward off the grasshopper pest and meantime the Wyoming farmers will be the losers.

It is a wonder that men complain because their wives and mothers go through their clothing. What if they do appropriate whatever small change they find? An old lady who died in New Jersey the other day left a fortune of \$2,800 which she had gained by the practice! She hadn't put it in the bank, but just stowed it away in odd corners about the house. Her husband and sons never missed the money and are very glad to have it now. Of course all women are not savers. Some have no talent except for spending money.

Goldcrosses and diplomas were presented by the German Empress last year to 176 women servants who had been forty years with the same family.

## Dry Goods

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—The market for staples in practically every direction is very strong, and buyers are working in a very quiet manner. There is considerable trouble arising through the delay of orders booked for some time past, and this trouble seems to be increasing somewhat, rather than diminishing. Wherever new orders are placed for immediate delivery, the buyer is very insistent upon the date, and demands positive assurance that the goods will be shipped on schedule. Whether the recent orders of this nature will be delivered as per requirements remains to be seen, but unless the agents are liberal in their allowances for the amount of goods already in process, it seems a little doubtful.

**Sheetings and Drills**—Remain unchanged as far as prices are concerned, and there is practically nothing moving in the line of export goods. Ticks are very scarce, and many enquiries received daily are turned down, owing to the sold up condition of the mills. In spite of reports in regard to irregularities in the prices of denims, supplies are very hard to obtain, and the buyers will not receive the deliveries which they seem justified in expecting under the present conditions. Bleached goods are in fair request, but the qualities most in demand are in smallest supply. The scarcity of finer goods is very marked, and buyers are beginning to realize this fact, and are becoming somewhat uneasy.

**Wool Dress Goods**—While in certain directions dress goods agents report that they have not opened their complete spring lines of dress goods as regards both domestic and foreign fabrics, such instances are in the minority. As far as staple fabrics are concerned the market is in a well developed position as regards openings approaching a complete state. Leading lines of these staple effects have been available for the buyer's consideration for some weeks. The lesser lights in the staple goods field have followed in the footsteps of the large corporations with the result that little remains to be opened in the way of staples. Fancy and novelty effects are also being shown in a liberal array, both by home and foreign goods factors. The showing of 'fancies and novelties falls farther short of completion than that of staples however. Buying operations so far conducted have not imparted an unusual degree of activity to the market. Nevertheless a very fair volume of advance business is reported on a large number of lines and styles of goods.

**Underwear**—The first houses to open their lines for this season are not by any means the ones that have sold out first, although it is true that those who opened last are invariably still open for business. The latter, however, have succeeded in getting a better average price for their goods than those who forced business at the beginning, and perhaps by the end of the season they

will find themselves better off for so doing. Even these manufacturers claim, however, that the prices they obtained are not in good proportion to the cost of raw material. The business of the past week has been largely made up of balbriggans and it is stated that some very good orders have been taken at reasonably good prices. Buyers seem to be accepting the fact that the manufacturers will not go back to former prices under any consideration, but would rather close their mills, and for this reason alone, some of them have finished up their season's ordering. Even to-day one can not be sure that the prices as now stated will remain in force next week or two weeks after, for prices are ruled by the immediate market conditions. There has been little additional business of moment among the fleeced lines and buyers do not seem to have been affected by the many discussions that have taken place in regard to this branch of business. The new schedule of prices adopted by fleeced goods manufacturers is hoped to exert a good moral influence on buyers and educate them up to a higher standard, and the future is looked to more than the present to consummate their desires.

**Hosiery**—There has been some little business accomplished during the past week, but on the whole it has been quite a dull time. Buyers have failed to become interested in spite of the argument that the agents have used of possibility of higher prices, etc. Every one is looking forward to the prices on the new cotton crop, the agents hoping that it will enable them to maintain the present prices and the buyers hoping that it will be low enough to reduce prices. Still it must be remembered that a considerable drop would be necessary to effect this, and a small drop could not materially affect hosiery prices.

**Carpets**—The carpet manufacturing business has shown little, if any, change since a week ago. Mills continue to give all their attention to the fulfillment of what business they have in hand, which at the least should last for the next four or five weeks. Many looms are sold up for the entire season, so that the duplicate orders that generally show themselves in October will be of little use to mills favored with a heavy initial business. In fact, if the production of carpets shows no increase from what it is at the present time, through the continued idleness of most of the Philadelphia ingrain mills, the prospects of much duplicate business being placed are not over bright. Just now the Eastern manufacturers are in clover with the business they have in hand and they will probably continue to feel that life is worth living for the balance of the season at the least. With 80 per cent. of the ingrain business temporarily disabled and a very considerable amount of the rug and art square productions taken off the market, the jobbers and other distributors have been forced to take up with other lines of a little better grade. For these reasons alone, the tapestries and the cheap grades of  $\frac{3}{4}$  goods have been in such

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Half Fare on All Railroads

Make our store your headquarters and all packages and grips can be left in our care. While here look at our large display of the following goods:

Duck Coats, Covert Coats, Mackinaws, Bed Blankets, Horse Blankets, Comfortables, Over-shirts, Underwear, Wool Socks, Wool Hose, Wool Skirts, Satine Skirts, Neckwear, Suspenders, Gingham, Cottons, Calicoes, Denims, etc.

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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.

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## HOME INDUSTRY

\$12 TO \$20 WEEKLY



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excellent request the past few months. More attention is being given just now to the deliveries of goods taken at the first of the season than to anything else in the manufacturing line. Jobbers are beginning to wear an anxious look, as the retailers are coming forth in pretty fair numbers now to make enquiries as to what they will need for their fall stocks. Buying on their part has not been heavy as yet, and some of the jobbers are inclined to believe that the retailers will not come in as heavily as has been anticipated. Thus far there has been a great deal of conservatism displayed on their part, but this is likely to disappear when the buying is commenced with full force. Ingrains are bound to be in small supply for some time to come. In jobbers' hands at this early date it is difficult to obtain a fair-sized order and it will not be long before supplies will be pretty well cleaned out. Only in a few instances are the Philadelphia mills in operation and the mills that are running will help the situation but little during the present season. Deliveries on their part can not be made in time for retailers to stock up for their fall needs, so what goods they can turn out now will very likely be stored up until spring demands set in.

Rugs—Weavers are quite busy on business that will take some weeks to fill. The cheap jute-back rugs are beginning to show up very well. Smyrnas in both the large and small sizes are improving and many weavers are busy on these grades alone. In the high-grade domestic rugs, the Wilton and Brussels carpet-size rugs are exceedingly active. Many mills have orders that will keep them active for the next two weeks.

Curtains—Lace curtain makers are beginning to feel the demands from their trade. Retailers are buying quite freely. In tapestry curtains, business reported is very quiet.

**Old-Time Cameos in New Forms.**

The old-time cameos were made up chiefly in brooches, but those of today appear in many other forms. The largest are for belt clasps, and there are stick pins of cameos, cuff buttons in the prettiest shapes, cuff links and flexible bracelets which are charming.

It is the carving, not the color, which counts in the cameo, and that beautiful pink in which the romancer delighted may be had at the same price as the soft brown shades. It is all in the cutting, and the girl who, perhaps, does not care so much for this as to have her cameos match the gowns or accessories that she wears suits herself as to color.

Bracelets are, perhaps, the newest thing in cameos. They are formed of small medallion cameos, some of the stones being pink, and others having the foundation in shades of brown. These are linked together in a way which makes the bracelet flexible, and the result is a pretty trinket which can be bought for \$15. Some of the medallions are a little larger than the others, forming larger bracelets, but the price is usually the same.

Pins range in size from the small stick pin through the variety of small brooches up to the larger ones as big as those our grandmothers wore to fasten their fichus at the throat of their broad embroidered turnover collars. The girl of to-day wears these same pretty things, and the cameo pins can be used in the same way. Brooches range from \$5 up, set in gold.

The large cameos in belt clasps have an ornamental setting of silver or silver gilt. The silver is effective with the cameos. Smaller cameos are used in pairs for belt clasps. Small oval cameos are made into cuff buttons or studs, and others form cuff links made after the style of other modern cuff links.

These cameos come mostly from Naples, where they are cut by artists who learned the work in boyhood. The big shells from which they are made go first into the hands of a workman whose business is to cut them to the best advantage, so that every inch of the shell which can be carved is utilized. The inside from which cameos can not be cut is used for other purposes.

Interesting little trinkets are made from this part—queer little pink or brown dogs and pigs and other animals which have rings attached so that they may be worn as ornaments.

**Fancy Goods Made of Milk.**

Napkin rings, hair combs, walking stick knobs, brush backs and handles, cigarette cases and holders and a variety of other small objects are now being made of milk, according to a Paris correspondent. It appears that much of the cheap imitation ivory now in the trade comes from the cow. There are even alleged pearls worn in earrings, or in other kinds of so-called fancy jewelry, which are literally drops of condensed milk. A nobleman owning immense estates and large farms in the Loriet department has set up a factory for carrying on this new industry. His cows produce some two hundred gallons of milk a day, two-thirds of which is sent to Paris in the season. But in the summer the demand falls off, while the cows continue to yield the usual quantity. Hence the ingenious nobleman's new departure. The casein obtained from the milk is converted, under great pressure, into a ductile substance called "lactite," the possible uses of which seem to be unlimited. It is this sub-product of milk which is replacing celluloid in the market as imitation ivory.

**New Bag Clasp.**

The clasp on the latest novelty in the bag line would puzzle the cleverest of pickpockets, says an exchange. Instead of being on the top of the frame, and easy to pull open, it is on the under side and decidedly hard to work unless one has been initiated. The beauty of it is that it is so constructed that constant opening and shutting will not wear it, as happens to the ordinary clasp.

It has been estimated that no less than 25,000,000 people annually attend the circuses of America.

**One of Our Leaders**

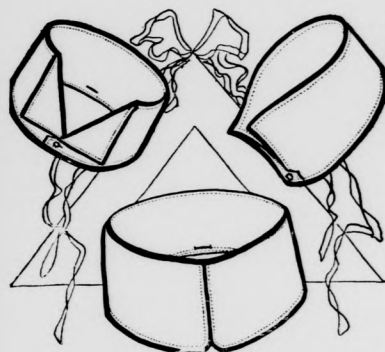


Our fall and winter stock of millinery is now complete in every department. During the week of the West Michigan State Fair, **Sept 14, 15, 16, 17, 18**, we will make a special exhibit of Pattern Hats, Bonnets, Tailor Made, Ready to Wear and Street hats. Should you decide to visit Grand Rapids we extend you a cordial invitation to call and inspect our stock.

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## OUT OF PLACE.

## Girls Not Adapted to Clerkships in Shoe Stores.

Discussing the employment of girls in a shoe store, a clerk in one of Rochester's downtown stores volunteered the following:

"I was employed as department manager at B's dry goods store for six months, at the end of which time I was almost a nervous wreck and was compelled to resign. On taking the department I asked for men clerks. This was promised me, but I never saw them. It was a new feature for the store and I was the only one who knew anything about shoes. When it came to the time for the selection of the styles I expected to be allowed to buy such stuff as I wanted. Instead of this one of the proprietors said that he was going East and that he would buy all the shoes necessary.

"But do you understand shoes?" I asked, as pleasantly as possible.

"Well, if I don't, the man I buy of does," was the reply.

"If I am to make a success of this department," said I, "I would at least like to select my own stock."

"Argument did not avail and the stock came in. I said nothing, but arranged the shoes on the shelves, hoping that some of the best of them might give satisfaction. The day for the shoe opening approached and I had not been spoken to about clerks. I became feverish and asked my employer how soon I could select my clerks.

"Oh, that'll be attended to," he replied. "I have plenty of girls who can help you out."

"I was thunderstruck. Girls! I had never suspected it, and, being a bit bashful in the presence of the fair sex, I hated the thought of that opening day. But I collected myself, and on the fatal day had a fine display of flowers, ribbons, etc., in one of the big windows, with a few shoes. I was ashamed to show many, as they were not the kind I had been used to selling elsewhere.

"Four laughing, giggling, foolish girls were sent into the department to help me. They didn't know a right shoe from a left, and I sheepishly described the difference between a welt and a turn, although I felt all the time that they were making faces at my back. A customer arrived and I handed her to one of the young women.

"I would like a man clerk," she said. It was up to me to wait upon her, and I did so. The girls did not get out of work, however, as soon the people came in droves, we having advertised the opening in the morning papers. An orchestra was playing behind the proverbial bank of palms and ferns, and half the time the girls were dancing to the music rather than attending to their business. I really got warmed up and spoke sharply to them. They laughed at me. Had they been men I would have thrown them out of the department.

"One of the girls was industrious, but she had a fit every time she attempted to try a shoe on a customer's

foot. This was disagreeable to me, as I always had to attend her, the other girls getting as far away in a corner as possible. When I was out of sight the girl clerks would gossip, rather than stay at work putting the stock in shape, dusting, or busy-ing themselves about the department. To women customers upon whom they waited they would gossip, not minding the people who were waiting to be served. Another thing, they always wanted a man to climb the step-ladder to bring down shoes. This work fell upon me, and many times it took me away from a customer. This was an awful nuisance. I endeavored to become used to the situation, but could not, so resigned.

"In a big store there might be use for one or two bright girls, as there are occasional customers who desire the services of a woman. Men will not buy shoes of a woman clerk, and the great majority of men want men to show them shoes. Men seem to think that women do not know about shoes and shoe leather and this impression will never be overcome. Girls are all right in their place, but their place is not in a shoe store, in my opinion, although I often see them there. Of course, it is known that girls are employed because they will work for less wages. Isn't this 'penny wise and pound foolish?'"—Shoe Retailer.

## Recent Business Changes Among Indiana Merchants.

Alice—O. P. & J. E. Glenn continue the general merchandise business of J. E. Glenn.

Kendallville—The capital stock of the Kendallville Furniture Co. has been increased to \$25,000.

Liberty—H. H. Walton has sold his boot and shoe stock to J. S. Driggs & Son.

Wabash—Chas. Geible has discontinued the meat business.

Angola—Nellie (Mrs. L.) Freygang, dealer in harnesses and buggies, has filed a petition in bankruptcy.

Elkhart—D. H. Rohrer has turned his grocery stock over to his creditors.

Fort Wayne—Salem Bashara has uttered a chattel mortgage on his notion stock.

Fort Wayne—A receiver has been appointed in the case of the Standard Blank Book Manufacturing Co.

Fort Wayne—The drug stock of M. F. W. Zimmerman has been chattel mortgaged in the sum of \$2,500.

Indiana Harbor—The dry goods store of M. B. Rosenthal has been closed by execution.

## Time is Money.

"Who was it said 'Time is money?'"

"I don't know; but whoever he was, he didn't half appreciate the facts in the case. If he had ever been going home on the 1 o'clock car knowing in the morning he would have to explain when he got there I guess he'd have realized that every moment was about fourteen times as precious as a glittering diamond."

## 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.

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

Send for Illustrated Catalogue

**CHAS. A. COYE, Grand Rapids, Michigan**

11 and 9 Pearl Street



**It Goes  
Without  
Saying**

— THAT THE —

**West Michigan**

**STATE FAIR**

Is Michigan's Best Fair

**Sept. 14-15-16-17-18-'03**

**GRAND RAPIDS.**

**Running, Trotting and  
Hurdle Races.**

**Trained Elephants—High Wire  
Acts—Balloons, Etc., Etc.  
All Free.**

**Half Fare ON ALL RAILROADS.**

Write for Prize List.

**C. A. FRENCH, - - Secretary.**



**How to Analyze the Selling Points of Your Goods.**

In studying the art of selling, you must always keep in mind that there are as many or more points to be considered than if you practiced medicine or law.

There is no definite rule for making a sale, any more than there is a definite prescription for the cure of all ills, but there are always certain things to be done in the making of a sale, although the doing may vary every time.

One of the principal things a salesman should understand is how to analyze the selling points of his goods. It is not sufficient for him to know, for instance, that an article is made by a well known manufacturer, and that the price of it is a guarantee of its excellence, for there are customers who don't care a rap who makes the article or what it costs, but they do want to know how it is going to suit their needs, and when the several points of manufacture, quality, style, appearance, and general usefulness are carefully detailed to the customer by the salesman, the customer is then in a position to know whether or not the article is what he is looking for.

In making an analysis of your goods you must be governed by the nature of the article as to what you would bring out as the selling points.

If you were selling readymade clothing you would never think of emphasizing the fact that the cloth was woven in a certain mill, but instead you would endeavor to convince your customer that the quality of the cloth was first-class, the style correct, fit perfect and workmanship of the highest grade.

If, on the other hand, you were selling a lady some Dresden china you would not have to speak of such things as "quality of material," "high class workmanship," etc., because when a customer is buying Dresden china it is only necessary to establish the fact of its genuineness and the quality of workmanship and material goes without saying.

If you were selling a pair of shoes, you should be able to point out to your customer why it is that the shape you are offering him is the correct one for him to buy. He may have a high or low instep, and by your pointing out to him that in his wearing a flat shoe with a high instep he will have aching feet, enlarged joints, etc., you establish a friendship that will cause him to call for you when he is again in need of a pair of shoes.

If you were selling a man a trunk you should be able to point out to him that if he was especially interested in securing a very strong one he should buy one with rounding instead of a flat top, for the reason that it is harder to break an egg by pressing on the ends, the points of convexity, than it is by pressing on its sides. You should also be able to point out to him that the construction throughout is first class by reason of its having protected corners, malleable trimmings, convenient arrangement of trays, ample size, good locks, in-

side finish, etc. With these points well established, the name of the maker would make but little difference, but if you were selling champagne to a connoisseur the name of the maker would cut a big figure.

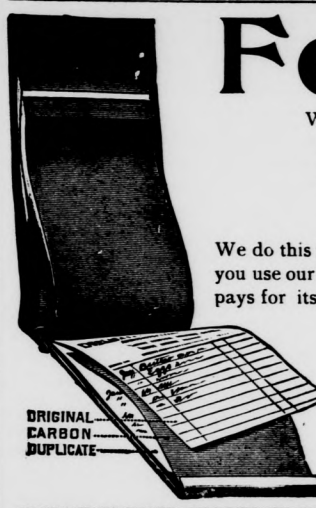
Every article has its selling points. For instance, a certain pencil sells well because it is full of points, and the duty of a salesman is primarily to study thoroughly the talking points of whatever article he is selling, for the reason that if he does not show a perfect familiarity with the points of his goods, he is almost sure to fail in holding his customer's attention, and whenever you see that you have lost your customer's close attention, it's all over with you, so far as that sale is concerned.—Salesmanship.

**Suit to Be Brought Against the Union.**

The Rochester Packing and Cold Storage Company will institute a \$10,000 damage action against the United Brotherhood of Meat Cutters and Butchers. The case brought by Patch against the Rutland, Vt., machinists has blazed the way for employers to act other than mildly on the defensive and the packing company will hasten to follow the example set by the Davis Machine Company of Rochester. Regardless of their grievance the company concedes the men the right to quit work at any time. But the right is denied the strikers to chase the company's wagons about town and by threats and arguments to influence any dealers to withdraw their patronage. The company believes the picketing of delivery wagons, thus interfering with the distribution of the plaintiff's output, to be as much an infraction of its rights as to interfere with the hiring of men.

In relation to the employment of new men, meat cutters are arriving in Rochester every day and distributed among the various shops. One of the proprietors of the retail shops said: "Every day's delay in the settlement of a strike renders the position of the strikers more hazardous. It develops their weakness and accentuates the employers' strength. With recent arrivals of new men we are so placed as to be above inconvenience, and any interference with these men will result in a series of lawsuits against the strikers."

Miss Pauline Astor, daughter of William Waldorf Astor, is said to share her father's aversion for Americans. Here is a story they tell of a woman who met Miss Astor at a London entertainment. The two women were in the dressing room and the elder woman tried her best to engage the girl in conversation. Miss Astor answered in monosyllables, and at last the woman dared to call Miss Astor's attention to her glove. "You have a tiny rip in your glove, my dear." Miss Astor glanced at her glove and replied, "I like it that way." The elder woman felt the sting and retorted, with sarcastic sweetness, "Well, then, I hope the other tears." That was the retort courteous and complete.



# For \$4.00

We will send you printed and complete  
**5,000 Bills**  
**5,000 Duplicates**  
**100 Sheets of Carbon Paper**  
**2 Patent Leather Covers**

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

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

## Grand Rapids Fixtures Co.



**One of our Leaders in Cigar Cases**

**Shipped Knocked Down**

**Write us for Catalogue and Prices**

**Takes First Class Freight Rate**

No. 52 Cigar Case  
 Corner Bartlett and South Jonia Streets, Grand Rapids, Michigan

**GOOD MERCHANTS**  
 Can recommend to their customers and friends

### MEYER'S Red Seal Luncheon Cheese



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

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

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

**J. W. MEYER,**  
 Manufacturer of  
 Red Seal Brand Saratoga Potato Chips  
 127 E. Indiana St.  
**CHICAGO**



## SEARCH METAL POLISH

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

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

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

### "Search"

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

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

## PRO AND CON.

## Hot Arguments of Kalamazoo Grocers and Hucksters.

The special meeting of the Ordinance Committee of the Council, called to hear the arguments of all parties concerned in the matter of hucksters and peddlers' license, with instructions to recommend something for the action of the Council upon the subject, was held according to schedule in the Council chamber and the matter will likely be officially considered Monday, September 14, when it will be formally presented to the Council.

The session became very interesting at intervals during the evening and but for the interference of Alderman Winslow on one or two occasions there might have been some personal compliments exchanged not altogether fit to print. However, nothing very serious happened and aside from some trade secrets that were necessarily revealed the meeting came to a close without anyone being badly injured.

There were about twenty hucksters and three farmers present to represent the interests of these men, and H. R. Van Bochove, J. E. Van Bochove and J. A. Steketeer for the grocers and butchers. At the opening of the session it was decided that each person should be allowed ten minutes in which to set forth his claim.

The meeting was opened by a Henry Boekeloo, who stated: "It is not the license the hucksters and peddlers are so much opposed to, as the enforcing of that clause of the ordinance which prohibited the calling out of their wares on the street. Of course, I am in favor of the city collecting a license and because it has failed to do so is no fault of ours. The license fee of \$100, though, is entirely too high and, while I say I shall pay whatever license is fixed by the Council, I may say for some others that they will be forced out of business, which, in my estimation, is the purpose of the request made by the grocers. In so far as calling out on the street is concerned, I am sure we can prove that by prohibiting calling we will become more of a nuisance than they claim in this clause. There are hundreds of women in this city who would enter a protest against our ringing their doorbells and calling them to the door from their work and by calling we simply announce our presence in the vicinity and if there is anything wanted in the household we are passing they hail us and the trade is made.

"I think everyone present is in favor of paying a fair license, but if your honorable body should pass such an ordinance as that presented by the grocers you would surely hear from many beside the hucksters and peddlers, because it is generally believed this entire matter is brought up for the purpose of freezing us out of business."

Mr. Reinhold made the next speech and spoke directly along the line of argument used by Mr. Boekeloo. When asked what he thought was a fair license to pay he stated \$25 and argued that this was fair in

accordance with licenses paid in other cities.

Mr. Early was next on the programme and presented some very forceful statements in behalf of his position and his brothers in the trade. He emphatically expressed himself in declaring that \$100 license was an outrage and was framed but for one purpose. Mr. Early thought \$25 was about right and that many could hardly afford to pay that.

Mr. Munsell, who represented the farmers, gave his side of the case, which was substantially as quoted by the others, and was followed by Elmer Balch, a prominent grower, who made an unusually strong argument in behalf of the hucksters. Mr. Balch does not come under the huckster's restrictions and enjoys one of the largest exclusive trades in this section and his argument carried a great deal of weight in considering the subject.

The first tilt indulged in was at this point and when Mr. Balch accused Mr. H. R. Van Bochove and others with going out of the city to save 5 cents on a big trade, his assertion was denied and the first personal wordy encounter came off.

Mr. Smith thought \$15 was enough license and at one interval of his argument he said he was a cripple, to demonstrate a certain point, and Mr. Van Bochove, in a sort of friendly fun, reached over and took hold of his arm when Smith instantly stated, "Keep your hands off from me. I have no use for you." This was stopped by the committee.

A voice in among the hucksters wanted to bet Mr. Van Bochove \$50 to \$1 that Smith was telling the truth, but no attention was paid to this.

Mr. Marker made a short talk but was forced to admit he had not paid any license for four years.

The grocers' side was then presented by H. R. Van Bochove and some very forcibly put statements were freely expressed by this gentleman. The equity of the position of the grocers was continued: "I want to say there is not a man here whom I have anything against in any way and to-morrow morning I shall speak to them as before (Voice from the hucksters, "No, you won't") although you see their attitude is so bitter toward me that they would be willing to fight me on the slightest provocation. I have no desire to say anything further than we have already presented for your consideration. I could contradict more than half that has been said here to-night by the hucksters and the first and most important of these is the fact that we are trying to force these men out of business. It is the greatest falsehood of any. We simply want them to share their fair, legitimate responsibility in the trade and that is all."

Mr. Van Bochove was interrupted several times by the enemy and several times the discussion was called off by members of the Committee.

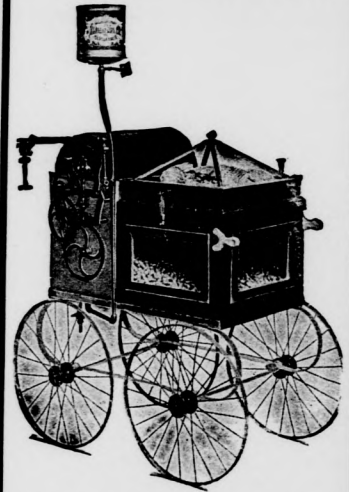
At the close of Mr. Van Bochove's remarks, Mr. Boekeloo asked for the floor and before he could be held up stated, "Gentlemen, there is the biggest hog in the business," pointing to Mr. Van Bochove, hand clapping and

jeers following this remark, and continued: "I would not sell him anything, he hasn't got a friend"—but here it was stopped and adjournment was called, after which the Committee went into secret session.—Kalamazoo Gazette-News.

## Chinese Leather.

The process by which Chinese leather acquires its peculiar characteristics is described as follows: The skins are put into tubs containing water, saltpetre and salt, and after thirty days are taken out, the hair is shaved off and the skins well washed in spring water; each hide is then cut into three pieces and well steamed, which is done by passing them several times backward and forward over a steaming oven. Further, each piece is stretched out separately over a flat board and secured with nails, so as to dry gradually and thoroughly in the sun. The smoke of the oven makes the leather black, and if it is desired to have it of a yellow appearance it is rubbed over with water in which the fruit of the so-called wongchee tree has been soaked. Of the offal, glue is made by heating it in pans for twelve hours over a slow fire, and the glue so obtained is poured into rough earthen vessels, where it remains three days, in order to coagulate; the solid mass is cut into pieces with sharp knives and carefully laid upon grating-like trays to dry—the time taken in drying varying from five days, with a northwest wind, to thirty or forty days with a southwest.

## Little Gem Peanut Roaster



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

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

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

**Rapid**  
HEATERS

Hot Water or Steam

"Made to heat  
and do it."



Did you ever think of the comparative costs of heating by different methods? The following is an accepted comparison:

One ton of coal will heat by Hot Air..... 1200 cubic feet

One ton of coal will heat by Steam..... 1600 cubic feet

One ton of coal will heat by Hot Water 1800 cubic feet

Your fuel bills, which come every year, are of much more importance than the first cost. In Hot Water and Steam you pay for the system and get the comforts of proper heat and have all the heat you want all the while. In the other you pay less first cost and much more in the long run on the installment plan in fuel bills and don't get half the heat you want half the time. Better think a bit.

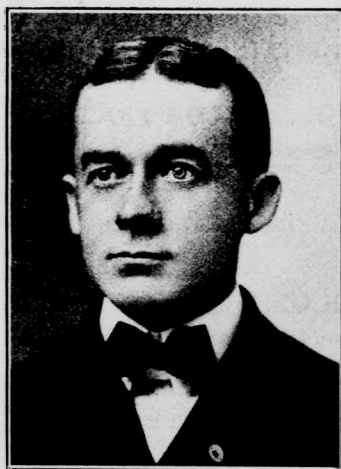
Rapid Heater catalogues free telling all about proper heating. Send for one. Winter is coming.

**Rapid Heater Co., Limited,**  
Home Office and Factory Grand Rapids, Michigan

**SUCCESSFUL SALESMEN.**

**Milton Reeder, With Hamilton-Brown Shoe Co.**

Milton Reeder was born on a farm near Edinboro, Pa., Nov. 15, 1863. His father's antecedents were English, while his mother's were Irish. He lived on the farm until he was 18 years old, but hardly less than three years of that time he attended the State Normal School at Edinboro, after which he taught a year in Platt Center, Neb. He subsequently taught a year at Milledgeville, Pa., when he took a course at Eastman's Business College at Poughkeepsie. He then went to Columbus, Neb., where he worked four years as book-keeper for Herman Oehlich & Bro., wholesale and retail grocers. At the end of that time he came to Michigan, where he managed his brother's store at Traverse City for a year. He then came



to Grand Rapids, entering the employ of his brother as shipping clerk, and a year later he became book-keeper and, for the last eleven years has been employed as traveling salesman for the house, having been a stockholder and director in the Reeder Bros. Shoe Co. and a partner in the firm of Geo. H. Reeder & Co. until August 1 of this year, when he disposed of his interest to his brother to accept a flattering offer from the Hamilton-Brown Shoe Co., of St. Louis, to take charge of the rubber department of that house. He entered upon the new duties September 1, having visited the Boston market and made his selections for next season. When it is remembered that this is the largest shoe house in the world and probably has the largest force of traveling salesmen of any house in the country, seventy-three men being regularly employed in covering every portion of the country except New England, the responsibility of his new position will be appreciated.

Mr. Reeder was married Dec. 29, 1892, to Miss Mary Ohler, of Grand Rapids, who will remain in the city until about January 1, when she will join her husband in the World's Fair city.

Mr. Reeder is a member of Imperial Lodge, K. P., and Grand Rapids Council, No. 131, U. C. T. Aside from these affiliations, he has no alliance with any secret order, his highest ambition being to remain at his own

hearthstone when the work of the day is ended.

Mr. Reeder attributes his success to steadfast effort vigorously applied. He owes his present position to the fact that he was able to make such a good showing as special selling agent for the Buckskin rubbers as to attract the attention of the St. Louis house and cause it to tender him the position he has undertaken. Those who know him best and appreciate his sterling worth confidently believe that he will make such a record in his new position as will surprise his friends, please his house and gratify his own ambition.

**Novel Forms of Leather.**

Novel forms of leather are the subject of much interesting comment just now, says an exchange. It has been discovered that several varieties of fishes have skins that make an excellent leather for some purposes. Salmon hide, for example, serves so well in this way that the Eskimos of Alaska make waterproof shirts and hats out of it. They also cut jackets out of the codfish skins, which are said to form very serviceable garments.

Frog skins are coming into use in many parts of the country for the mounting of books, where an exceptionally delicate material for fine binding is required. Among other data gathered by the commission is information concerning certain tribes of savages who make breastplates out of garfish skins, which will turn a knife or spear. Together with such a breastplate these savages wear a helmet of the skin of the porcupine fish.

A Northern firm recently manufactured some shoes of the skins of the codfish and cusk. On the Lower Yukon, in Alaska, overalls of tanned fish skins are commonly worn by the natives. Whip handles are made of shark skins, and instrument cases are commonly covered with the same material, it being known under the name of shagreen. Whale skins make admirable leather for some purposes, while porpoise leather is considered very superior for razor strops.

Sea leather dyed in a number of different colors is used for many purposes. This leather is obtained from the fur-bearing species, and is used to a considerable extent in the manufacture of pocketbooks. The hair seals are still very plentiful and it is not difficult to kill them. They afford a very promising source of leather supply. Walrus leather has come into the market recently, but as the animals are being exterminated rapidly it will hardly amount to much commercially. Another class of leather now found on sale is that of the sea elephant. Up to a few years ago a species of sea elephant was found on the Pacific coast, ranging as far north as Southern California, but the animals have been so nearly exterminated that they are rarely seen. Another species is to be found in the Antarctic seas, chiefly off Kerguelan Island. The men who are investigating this subject make the prediction that the first few years

of the new century will see the world's leather supply augmented from many new sources.

**A Higher Standard.**

It is conceded that the day is fast approaching, if not already at hand, when it will be necessary for every business man to have a pretty general knowledge of advertising.

When the employers themselves will have pretty well defined ideas as to what their advertising should be and are sufficiently well posted to appreciate ability, originality and the value of a judicious choice of advertising mediums, it will require a much higher standard of the advertising man, and the day of those with but a superficial knowledge of their work will be brought to a close.

The more thoroughly the business man will understand advertising, the more he will demand of his advertising man; and the incompetents, those who know nothing of technique, artistic and literary worth as connected with advertising—in brief, those who have not made a study of it, who put forth such work as they think, not what they know will be effective, such advertising men will find it necessary to change their vocations.

Universally, man admires courage—in an advertisement, even. One never should say anything to the public about goods, of the merit of which there could be any doubt, and what is said should be told with fearlessness. It is brave talk (not bravado) which seals conviction.

**QUICK MEAL**

**Gas, Gasoline, Wickless Stoves And Steel Ranges**

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

**D. E. VANDERVEEN, Jobber**

Phone 1350

Grand Rapids, Mich

**Every Broom Pusher**

Has his or her (especially her) ideas about the broom that works the easiest. To suit the consumer a dealer must carry at least a fair assortment of heavy and light; fancy and plain; big and little handles. Every one will suit if it is a

**WHITTIER BROOM**

Whisk brooms, ware house brooms, house brooms. We have them all (Union made). Best brooms sell best.

**WHITTIER BROOM COMPANY**  
GRAND RAPIDS, MICH.

Let us send our tri-color price list. It tells the story.

**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,

## Clothing

### Condition of Clothing Trade in New York.

For the past month buyers have besieged the home markets and salesrooms of the clothing dealers, and for several weeks more the rush will continue before the season for heavy-weight garments has been completed. As was prophesied several months ago, there have been more buyers in the metropolis than before for several seasons past. The reasons for this are numerous, but chiefly the fact that a visit to the center of the clothing world not only provides the opportunity to purchase necessary stocks, but the retail merchant also has a chance to look about him and gather ideas which will be invaluable when he reaches his home. Again there is the merchant who is closely confined to his store by the care and attention he gives his business, and the visit to the market, either annually or semi-annually, provides a vacation which he can easily make a paying one, from the goods which he is able to purchase by visiting the manufacturer in his own factory or salesroom. A trip to the market is valuable in many ways, least of which is the fact that from it the retail merchant is able to keep up to date, which in these days of fierce competition is a point that is readily recognized as being valuable in any line of business.

The influx of buyers taken into consideration with the large orders placed with the traveling salesmen early in the season, is a good indication that the season will be an unusually brilliant one for manufacturers of clothing. Stocks of heavy-weight garments were pretty well cleaned out last season, and buyers seem to be unusually liberal in placing their orders for the coming fall and winter. The demand has been for high class garments owing no doubt to the general prosperity of the country. The average customer has more money at his disposal and his first desire seems to be to be well clothed. The result has been to put the production of the industry upon a higher plane and the demand for high class garments has been met by manufacturing clothiers with a line of ready-to-wear garments which is credited as being the best in point of material, fit, finish and style that has ever been placed upon the market.

These are busy times in the factories and salesrooms of the wholesale clothing dealers. With the combined duties of superintending the manufacturing departments, where are being prepared the huge stocks necessary to fill the orders already taken and arranging them for early shipment and overseeing the house sales, the manufacturer finds that his time is very well occupied. Besides this preparations are already under way for the coming spring and summer season, and lines of the woolen manufacturers must be inspected and the selections of lightweight goods made. This rush of business will be over

with the conclusion of the month and then for a few weeks the entire attention of manufacturers and designers will be devoted to producing the sample lines for the coming season.

In the selection of the styles for fall and winter the buyer of men's clothing has been rather conservative in his selections, and has purchased styles that, while conforming in every detail to the demands of fashion, do not run to the extremes either in cut or fabric, which prevailed a short time ago. There has been but little change in the general appearance of suits from those that were worn last season. The lapels are being cut longer and narrower, and the collars are a trifle narrower. The coat does not follow the lines of the figure as was shown formerly in the "military style," but hang gracefully from broad, well-proportioned shoulders. The skirts of the coat fit the figure a little more closely. In suitings the patterns are modest with a tendency towards grays, showing plaids and checks in the design. Scotch mixtures, chevots and cassimeres are the principal fabrics which have been selected and most nearly meeting the needs of the season.

There has been a lively demand for overcoats, and the styles which have been selected are the long, loose comfortable garments which gained such popularity last season. The overcoat this season is well proportioned, having broad shoulders and the material draped about the figure in an exceedingly graceful manner. The styles being selected are largely the Chesterfield, but the belted back effects in rough-faced chevots and Scotch plaids are being sold in great numbers. Surtouts, paletots and garments of similar style are being purchased by dealers who sell to the highest class trade.

The past two months have demonstrated that the rain coat is in great demand, and manufacturers of these work their factories overtime to supply the demand. The cold stormy weather of June and a part of July made garments of this kind a necessity, and stocks were quickly sold out, necessitating a hurried replenishment. These coats are designed for either rain or shine and are an attractive and comfortable garment for the cool days as well as for the rainy ones.—Clothier and Furnisher.

### Touchwood and Drift.

Is it not true that an entomologist's home is bughouse?

For knocking down cash the paying machine holds the record.

There is microscopic suspicion that some "butterfly" girls emerge from the cocoon prematurely.

The centenarian ought to be old enough to know what he is living for.

The genus homo bluffen is said to subsist on thermal air.

The diary of a matchmaker ought to be a luminous volume.

The rapacity of the swindler is to the purse as the square of the victim is to his credulity.

Even the prettiest knocker would

find in his heart a potent objection to the abolition of pay day.

Why does not some unappreciated and undiscovered genius write "The Love Letters of a Saint" for posthumous fame?

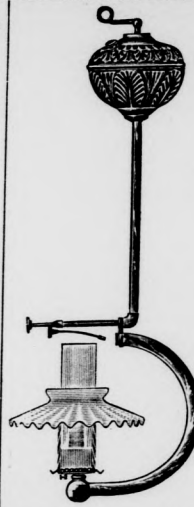
Not all the literary crop turns golden; much of it lacks the sun of the advertiser's favor.

Considering the number of Katydids at this season theatrical managers ought not to experience a dearth of chorus girls! The woods are full of them.

### Backward.

"I understand your husband is of a retiring disposition."

"Ye-es, but usually not before 3 a. m."



## THE "CROWN" INCANDESCENT Gasoline Lights

Latest and most perfect on the market. Write for Catalogue and prices.

The  
Whiteman Mfg. Co.  
Canton, Ohio

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.

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.

There are pantaloons and pantaloons,  
Yes, many kinds of pantaloons,  
Some that rip and some that tear  
And some that you despise.  
But when you want a pair of Jeans  
Whose buttons stay, are strong in seams,  
Buy Gladiator, that name, it means  
The best beneath the skies.



## Clapp Clothing Company

Manufacturers of Gladiator Clothing  
Grand Rapids, Mich.



**DRESS FABRICS.**

**Common Terms in Use in the Dry Goods Trade.**

Agrafe—A clasp or ornament of metal for millinery purposes.

Aigrette—A stiff plume. Sometimes erroneously applied to "egret," which see.

Allover—Embroideries or lace materials in which the design or pattern extends over the entire surface of the fabric in contradistinction to edges and insertions.

Applique—Materials cut out and sewed, embroidered or pasted on other materials.

Armure—A chain weave in which the threads are thrown in alternating small pebbled design. Used in silks and dress goods.

Bandeau—A band or part of a band placed in the headsize of a hat to raise part or the whole of it.

Barre—Materials having stripes or bars running across the cloth produced by various processes of weaving or printing.

Basket Weave—Style of weave in which the plaited work of a basket is reproduced by the pattern.

Batiste—A fine cotton muslin having a good deal of dressing, resembling lawn, the difference being that batiste is slightly heavier.

Bayadere—Designs which run across the material, whether ribbons, laces, dress goods or silks.

Beaver—A thick wolen cloth weave similar to doeskin. The wrong side is finished with a soft, thick nap.

Bedford Cord—A weave used in dress goods similar to cotton pique, consisting of heavy ribs running lengthwise in the fabric.

Beige—Dress fabrics of smooth texture produced by using yarn in which the colors are mixed.

Bengaline—A plain, round, corded weave of silk and wool in which the wool is used as a filling covered by the silk. Smooth in surface, small in grain.

Blonde Lace—Lace made of unbleached silk. Nets in cotton or silk that are unbleached or cream colored.

Bobbinet or Brussels—Machine-made cotton or silk netting in which a hexagonal figure is produced by twisting the thread.

Bokhara—A diaphanous silk of natural color in which a weave of white taffeta silk is produced.

Botany Yarn—Yarn composed of a fine grade of Australian wool and used in the manufacture of worsted dress goods.

Bouillonne—Narrow shirrings of chiffon that edge wide ruffles or plaitings of the same or other materials.

Boucle—Knotted and curled effects upon the surface of the cloth produced by the use of two-ply yarn in which one thread is wound around the other and partly drawn out so as to produce a loop. Rarely used in silk fabrics.

Bourette—An effect produced by introducing lumpy, knotted yarn in the weaving. The yarn so introduced is woven in at intervals, forming patterns or creating an evenly arranged rough surface.

Box Plait—A double fold or plait formed by folding the cloth alternate-

ly in opposite directions so as to form a kind of plait from each side.

Brandenburg—A military ornament of braid and loops with which a jacket is fastened.

Broche—An effect where the warp design is raised in floats and appears as though embossed on the surface of the fabric.

Brode—Embroidered effects either on silks, woolsens or cottons.

Butchers' Linen—A plain weave fabric of linen used for dress purposes, similar to crash in appearance but lighter in weight and composed of smoother yarns.

Cabochon—A round buckle or brooch.

Cachepeigne — Literally "hide comb." Any trimming on a hat that fulfills this purpose, but more correctly the trimming should be placed beneath the back brim.

Camel's Hair—A loosely woven woolen fabric in which a very long fiber is employed. It is composed of the finest worsted.

Canotier—Sailor style, cloth or hat.

Cannele—A channel effect in weaving giving lengthwise stripes in raised or lowered effect on the goods in small patterns.

Cachmere—A wool fabric twilled on one sideonly, with soft finish.

Challie—An extremely light-weight dress fabric, cotton or wool, woven without twill, free from dressing.

Changeant—Changeable effects in color produced by crossing the weaves.

Cheesecloth—Thin muslin bleached or brown, free from sizing.

Cheviot—Twilled, nappy woolen cloth.

Chiffon—A transparent fine woven silk gauze.

Chine—Fabrics in which the pattern is printed on the warp, so that when woven the crossing threads show the appearance of shadows, etc.

Choux—A large rosette of ribbon or tulle.

Corde—In ribbed or corded effect, woven, stitched or made lengthwise or crosswise of the goods.

Corduroy—A heavy ribbed cotton material made like velvet, with a twilled foundation and a pile surface.

Couteau—A knife-like quill or wing.

Covert—A twilled diagonal cloth usually made in mixtures for tailoring.

Crepon—A crinkled dress fabric made of silk or wool or mixed. Also cotton.

Crepe de Chine—A crinkled, thin silk dress fabric.

Crepe Lisse—A zephyr gauze of silk plain woven.

Craquele—Crackled or broken glass effect in lace, net or silk.

Croise—A cross twill in weaving. Applied to velvets, means twilled back instead of the old straight back.

Crystal—A heavy corded silk with wool filling in which the small cords alternate with large, regular or irregular cords.

Damasse—Fabrics ornamented on the surface with a rich design, the running figure woven, but not printed same as damask.

Dimity—Thin white goods, plain or printed, distinguished by raised threads or cords running lengthwise.

Directoire—In the style of the French Directory, 1793-1801.

Drap d'ete—A heavy-weight made like cashmere.

Dresden—A very small, unobstrusive design. The term has been adopted from Dresden china, to designate small, neat effects in printing.

Duchesse—A satin fabric of which the back is woven in flat twills, making a smooth face, not showing the twilled effect.

Echarpe—Literally a scarf. Applied to the long, floating ends in a broad stole effect employed in ladies' neckwear.

Egret—The light, floating feathers obtained from the heron.

Empire—Style of women's dress fashionable during the reign of Napoleon I, based on the mode of dress customary in ancient Greece.

Eolienne—A sheer silk and wool fabric.

Etamine—A canvas weave with a

wide mesh, rendering it more or less transparent; sometimes woven with a silk stripe.

Faconne—Figured goods in which the design is raised upon the surface. Silk or wool.

Fagoting—A criss-cross openwork stitch done in a rope silk.

Faille—Soft ribbed dress silk with a prominent cord extending across the fabric. Not so heavy as Ottoman; twice as large as grosgrain.

**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

## PAN-AMERICAN GUARANTEED CLOTHING

is the whole argument in itself.  
"A new suit for every unsatisfactory one."  
It has the Union Label too—we've added it because it ensures better workmanship for the same money.

Suits and Overcoats \$3.75 to \$13.50, and every line at every price a leader.  
Our salesmen are out—we have an office in Detroit at 19 Kanter Building—or we'll send you samples by express—prepaid.  
Drop us a card asking about our Retailers' Help Department.

## WILE BROS & WEILL

BUFFALO, N. Y.



**Feston**—Loop designs, sometimes called scallops.

**Flitter**—Spangles made of composition, light in weight.

**Floconne**—A silk dress material having small flakes of white or color.

**Foulard**—A soft, thin, washable dress silk woven without twill. Twilled foulard, so known, is really a silk serge.

**Fourragere**—Ornaments of braid set on each side of a bodice, and connected by one or more long, drooping cords.

**Galloon**—Narrow trimming of wool silk, tinsel, cotton, etc. Also gilt or silver lace on uniforms, liveries and band caps.

**Glance**—Changeable colors, usually in silk or woolen goods, produced in weaving. Glance gloves are those finished with a polished or dressed surface.

**Granite**—A weave in which the yarns are twisted to a sufficient extent to give a sort of roughened surface to the material.

**Grenadine**—An openwork diaphanous material of silk, wool or cotton.

**Guimpe**—A front and back yoke to be worn with low-cut dress, with or without sleeves.

**Habutai**—A plain-woven silk made in Japan on hand looms. Smooth and even in texture.

**Hollow-cut Cord**—A pile material woven with a plain surface, on which the cord finish is cut out with a knife.

**Illusion**—A thin and very transparent tulle. (See tulle.)

**Incise**—An effect produced by cutting out designs in a dress material and placing silk or some other fabric underneath it, the edges of the upper material being sewed down.

**Jaconet**—A fine muslin, heavier than cambric, free from starch or dressing, but glazed by calendering.

**Jacquard**—Applied to materials woven on jacquard looms which automatically selects the threads and make the designs formerly produced on hand looms only.

**Jardiniere**—In flower-garden designs.

**Jupon**—A short petticoat. Applied to the new double and triple skirts. The upper skirt is the jupon.

**Khaika**—A Japanese silk, plain woven and less fine in weave than the habutai.

**Landsdowne**—A silk and wool material of very light construction.

**Louisine**—A silk fabric of overlapping weave producing an uneven surface which resembles that of an armor in miniature.

**Luxor**—A ribbed satin or silk cloth, soft and rich.

**Maco**—Strictly speaking, a yarn made of Egyptian cotton, undyed; applied to yarn in the natural color. Used for the feet or parts thereof in black and colored hosiery.

**Maline**—A very fine silk net of gauze-like texture.

**Marceline**—A thin silk used for linings. Plain made, brilliant surface.

**Matelasse**—Woolen or silk cloth which has a raised pattern on the surface as if quilted or wadded.

**Medallion**—An ornament of lace which is applied to a garment.

**Medici**—A collar for cloaks and

resses, very high and stiffened, rolling outward at the top.

**Melange**—Mixtures of color applied in weaving. Also mixtures of cotton warp and wool weft.

**Melton**—Stout, smooth woolen cloth used for men's clothing and ladies' coats. The nap is sheared close to the surface and is finished without pressing or glossing.

**Mercerized**—A chemical process of rendering cotton threads lustrous. The thread is shortened and hardened, producing a silky effect.

**Merveilleux**—A class of fine twilled-back silk satins.

**Miroir**—Glossy or brilliant surface produced on pile and silk fabrics by calendering.

**Mistral**—A sheer worsted material woven from yarns twisted to give a kinky surface to the fabric.

**Mitaine**—A form of sleeve in which that part below the elbow resembles a mitten.

**Mohair**—A light-weight fabric having a lustrous surface composed of the wool obtained from the Angora goat.

**Moire**—A watered effect produced on silks.

**Moire Velours**—A silk fabric with a twilled face on which a watered effect has been produced.

**Moreen**—Fabric of mohair or wool filling and cotton warp. Made in imitation of moire silk.

**Motif**—The unit of a design which is repeated over and over again in a lace pattern. Frequently in a large design the motif is taken out and used separately, in which case it approximates closely to a medallion.

**Mousseline de Soie**—An extremely fine, soft muslin made of silk.

**Nacre**—Having the appearance of mother-of-pearl.

**Ombre**—A graduated stripe embodying colorings, shading from light to dark or vice versa.

**Oxford**—Originally a wool fabric in dark gray and white mixtures (90 per cent. of the former and 10 per cent. of the latter). Of late, heavy cotton and linen fabrics have been known by this name.

**Paillette**—A spangle or scale. Also applied to large round spots or patterns on fabrics.

**Paletot Coat**—The distinguishing feature of this coat is the skirts, which extend ten inches or more below the waistline.

**Panne**—A pile fabric of the satin antique variety. Long-haired, but not so lustrous.

**Paraguay**—Drawnwork motifs in lace and embroidery.

**Passementerie**—Heavy embroideries or edgings and galloons, especially those made of rich gimps, braids, beads, silks and tinsel.

**Pastel Shades**—Very light tints somewhat opaque in character.

**Peau de Cygne**—One of the popular weaves of soft, highly finished silk, closely resembling peau de soie.

**Peau de soie**—Silk woven like grosgrain but with a rib so fine as to produce a plain-woven face. The best grades are finished alike on both sides. The effect is satiny.

**Pelerine**—A small cape. A term

now specially applied to a form of ladies' neckwear.

**Percale**—A kind of cambric closely and finely woven, with more dressing than ordinary muslin, printed or plain.

**Picot**—Small loop used as an ornamental edging on ribbons or lace.

**Plastron**—Part of the garment covering the breast.

**Plauen**—A term applied to German machine-made laces made at Plauen, usually the coarser embroidered effects.

**Plisse**—Plaited.

**Plumetis**—A fine, sheer fabric in which a design is produced by means of loose tufts or spots.

**Pointille**—Dotted with small spots or polka dots.

**Pompadour**—Small flowered designs printed or brocaded in bright colors.

**Pongee**—Thin, soft silk fabric woven from the natural uncolored raw silk.

**Pongee Imperial**—A heavy pongee silk woven with a taffeta surface.

**Popeline**—A repped wool and silk material, the warp of silk.

**Postilion**—Two ends or tabs at the back of a jacket or waist.

**Princess**—A long gown made in one continuous piece, fitting closely.

**Ramage**—Patterns following the lines of branches and tendrils of plants.

**Raye**—Striped.

**Redingote**—A long coat.

**Rep**—Style of weaving in which the surface has a crosswise ribbed appearance as a distinction from "cords" which extend lengthwise in the fabric.

**Shantung**—A heavy grade of pongee silk in which the natural color of the material is preserved.

**Sicilienne**—A mohair of heavy weight, either plain or with a fancy pattern.

**Suede**—Leather finished on the wrong or flesh side, or having the thin, glossy outergrain shaved or peeled off, leaving an undressed surface.

**Surah**—A light, soft twilled silk.

**Teneriffe**—A lace stitch; a form of drawnwork in which the wheel pattern predominates.

**Tulle**—Plain fine silk net.

**Tussah**—A coarse silk produced by silk worms which are fed on oak leaves.

**Venetian**—An all-wool material of a broadcloth construction, except that the face is twilled.

**Vigoureux**—A worsted material printed in colors, producing a melange effect in coloring.

**Voile or Veiling**—A fabric similar to the old-fashioned nun's veiling, but made with somewhat heavier yarns.

**Zibeline**—A dress material which to a greater or less extent imitates the fur of an animal; often the hairy effect is lessened by shearing the surface.—Dry Goods Economist.

When the retail merchant realizes that he should work for the interest of his customers more than he does for the dollar he expects to get, he will find his road to success much easier to travel.



### 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 chevot, 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  
**IDEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.

**Shirt Waists Superseded by the Neglige Shirt.**

Road salesmen are now returning to headquarters after their territorial visits in search of fall orders, and are awaiting the usual calls from their customers visiting New York. From reports in general it is fair to infer that that all hands met with good business in their several lines. The winter negligee seems to have almost supplanted the stiff bosom shirt at the South, but throughout the other sections both white and fancy laundered bosoms have met with a good share of demand. In the fancies figure patterns and light striplings divided the honors in orders for the coming fall and winter deliveries, in lines to be retailed at the even dollar, solid grounds, plaited and plain, showing better in the higher priced garments. Black narrow stripes seem to have taken their position as staples, and it is noticeable that "cuffs attached" is more of a feature among the blacks than among the colors, the narrow widths prevailing.

The white dress shirt shows no change from the style that has prevailed for many seasons. The bosom is plain and with buttonholes for studs. There are eyelet fronts for those who prefer them, but studs are the thing. Cuffs are narrow and show the square corner, for choice, but "small round" corners are not barred—all men are not fashionable to the limit, and even "society writers" have been caught with detached cuffs on their dress shirts. Let us, however, observe the laws of dress as becomes wearers of what in old times was known as "gentlemen's linen," and he who is curious to note the genuine thing in this season's dress shirt may refer to our advertising pages.

This summer's negligee season was not up to the mark—which is an easy way of letting it down. The story is old now, and rehearsal is not a pleasant pastime. Except in missing duplications our manufacturers suffered but little, it is claimed, for the making of supplies to meet expected re-ordering was checked in time to avoid stock accumulations. Spring samples will be on the way for retailers' orders next month, if not sooner. Descriptions will be timely in September. Meanwhile, the band is preparing to play "new and choice selections" from foreign and domestic composers, all of which, let us hope, will receive "well merited applause"—and earn substantial encores whenever the music is heard.

Probably, we have heard the last of the shirtwaist for men's wear. Probably, very few were manufactured for this summer season, and it is no secret that the carried-overs from last year were closed out last month at bargain-counter prices. Their failure of success was due to the failure of normal conditions of temperature in "the good old summer time" 1902 and 1903, and, furthermore, city men who care to disport themselves in coatless and waistcoatless array have found that the negligee shirt "takes the belt" all right and requires no sub-stratum of suspender web harness.

A shirt manufacturer of many years' experience, discussing the matter of shirting patterns, after giving the information that his men would be on the road with their spring samples before the close of this month, delivered himself as follows: "I have given up the multitudinous system of sample pattern cards known as 'endless variety,' and shall confine my offerings to a choice selection of the few. This 'bewildering assortment' practice has made an endless variety of trouble for me as it has for other manufacturers, and I am done with it. You can realize the quandary a retailer is in when too many good things are thrown at him. It gives him embarrassment in choosing, and his after thoughts often have been the cause of substitutions after his orders were placed.—Clothier and Furnisher.

**Rather Rough on Madam.**

A jewel of a servant is a thing which few people in these days are any too ready to part with, and so Mrs. J. may have had some excuse for the selfishness which prompted her to advise her cook not to get married. The woman had been in her employ for ten years, was thoroughly acquainted with what the housekeepers call "the ways of the house" and—well, as Mrs. J. observed—"you could just have knocked me down with a feather when I learned that I might lose her." Therefore:

"Well, Bridget," she said, "you know that marriage is a serious matter. There are times when it is better to delay it until you know more of the man."

"Sure, mom, I know 'im well, though!"

"Ah, yes, but even so, grave mistakes are often made."

"Ah, well, well, mom, perhaps I'll be more lucky than you were."

**His Black Breath.**

Ex-Senator "Billy" Mason once took his five-year-old son with him into a barber shop. After they had reached home the little fellow was overheard telling his sister all about what he had seen.

"Papa sat in a big chair up high," said he, "and a black man breathed on his shoes and then rubbed the breath in and made them all black and shiny."

"What did he breathe on them for?" the sister asked.

"Why, to make them black, of course. You never saw anything so black as that colored man's breath was."

**No Cats Allowed.**

A rather "fussy" woman, who recently came to this city from a neighboring town, applied the other day at a furnished room house for a room for herself and husband. The only room whose price came within her means was too small, and to this she objected.

"Why," said she to the landlady, "there isn't room enough to swing a cat."

"That needn't bother you," promptly replied the landlady. "We don't allow cats here."

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

**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.**

**Baker Mercantile Co.**

110 So. Division Street, GRAND RAPIDS, MICH.

**DEALER IN JOBS**

**SAMPLES:**

- Lot 12 1000 Rolls Wall Paper for \$5 00.
- Lot 41 Fifty 16x20 Frames, and larger, 12 1/2c each.
- Lot 80 5,000 Brushes, mostly scrub, 6c a doz.
- Lot 112 1,000 yards Linings, soiled and burned, 1c a yard
- Lot 153 600 lbs. Chocolates, run together, 3c a lb.
- Lot 157 50 boxes Penny Goods, 35c a box.
- Lot 160 200 lbs. Spices, ground, 16c a lb.
- Lot 177 1,000 boxes Sprinkler Bluing, 6c a doz.
- Lot 190 1,000 pieces Tinware and Hardware, \$2.00 per 100.
- Lot 192 Forty doz. Skirt Supporters, 60c a doz.  
made to retail at 25 cents each.
- Lot 204 2,000 Gents' Linen Collars, all sizes, soiled, 50c per 100.
- Lot 206 25 doz. Woolson Spice Co.'s Sprinkler Spices, 30c a doz.

**500 JOBS, CALL AND SEE US**

**BAKER, MERCANTILE 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 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.**

## Shoes and Rubbers

### How I Would Run a Shoe Store.

Every clerk who is helpful to his employer has ambitions and aspirations to take his employer's place and conduct a business of his own. It is rarely that two business heads agree as to the methods of conducting a business, and therefore, while a clerk naturally learns and practices a number of his employer's methods, still he has ideas of his own which he longs to put into practice.

Some of these ideas conceived in young brains do not meet the approval of older heads and oftentimes they will fall short of accomplishing the objective point if put into practice. But we must consider that times are changing constantly, and the plans and methods adopted by our employers at this time may not accomplish the same degree of success ten years hence.

And we must consider that the older merchants as well as those in other vocations will pass away and the present clerks and those who are now serving all the different classes of life, will step into the vacant places and transact business according to their own ideas.

Following up the supposition that I may someday be able to engage in the retail shoe business, I venture to advance the ideas I have formulated, taking into consideration my present surroundings. If my ideas do not meet with your approval, remember that conditions and surroundings differ, and my ideas of fixtures and methods might not be adaptable to other locations.

For a location, I would pick a good, lively town, large enough to support a good shoe business, and drawing trade from a class of people with whom I am familiar. Not being up to city trade, I would steer clear of the wiles of the metropolis, and pitch my tent in the midst of a good farming country. If possible, I would choose a town of from three to five thousand population, which supported a factory of some sort.

This combination would enable me to sell all the different grades of shoes from the highest quality of fine dress shoes to the solid work shoes for the farmer and factory employe.

Next would come the choice and furnishing of the store building. I would pay more attention to having it situated in a prominent place, than to the amount of rental, providing same was at all reasonable. For, while it is advisable for a young man just starting in business to do so with as little expense as possible, still I believe it would be a more paying investment to establish on a main thoroughfare than to seek some obscure place at a less rental.

Having secured the building under a lease (a two-year lease with privilege of three, would be my idea), I would proceed to furnish and decorate same.

I would have the shelving adjustable and the height according to the space I had, and the amount of stock I intended to carry. If the building were small and made it necessary to

shelve to the ceiling, I would put in rolling ladders.

I would arrange my shelving in departments so as to accommodate the different kinds of shoes; placing the ladies', misses' and children's on one side and the gents', youths' and boys' on the other; each in a department by itself.

In the most conspicuous place on each side I would fit up a section similar to a show window and keep therein a sample of every shoe I have in stock with the price marked plainly on each. This section I would cover with glass sliding doors and keep it decorated as attractively as possible.

My object in this is two-fold. First: The interior of a shoe store is, as a rule, one of the plainest looking places imaginable. A stock well kept up is very plain and has nothing to break the monotony. Second, the public will soon get used to seeing the new styles displayed in this manner and will come in to see them; and you have the people where you can make sales. If you depend on your window display exclusively you may miss many people because it is impossible to show your full line in a display window and customers are apt to pass by. If you get people into the store you have a chance at least to sell to them.

I do not wish to be judged from this that I would not make a window display. I most certainly would have a frequently changed window decoration, but would have all displays made with the aim of inducing the public to enter my place of business.

I would also set aside a corner near the front, for a waiting or reception room, and would impress it upon the people that they are at liberty to take advantage of its privileges whether they are customers or not. In fitting up this department, I would place plenty of advertising within reach that would tend to "boom" my business.

Regarding settees and other fixtures it would depend entirely on the shape and size of the building, but I should favor circular seats where it is possible to use them. In addition to these furnishings I would have a few ferns or palms to give the building a touch of freshness.

So much for the furnishings and now comes the selection of stock; by far the more important part of the establishing of a business.

With the multitude of shoe manufacturers that are all after business, it is no easy task to draw matter down to one line. But I would endeavor, as nearly as possible, to have my goods of one manufacture, and have my strongest lines, at least, made under my own name.

At the commencement of business I would hold an opening and also one annually thereafter to introduce new season's samples.

I would use every form of unique advertising I could conceive of that would bring my name and business before the people so they would be as familiar with it as with the lines of advertised shoes which are in competition. I should endeavor to greet

You  
Can't  
Go  
Wrong  
If You  
Buy



The stylish, comfortable, stout-soled women's shoes we make. Their uppers are cut from the best Box Calf, Velour or Cordovan leather.

Our trade-mark on the sole guarantees your customer satisfactory wear.

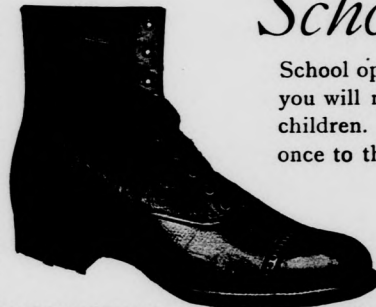
LADIES' CORDOVAN

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

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

COMFORT SHOES

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

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

every customer that came in and see that he was satisfactorily served and received every courtesy possible. I should ask everyone to call again, whether he purchased or not.

This is a brief outline of what I should endeavor to do in opening and operating a retail shoe store, although I realize that I would meet circumstances that we clerks know nothing of but which would then become a stern reality. I would certainly use every method of advertising, personal service and courteous treatment for the purpose of instilling in the public mind that I live up to every agreement and that I have a line of shoes that is sold on honest representation.—Shoe Trade Journal.

**How to Make Cards.**

The first thing necessary is to procure some suitable brushes, and it is not necessary to have more than six to twelve of these. For an outline or single stroke brush, the ones most commonly used are called "riggers," and you would require two of these, one for hair lines and one for heavier strokes. You will also need a small "quill pencil," which has a flat square end when wet; also one that has a pointed end when moistened. You can get along very nicely with these four brushes for practicing. At your local printing offices you can always find cardboard of various colors and sizes. You can use any of these, but it is much better to use a board that will not absorb the paint too rapidly.

Do not use the cardboard called "China" by printers, and which has a glazed surface.

In the matter of paints there are several different ways of mixing these for show card work. One which the writer has found the most practical, as well as economical, is to procure a small quantity of each of the following dry colors: Zinc white, ultramarine blue, medium chrome yellow, vermilion and drop black. A small bottle of mucilage will be ample for the mixing of enough of these colors to last a long time. Place a small quantity of each color in small tin boxes, or lids, and add just enough of the mucilage to make a thick paste. After you have prepared your colors in this manner it is only necessary to dip your brush in clear water and work up the color. Upon the quantity of water used to moisten the colors depends the denseness or shade of the letter. The more water, the lighter the color, and it is possible to make several shades of the same color in this way.

The colors prepared as above are not waterproof and will harden in the boxes, but that does not injure them, as by moistening when wanted again they will be found all right. If you wish to use either gold or silver paint, it is only necessary to procure some bronze of a good quality and mix with water and mucilage. Or you can procure at any paint or drug store a gold or silver paint, already mixed, at a very slight cost. This bronze paint can be used with nice effect on dark colored cardboard, or on ribbons.—Advertising World.

**Value of Personal Acquaintance.**

The merchant in a small town too often tries to imitate his metropolitan brother. Because his abilities, personal and pecuniary, and his opportunities, are so different, he too often makes a big failure of it. The proprietor of a store ten miles from a metropolis has some opportunities which are denied to him who runs a department store in a big city. This may sound strange, for most people would say that the boot is on the other foot; but, mind you, I did not say that he had more, but some. For this reason the proprietor of the smaller store should endeavor to embrace such opportunities as he has, and cease to sigh for those which will never come to him.

One of the advantages which the man in a smaller place has over his metropolitan competitor is a personal acquaintance with many of his customers; and this is an advantage which pertains not only to himself but to each and every one of his clerks. While the clerks in the big stores in the city are not expected to know their customers, those in the smaller towns find the exact opposite to be the case; in fact, a store having eighteen or twenty clerks in a suburban city is likely to have in its employ people who in the aggregate know from 30 to 60 per cent. of the population in the town. This is a fact which can be used to great advantage if the merchant is a man of tact, and a good manager. He can use his acquaintance and the acquaintance of his clerks with the customers most profitably in the way of advertising. Geo. E. B. Putnam.

**History Repeating Itself.**

"Daughter, you ought not to wear those high-heeled shoes. They will make corns on your feet."

"How do you know, mamma?"

"By experience. I used to wear them when I was a girl."

"Did grandma tell you they would make corns on your feet if you wore them?"

"Yes."

"How did she know?"

"She found out by experience, just as I did."

"Hadn't she any mamma to warn her against wearing them?"

"O, yes."

"But she wore them, just the same?"

"To be sure."

"And you did, too?"

"Yes; that is what I was telling you."

"Well, if I ever have any daughters I'll have to be able to give them a warning against high-heeled shoes from my own experience, won't I?" (Puts them on.)

The real object of advertising is to dispose of something and get the cash in return. Make your advertising so effective that it will promptly dispose of your goods at a profitable figure.

An advertiser need not be an artist, but he should have considerable conception of what constitutes art in advertising.

**Announcement**

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

Yours very truly,

Waldron, Alderton & Melze,  
Saginaw, Mich.

**IT'S A PLEASURE**

For the retailer to sell Shoes that he knows will give pleasure and satisfaction to his customers

Our own factory made shoes have satisfaction written all over them. They're made to be the backbone of any shoe business

**Herold-Bertsch Shoe Co.**

Makers of Shoes  
Grand Rapids, Michigan

**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.

## SPEAKING OF HOTELS

## Brings to Mind a Few Other and Kindred Subjects.

Written for the Tradesman.

Speaking of hotel clerks naturally enough brings up hotels; speaking of hotels naturally brings up hotel cooks, and speaking of hotel cooks—some of them—is likely to bring up almost anything. There are chefs in some of our Michigan hotels who are among the best cooks in the world; and then there are others. Cooking ordinarily is supposed to be a woman's game; but the really great cooks of history were men. I do not expect even those ladies who have attained prominence national in character for what they know about cooking.

This national fame, if sifted carefully in a good sifter, will be found not to have been attained in the kitchen in concocting dishes but in untiringly writing testimonials for various kinds of baking powder. A female cooking expert changes her opinion of baking powder about as often as a Kansas man changes his politics. She writes a new testimonial every time she has her picture taken. The baking powder of this country need never lack for commendation as long as the cooking schools keep turning out cooking experts and the magazines have a cooking column in their household departments. If there ever should be a falling off in the female cooking expert testimonials, the baking powder manufacturers still have the Government and State chemists to fall back on. They are always ready to get busy. Whenever the female cooking experts get lazy all the baking powder men have to do is to call out the reserves from the chemical laboratories.

While we are on the subject of baking powder it is well to remember the true story of the baking powder manufacturer who found the best recommendation for his baking powder not in the sacred precincts of a Boston cooking school, nor in the laboratory of a long-haired chemical analyst, but in his own kitchen. He wanted to get out some advertising matter for a new baking powder that he had concocted and he went to his wife about it.

This incident is here related for several good reasons and with several good objects in view. I always like to point a moral and adorn a tale. It is so easy to point out morals for other people to follow. This would be pretty nearly a perfect world—with the possible exception of Evansville, Ind.—if everyone would follow the moral programme set down and mapped out for him by everybody else. I suppose that in my short and valuable career I have pointed as many as a thousand morals. As for adorning tales, I have done that ever since I was old enough to tie a can to a dog. I have never heard any complaint that any tale of mine lacked adornment. I have heard it suggested that more truth and less adornment might be better; but all truly great men are subject to the captious remarks of jealous critics. There are people in the world who

criticise Shakespeare. There are people who criticise the movements of Napoleon at Waterloo. But had I written Hamlet or commanded at Waterloo I don't believe I could have done any better myself. I am not egotistical, like some people.

The moral I desire to point in connection with this baking powder incident is this: That it is not always necessary to consult an advertising expert in order to hit upon a new advertising idea. Moral No. 1,001 which I desire to point is that it sometimes pays to consult one's wife. This latter, of course, must be done with some discretion. It would not do to consult one's wife about everything. If you did you might give away some valuable secrets. Asking your wife for a good remedy for a katzenjammer will never bring you much relief. However, if business gets so slack that a sealskin sacque is out of the question, it is wise to take your wife into your confidence.

This baking powder manufacturer spoken about a half column back realized the wisdom of the above line of action. When he wanted to get up some new advertising for his baking powder he went to the wife of his bosom and told her so.

"Is there any particularly good thing about this baking powder," he asked her, "that could be brought out in an advertisement? Have you noticed any such thing?"

"Why, I've noticed one thing," she said, "and that is that where you have to use a heaping teaspoonful of other kinds of baking powder, you only have to use an even teaspoonful of this kind."

The idea was utilized with success. Getting back to the subject of hotel cooks, there is a man in St. Louis, Mo., who has learned the value of taking his wife into business with him. He is proprietor of a hotel there. Some years ago it occurred to him that if he "featured" his wife as the mainstay of this hotel he would get the trade. He figured out that if the traveling public became acquainted with the idea that the presiding genius of this hotel was a woman, it would also get the idea that the pie there would be likely to resemble that which mother was accustomed to manufacture, and the holes in the sheets would be likely to be darned.

He was right. The traveling public did get that idea. People learned that this hotel was under the supervision of a woman. Her personality was woven into everything in the house like the name of the S. S. Atlanta into the table linen on shipboard. If the public had stopped to think, it would have known that one woman could not cook all the pie that was eaten in a hotel, especially in St. Louis, Mo. It would have known that a woman could not do the washing for an establishment of that size. But the public does not reason. It found things O. K. and it gave the woman credit for it; and the fame of the hotel spread accordingly.

This Lydia Pinkham idea could be used with success in connection with

other things. Lydia Pinkham has been laid away these many years, but her soul and her remedies go marching on. If I stopped at a real hotel I would rather feel that a woman was out there in the kitchen bossing things than some coal passer out of a job toying with the gentle art of cookery or some cooking school graduate trying new fangled dishes on my digestion.

I hope the traveling men will stand by until I get through with this hotel business; I have a few more little things to say. Then I am through.

Douglas Malloch.

## He Was Foxy.

"Sir," said the lady to the conductor, "don't you see that in claiming the child is six years old you insult me?"

"In what way, ma'am?"

"Can you look me in the face and insist that I appear old enough to

be the mother of a child old enough to pay full fare?"

"Madam," said the polite conductor, "I confess my lack of courtesy. Now that I look again at the child I am fully convinced that it looks much too old to be any nearer relation to you than a step-daughter, or possibly a slightly younger sister."

"Very well, conductor. Here is the fare for the child."

## Needs No Thermometer.

"I wish, Susan," said a fond Philadelphia mother to her new nursemaid, "that you would use a thermometer to ascertain if the water is the right temperature when you give baby his bath."

"Oh," replied Susan, cheerfully, "don't you worry about that. I don't need no thermometer for baby. If the little 'un turns red the water is too hot; if he turns blue, it's too cold, and there you are."

## 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.



## ORDER NOW

Wet Weather is coming.

WHEN

waterproof clothing is wanted, it is wanted

AT ONCE

Catalogue of full line of waterproof clothing for the asking, also swatch cards.

Waterproof Clothing of Every Description.

Goodyear Rubber Co.

382-384 East Water St., MILWAUKEE, WIS.

Walter W. Wallis, Manager.

**RED TICKET SALE.**

**How a Buckeye Dealer Got Rid of Old Goods.**

I am moved to tell you about our red ticket sale which we conducted in a most successful manner. We took bright red label paper, had it cut into small pieces 1x2 inches in size, and by means of paste we attached a red slip to each carton. This was pasted on at the top in such a way as not to hide the size mark on the same and so it could easily be removed after the sale and any mark left by the ticket would be covered by the lid of the carton. On these red tickets we marked the prices, which varied according to how much we were willing to deduct from each pair of shoes. We made some very generous cuts on the high-priced shoes, odd lots, etc., but we made at least some deduction on every pair so that the cut was general.

We next dressed the window with cheese cloth, plating all the entire back and side up to bottom of the glass at the back, then draping cloth in scallops at the top for a heading. Where each drape is caught up we hung a strip of artificial smilax. On the side wall we put up a large Queen Quality poster, draping it with cheese cloth and smilax.

I made two high jardiniere stands or pedestals of boards and laths, the top and bottom being circular pieces of wood sawed out and the laths tacked to them so as to give a circular column effect. Square boxes were used for the bases, these were entirely covered with cheese cloth around which smilax was twined spirally. On each of these I placed a jardiniere with an artificial palm. This gave a pretty green and white effect to the window, the floor of which was covered with white cheese cloth neatly puffed.

On the inside of the window we painted in water color, so that it could be easily washed off, a large square of red, marked "Red Ticket Sale," the lettering and a border being left of plain glass. Then after it was dry we placed a sheet of book paper behind it which made the letters and the border white and kept the light at night from shining through and showing the brush marks.

A day or two previous to this, so that they would become perfectly dry, I got extra electric light bulbs and gave them two coats of Pikron, which can be had at any good hardware store. This answered for red bulbs and cost only ten cents. The window is lighted with fourteen lights in a mirror trough at the top. I put these red bulbs in place of the others, then on each of the shoes which were placed in the window I put a red ticket giving the former price and the red ticket price, for instance, "\$5, red ticket price \$3.98." At night when the lights were turned on, the white cheese cloth became a pretty red, and the whole store front had such an appearance as to suggest that we were burning red fire. This peculiarity could be noticed for blocks, the red extended clear across the sidewalk, and no one could fail to notice

it in passing as they fairly had to walk in red.

We put out large dodgers printed in red, the prices quoted enclosed in the plain red ruling to give them the ticket effect. On entering the store, customers saw a red ticket on every carton, which, as the cartons were white, gave a very pleasing effect. We did a liberal amount of newspaper advertising, duplicating our dodgers in all the papers.

The effect was what we wanted, and we had four very busy weeks, and exchanged many of our last season's goods for good bright money in the cash drawer, and had our shelves left in splendid condition for the fall trade.—Geo. F. Wilcox in Boot and Shoe Recorder.

**The Grapes of California.**

California takes the gold medal for breaking fancy grape records. She has been producing bunches that weigh anywhere from eight to seventeen and a half pounds. The largest and finest on record weighed exactly seventeen and a half pounds.

Down in the Fresno belt tucked away in a snug valley lies thirty acres that yearly nets \$14,000. If that is not all that any man could possibly ask, pray what is his standard or his ambition? But to make such a profit one must own the Emperor and ship in great, luscious imperial clusters. They are the grapes that count, for they are of such a size that they are packed in single clusters, one bunch to a crate, and one only.

It took a woman to find out that a pretty cluster, rich in autumnal tints, would bring more in New York's open market than an ordinary one, or one with the bloom rubbed off. Mrs. Dr. W. N. Sherman knew what would delight the soul of any woman, and she caters to their whims. When she picks an Imperial she is careful to see that it is held by the stem, in order to keep the bloom fresh. Here and there her sharp scissors snip out a grape that mars the fresh beauty of the cluster.

When the bunch is perfect Mrs. Dr. Sherman minutely notices its varying colors, and selects narrow ribbons that deepen or bring out the rich, vivid tones. Next comes the selection of gorgeous, red-tipped leaves and long brown stems. These in turn are tucked in cunningly and the cluster Imperial is placed on a bed of green leaves and is ready for shipment.

The penny's worth of ribbon and the natural leaves have, perhaps, quite as much to do with the sale of the grapes as anything else. When the top of the box is carefully removed and the crate is hung up in a cool spot it is delightfully attractive and catches the eye.

No man need consider himself invaluable to his employer nowadays unless the latter has him insured against accident and death. It is said that nearly all the star players in the National base ball league are insured in this way for the protection of the managers in case of the loss of their services.



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

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

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

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

**The Computing Scale Co.,**  
Dayton, Ohio  
Makers

**The Moneyweight Scale Co.,**  
Chicago, Illinois  
Distributors



## TAMING OF THE TONGUE.

## The Extent to Which It Aids Domestic Peace.

Those pessimistic reformers who find the home slowly becoming extinct, marriage more generally a failure in too large a proportion of cases, friendship more rare, and other ills resting upon the earth, have sought an explanation from almost every imaginable source. What the drink habit may do to bring misery has been told so often and magnified until there is none so deaf that he has not heard of its possible wreckage; so, too, of gambling and of other vices, and each has its share in making human beings miserable; but, bad as they are, they are not responsible for all the unhappy homes.

No missionary in the work of making home happy has yet begun his labors by giving to the tongue its meed of power as a destroyer of peace, maybe because "the tongue can no man tame" except its owner, and no attempt being made to hold it in check what wonder that the untamable thing works woe and destruction. It may be doubted if all the vices together do more to produce unhappiness in the home than does the careless tongue. No fault which is occasional can bring so much discomfort as that which is daily and hourly. So far as actual comfort in living is concerned, the home of the drinking man or the gambler may exceed that of the man without a vice, but with a cranky, grumbling disposition. As it is easier to meet great evils than to bear smilingly a swarm of gnats so one may face with patience the vices, but lose all pleasure when every act is only an occasion for sharp speech or fault-finding.

It must be admitted that the tongue generally is the woman's weapon, although she has not a monopoly of it, and she uses it right cruelly. Man hits from the shoulder, and the blow knocks down, but the hurt soon heals; woman employs her tongue in her battles and cuts the tenderest spot, and although the blow may not show outwardly, the wound is vital and never ceases to bleed. The strangest thing about it, too, is that the woman who is first in good works often is first in stabs with the tongue. She does not find her pet sin forbidden by the decalogue, and therefore she may account it to herself as a virtue. Vice often travels incognito.

Woman often prides herself on her love of truth because she tells unpleasant things. She forgets that agreeable things are as true as those that pain, and possibly a lie itself does no more harm than this form of truth-telling. She deceives herself. She tells the unkind thing, not because she loves truth but because she is cruel, and likes to see another person cringe under bad tidings. She may believe that she is obeying that impulse of which she says so much, "her sense of duty," but those who really are governed by that principle have neither time

nor inclination to be hurting another without strong cause.

The tongue does its wicked work in many ways; one is proud of her wit—and wit is a two-edged blade cutting wherever it falls. Too often to one who is witty the satisfaction of vanity is more than winning love, and the two are never companions; easiest of all to forgive is the hasty temper which springs into speech before thought comes; one of the worst to bear is what our English cousins call "a nasty temper," the kind that relieves itself by making others equally uncomfortable. But the peculiarity which leads all of these is strictly feminine and is named "nagging." There can be no one so happy as never to have known what it is. It is the attribute of the woman who never forgets trifles, though her memory is never exact. If she gets into a discussion—and she will—she will remind the person with whom she is talking of things said twenty years before under provocation and long since forgotten by all but her. She says she remembers them because she is so sensitive and was hurt, but she flatters herself. She is not sensitive; she is vain. If she were sensitive she would be tender toward the feelings of others; being vain, she is tender only of her own feelings. The sensitive person forgets; the vain remembers.

It is impossible to live happily in the house with a nagging tongue. One might as reasonably try to walk comfortably in shoes studded with nails. One never knows at what moment there will break down upon him a torrent of old and new sharpnesses and reminiscences punctuated with tears. It is almost impossible to bear with patience such a recital, and however free one may be from intent to quarrel in the beginning of the controversy, he is usually moved upon to bear his part before the end. The instinct of self-defense is strong, and it takes experience a long time to teach the lesson that silence is the best, indeed, the only reply to the first nagging remark. One speech leads to another, and finally there are two who truly love each other feeling that each is "the hatefulest person that ever lived, and so utterly unreasonable," and both are quite forgetful of the love that was so dear.

Every time Love goes through an experience like that he grows weaker. Whatever the kind of love, conjugal, filial, parental, or between brothers and sisters it thrives only on courtesy, and they who love Love, who want him dwelling ever with them, can not afford to put into force against him a family or a lovers' quarrel. The second comes easier than the first, and the third than the second, and before one knows it Love has flown, and all that remains is the cast-off garment in which men were wont to find him.

Look into your own heart after you have played your part in a contention. Is the spirit you find that which cherishes? Is it akin to love or is it more like hate? Be honest with yourself, and then decide which

way you will go hereafter. What if some one is unjust? Do you convince him of it by answering wrath with wrath? Suppose you were right and he was wrong—do you think he will admit that fact while you are hammering him with it? Which do you want more—that the right shall stand, or that he shall pour incense upon your egotism by saying he was wrong? He will know you are right, if you are, but he will never say so while you insist upon it, and there are few truths worth proving at the cost of half an hour's heated argument and one's whole nervous system disturbed. It is a great measure toward peace when one realizes that right will come straight along even if she does not carry it upon her shoulders.

"It seems strange that insisting upon the truth makes trouble, since truth is the basis of all good," you say; but do you not see that you are not insisting upon the truth, but upon the recognition of it as seen by you—which is a different and much less important matter? Truth is not changed by ignorance of it, and to know it is worth any sacrifice, but it is not at all essential that your world shall know you as the only guide to truth, so why try by words to force such an opinion upon it?

There is nothing more unfortunate in the career of humankind than the ease and celerity with which some slight statement grows into a quarrel, parting friends and breaking up homes. The habit once developed of saying the thing that should be left

*McLachlan University*  
BUSINESS  
Summer School; Summer Rates; Best School  
**100 STUDENTS**

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

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

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

**Grand Rapids & Indiana Railway**

(The Fishing Line)

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

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



## 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**

## CELERY NERVE GUM



PROMOTES THAT GOOD FEELING. Order from your jobber or send \$2.50 for five box carton. The most healthful antiseptic chewing gum on the market. It is made from the highest grade material and compounded by the best gum makers in the United States.

Five thousand boxes sold in Grand Rapids in the last two weeks, which proves it a winner.

**CELERY GUM CO., LTD., 35-37-39 North Division Street, Grand Rapids, Michigan**



unsaid sooner or later leads to this, for it leads to irritation, and when irritation comes between two there is no kindness of heart left to them. A little ignoring of a hasty speech will save the trouble.

A man, fretted at something outside the home, sits down to his noon-day meal, and lessens the tension by growling, "It's a queer thing that you never can teach Bridget to cook potatoes fit to eat."

The wife, who does not realize that the trouble is not potatoes at all, or who may have been having "troubles of her own," probably will reply with a fair amount of tartness, "I don't see how you can be so unreasonable as to say such a thing as that."

She thinks it a just criticism, and very likely it is, but she has not taken the best time or place to deliver it. The more unreasonable a man is the less he cares to be told so, and almost anyone can say what will come next in the conversation. Is home made happier by it or will the meal end with slammed doors and tears?

There are few households where something of this sort does not occur, or it may take this form: Kate, going to dress, finds her belt gone. She calls to her sister, "Lizzie, have you my belt?"

"I had it yesterday. Didn't I put it back?"

"No, you didn't, and I do wish you would let my things alone. It's enough to tear your own things and leave them all over the neighborhood without losing and spoiling mine, I think."

Immediately Lizzie's instinct of justice and self-defense is aroused, and unless she has self-control and tact there is a small battle at once. Kate is right, but if an opinion is to be delivered for good it must be pronounced calmly and at the proper moment.

Possibly Lizzie may laugh and say, "That's so, Kate, I am a trial, I'll admit, and a wretch to make you uncomfortable," and she wins peace as she never could have done by attempting to justify herself.

So much unhappiness is caused by the wrong use of the tongue that it sometimes seems as if dumbness were not the great misfortune that it is. One of the saddest things in life is

*The little rift within the lute  
That, by and by, doth make the music mute,  
and to know that it was made by the hasty speech, generally not meant, but not forgotten and always festering in the heart. To say nothing—it seems simple, and yet it is so difficult.*

Living happily in close relations with anyone calls for the exercise of the highest kind of diplomacy, for it necessitates being brought into such close touch with that other's moods, which may not be yours at all, and in becoming in some sense a part of that person as he of you. It is equally true whether the relation be business or social. There is but one way of keeping everything moving smoothly, and that is to overcome the friction with the oil of silence—even the silence that says disapproval is

better than words from an irritated mind. It does not leave stings to be cured afterward. The more intimate the relation the greater the need of good breeding, and it is never well bred to get into an argument or to say unkind things.

No degree of relationship or intimacy justifies in telling needlessly unpleasant truths. If they become necessary to be told there is a way to do this in a spirit of love at the proper time. Surgery of the soul may be imperative, and when it is it is time enough to try it. That a girl is one's daughter gives no parent a right to call her homely and awkward any more than to say the same to a neighbor's daughter. She is an individual, with self-respect to be wounded, and if the parent forgets his duty he has no sensible reason for expecting her to remember her own. The lack of consideration sometimes shown by loving parents toward self-conscious young people is explanation enough for what is called the discourtesy of youth.

The taming of the tongue rests wholly with its possessor, but old age comes upon many a one who has put no bridle upon it. Do the years find him surrounded with those who enjoy being with him, or does he find himself shunned by those who have learned to fear and to shun the sarcastic word, the witticism that wake irritation within them?

The habit of saying hateful things is no reversal of the law that the more one does a thing the more he will and the more natural it becomes. It does not take long for the talent in repartee with a sting to degenerate into a characteristic not far from nagging or deliberately wounding, and although there is an exception to most rules, there is none to the law that love is not won by sharpness of speech, nor, once won, is it held by him or her of the biting tongue.

Then, if you are cursed by heredity or by birth with the quick temper, the sharp wit that speak to wound, what will you do to win and to keep the love you want? "Set a seal upon thy lips." Tears and regrets for what the tongue has done are useless. No tears can wash out the scars of an unjust, unkind speech.

The tongue can be tamed if the will to tame it is in one, but it will require years before one can always put away the pain-inducing thought before it springs to life in words. The one means of taming the tongue is so hard to follow. It is almost impossible not to reply when one is angered at an unfair speech, and it is difficult not to be drawn into an argument, but it is the first word that counts, and that is the one to save. The one safe way to peace for the woman who argues, who nags, who speaks unkindly, is to put herself into another room as soon as a chance for trouble arises if she can not be dumb for the time.

Happiness is so frail a thing that it will not abide where contention dwells, therefore as one sees the shadows of life coming over her she will give thanks for the years of effort which have resulted in self-mas-

tery, enabling her to bridle her tongue so that it may be directed into right paths, leading to, not from, love and peace.—Dora May Morrell in Chicago Record-Herald.

**Not What She Meant.**

They had been quite intimate at the seashore, but somehow had missed connections when he took his departure. Wishing to make amends she wrote to him, and this is what she said:

"I am sorry to have missed the pleasure of saying 'goodby' to you."

It was not what she meant, but at the same time she had him guessing. Sometimes there are pleasures in a farewell interview that have been denied before.

**The Banking Business**

of Merchants, Salesmen and Individuals solicited.

**3 1/2 Per Cent. Interest**

Paid on Savings Certificates of Deposit.

**The Kent County Savings Bank**

Grand Rapids, Mich.

Deposits Exceed 2 1/2 Million Dollars

**The Judges Do Admit**

That The Original

**S. B. & H. Full Cream Caramels**

made by

**Straub Bros. & Amiotte**

Traverse City, Mich.

ARE THE BEST EVER.

**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

**"BEST OF ALL"**

Is what thousands of people are finding out and saying of

**DR. PRICE'S TRYABITA FOOD**

The Only Wheat Flake Celery Food



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

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

Price Cereal Food Co., Battle Creek, Mich.

**PUBLIC CONFIDENCE.**

**Its Value as an Asset to the Merchant.**

Written for the Tradesman.

It is pretty generally admitted nowadays that the confidence of the people is a valuable asset which any man of business will do well to cultivate. We all know that the greatest successes of the commercial world have been made possible by the confidence in which men of industry and ambition have been held by those with whom they have associated. Without confidence where would the commercial world be to-day? Certainly it would not be in as advanced a position as it now occupies.

Every merchant realizes that his success demands that he secure the confidence of his bank and his wholesale house. He knows that when they go back on him he will encounter hard sledding, that the chances of success will be against him. He must have goods to sell, and he must have money with which to meet pressing obligations. And in order to obtain goods and money he must have a rating, either of good character or property. It is better to possess a combination of both.

But what are a man's goods worth if he can not sell them? They must be moved or no profit will be forthcoming. And yet, many men will take all kinds of chances with the people who buy their goods, until it is a wonder that more stores do not lose their patronage. A man who will almost break his neck to make himself solid with the bank or wholesale house will scarcely make an effort to please those upon whom he depends for his very existence as a merchant, until it looks as if it is a good thing for some business men that the people are slow to rise up and resent bad treatment.

Of late a rather interesting thing in connection with a grocery store has been called to my attention. A lady who has made a practice of purchasing eggs at this store for a long time states that she has noticed that for several weeks every dozen she has purchased has contained one rotten one. She thought little of it the first two or three times, but when she continued getting one week after week she came to the conclusion that the merchant has a lot of bad stock he is working off on customers, putting a single bad egg in each package he sends out. This may or may not be the case, but it goes to show that the merchant is losing the confidence of at least one customer by so doing. The bad egg trouble seems to be a prominent one. The evil has become so general that in the current issue of one of the leading magazines I notice that a Michigan man is advertising strictly fresh eggs which he ships in cases containing three dozen.

There are other evils connected with the mercantile business that have a tendency to lessen the confidence between the dealer and customer. The old game of selling two or three kinds of tobacco out of the same pail, giving prizes with coffee, having the "big prize" packages

marked and laid away for use when business in the coffee line lags, these and others of similar nature have been worked until the public is becoming distrustful of even the most honest of merchants.

It would seem, in the face of present business conditions, when mail order concerns are springing up in new places every day that a greater effort would be made to hold customers. Nothing is more sure than that the competition of the future will be keener than that of the present. The signs of the times point in that direction and it seems inevitable. If mail order men have gone so far as to advertise "fresh eggs" what will be the condition of affairs ten years from now? It begins to look as if the merchant will have to pay more attention to pleasing his customers. If people living in towns over the country have as much trouble in buying eggs as the woman above mentioned did they will naturally try buying by mail. If it works all right they will buy again and again. The next thing the merchant knows they will have acquired the mail order habit—which in many instances sticks closer than a brother—and will be buying other goods away from home.

Of course the losing of the egg or tobacco trade of two or three persons will not count for much. The interesting part of the whole thing is that a man who allows such things to go on will be apt to lose customers in other lines also. A dollar lost here and another there, along with the damaging advertising that is always donated by the injured customer, will in the end amount to a considerable amount, more than any merchant, be he great or small, can afford to lose.

When one merchant drives customers from his doors he injures indirectly every merchant in his town. The false statements of one man seem in some way to cast a shadow on all the rest. I am familiar with a town in which a prominent dealer advertised that he was going out of business and would sell his stock at greatly reduced prices in order to close it out in short order. I have no doubt the man meant what he said, as he is considered an honest man, but his sale fell flat from the fact that nobody would believe him. Previously several fake closing out sales had been advertised and after the rush was over the concerns made "different arrangements" and continued in business. This illustrates the manner in which one man can injure his neighbors.

In the great amount of talk on advertising which is heard these days one is sometimes led to the belief that a majority advertise to gain new customers only, and make no plans that will tend in the direction of retaining the old ones at the same time. Herein, I believe, lies the cause of many a failure in the advertising field. After the customer is secured the merchant takes too little trouble to establish a confidence that shall work to the advantage of his business in days to come. There

is no field so large that it will afford a continual crop of new customers. Each store must make friends in order to succeed, and this the man of sharp tricks can never do. He may possibly be able to maintain a business and make both ends meet, but he will never be known as a great mercantile success. Such a thing is contrary to the laws of the universe. And in the light of all past history and the very evident certainty that the competition of the future will be keener than that of the past, it would seem that more merchants would realize that the friendship of the customer is as important as the confidence of the wholesale house and the banker.

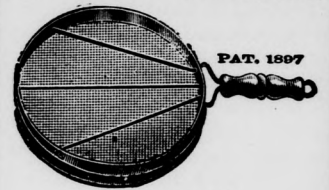
Raymond H. Merrill.

**Eat Cured Cheese Only.**

Prof. Vivian, formerly of Wisconsin Experiment Station, writes thus on the subject of uncured cheese:

When the cheese is first made the casein or curd is in perfectly insoluble condition, no part of it being soluble in water. In the space of about a year, however, half of this casein has been converted into a condition which is soluble in water. In other words it has been digested, for we find upon chemical analysis that the changes taking place are very much such changes as will take place in the stomach and intestines—that is the true digesting—and we have the digestive products. Cheese should never be eaten that has not been well cured, for if eaten in such condition it is apt to cause very serious derangement of the digestion.

**A GOOD SELLER**



PAT. 1897

THE FAIRGRIEVE PATENT

**Gas Toaster** Retail 25c

This may be a new article to you, and it deserves your attention.

**It Saves** time by toasting evenly and quickly on gas, gasoline or blue flame oil stoves, directly over flame, and is ready for use as soon as placed on the flame.

**It Saves** fuel by confining the heat in such a manner that all heat developed is used. The only toaster for use over flames that leaves toast free from taste or odor. Made of best materials, riveted joints, no solder, lasts for years.

ASK YOUR JOBBER

**Fairgrieve Toaster Mfg. Co.**

A. C. Sisman, Gen'l Mgr.  
287 Jefferson Avenue, DETROIT, MICH.

**SAVE THE LEAKS**

**AUTOGRAPHIC STANDARD CASH REGISTERS**

Does what no other register will  
It gives you a complete statement of your day's business.

**IT** Makes clerks careful  
Detects carelessness  
What more do you want? Prices moderate. Address

**STANDARD CASH REGISTER CO.**  
No. 4 Factory St., Wabash, Ind.

**Wall Papers**

Newest Designs

**Picture Frame Mouldings**

Newest Patterns

**High Grade Paints and Oils**

**C. L. Harvey & Co.**

Exclusively Retail

59 Monroe St., Grand Rapids, Mich.

**Every Cake**



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

**Fleischmann & Co.,**

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

**How Cotton Goods Are Given the Very Desirable Finish.**

Within the past few years "mercerizing" has become a very familiar word to the trade. Mercerized cotton cloths have taken so strong a hold that they are regarded as an important staple, and have earned a place for themselves apart from the ordinary cotton goods. In the estimation of the public, too, they have reached a high place, and one may see them almost everywhere, made up into many articles and garments, and used in combination with other materials, with the most satisfactory results.

There is certainly good reason for their having grown in public favor. The improvement in the appearance of the cottons when put through the mercerizing process is alone sufficient to account for that, but when in addition they are given more weight and strength, and are improved in quality in every way, one can not wonder that the public is delighted with them and finds many uses for a material that seems to be neither silk nor cotton, but which combines, to a certain degree, the beauty and quality of the former with the cheapness of the latter.

Mercerizing is but the discovery of six or seven years back. The term has its origin in the name of the first experimenter along the lines which ultimately led to the discovery of the process of mercerizing. That was John Mercer, a calico printer, of Lancashire, England. He can not rightly be called the inventor of mercerizing, although it was undoubtedly from his original experiments that the process afterwards came to light. In 1851 he was making experiments with a view toward obtaining a method of contracting and strengthening the fibres of cotton, in the same way as woollens are felled. He used strong caustic soda in his experiments, and although being partially successful in obtaining that which he sought, he did not know that by slightly changing the method of his process he could have added to the cloth a fine, silk-like luster.

The credit of first producing this silk finish, if it can be called a credit, seeing that the discovery was purely accidental, belongs to a German dyeing firm, which happened upon the process in 1897.

For some thirty years after Mercer's discovery, little or nothing was done in mercerizing along the lines adopted by him, which was partly owing to the shrinkage that took place in the cotton making it considerably dearer at the expense of both manufacturer and merchant, and partly to the high price of caustic soda. This latter obstacle, however, was removed a few years later by a great drop in the price of caustic soda, and then French manufacturers began to mercerize yarns to obtain crepon effects on silk and cotton and wool and cotton goods. These goods becoming very popular, it was sought to produce them by manufacturers in other countries. A peculiarity of the goods was a crinkly effect, which

at a later date was exaggerated into quite large puffs all over the goods, and it was a puzzle to other manufacturers how this was produced. Many were the experiments to arrive at the same end, but all were fruitless, until too late for commercial purposes at the time; when the fashion had died out, it was found that the goods which were woven so as to be practically cotton backed and silk faced had been mercerized and in the process, the cotton shrinking about 25 per cent., the silk face was formed into raised puffs. Thus manufacturers found that in mercerizing such goods the cotton would shrink and the silk would not.

The German firm before referred to were on time experimenting with some of these goods for dyeing, and they found that the cotton would not take the dye as well as the silk. They decided to mercerize it. But former experience taught them that they must first devise some means to prevent the cotton from shrinking, and thus give the "puffy" effect to the silk. With this end in view they gave the cotton the usual bath in caustic soda, but varied the process by immersing it while stretched to its utmost. This proved a success in more ways than one, for not only was the dyeing done thoroughly, but, much to their surprise, the cotton had taken on a decidedly silken appearance. They recognized the importance of this discovery, and after further experiments with a view of improving on the first crude process, they had it patented in the United States in 1898.

There are various patents for mercerizing, differing in a greater or less degree from the original, and almost every manufacturer of cottons who does mercerizing has his own particular method of securing certain re-

sults. Each guards his secret jealously.

The process used in the mercerizing of cotton yarns and cotton cloths differ somewhat. The yarns, stretched to their utmost, are placed in the bath of caustic soda, remaining there from 15 to 25 minutes, according to the nature of the yarn. Then they are run through rollers to squeeze out the liquid, and then given a thorough cleansing in water. The effect of what lye remains in them is finally overcome by treating them with dilute sulphuric acid, and, after another cleansing, they are ready for the dyer and the weaver.

Mercerized yarn is put to very many uses, and is found in all sorts of goods. Frequently it is employed as a substitute for silk, and when used with silk is detectable only by experts. For lining purposes it is well liked, and is commonly woven in with mohair, alpacas, etc. On cotton grounds we often see it as the pattern in stripes or figures, and it looks as well as silk.

As to the mercerizing of cotton fabrics, the process begins by winding the goods around rollers, and from there it is taken into a machine for the purpose and stretched first lengthwise and afterwards crosswise. Hot water is applied to it, and the goods pass through a number of troughs containing boiling water and sulphuric acid and similar chemicals. From the last trough it goes through another calendering machine and is then wound around a roller.

The silky finish given to the goods by this process is due to the structure of the fiber becoming firmly rounded as it swells out, and so reflecting rays of light, instead of absorbing them, and also to the outer skin of the fiber being removed, leaving it

in a semi-transparent condition which adds much to its brilliancy.

The most satisfactory results in mercerizing are said to be obtained from Egyptian and Sea Island cotton, American cotton not being so good. It is estimated that the cost of producing the finest mercerized yarn is about three times the cost of producing non-mercerized yarn of the same count, spun from the more common grades of cotton.

The manner of distinguishing between goods which receive their luster from the mercerizing process and those which are given it by the calendering machine is to subject them to a hot water bath. When dry the calendered goods are seen to have lost their silky surface, while the real mercerized goods retain it, not only after washing, but after dyeing as well.

**An Organic Episode.**

"So Howland married out West?"  
"Yep. Went out to save his lungs and lost his heart."



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.

**IF A CUSTOMER**

asks for

**HAND SAPOLIO**

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

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

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

## Woman's World

### Some Requisites To Success as a Working Woman.

Not long ago a brilliant and distinguished Southern gentleman, speaking of the frightful loss of life the South sustained during the war, told me that at the close of hostilities he was the only man of his name and blood left, and that a dozen women—mother, sisters, aunts, cousins—were left utterly dependent on him, and that for more than thirty years every cent he earned went for the support of these helpless women.

It was a brave story, simply told, without one thought of its heroism, and as I listened I thought of other men I had known—of thin, pale, overworked brothers toiling far beyond their strength to support a house full of big, strapping, able-bodied sisters; of worn, bent-shouldered fathers, stooping over ledgers far in the night that their husky daughters might play golf for exercise, and I thanked God for a day that had less chivalry and more common sense.

But as much as men sacrificed in order that their womenkind should not go out into the world to work, and many a man has worked himself to death for his family, many a man has sternly put from him his dream of love and never known the sweetness of wife and child about his hearth, the real brunt of this false system fell heaviest upon women themselves. What the woman endured who felt herself a burden and

knew that her only escape from that purgatory was into the hell of loveless marriage; what the woman endured who was forced to eat the bitter bread of dependence grudgingly given, no words may tell. All inquiries are not of the flesh, and beside the years of torment and misery endured by such women burning at the stake is a mere fifteen minutes' unpleasantness.

To-day, then, there is no reason that any woman should not enter any business she chooses, and that an increasing number of young women are doing this as soon as they leave school, instead of "setting out," as the old phrase goes, is a healthy sign of the times. It means, in the first place, that there will be fewer marriages, but happier ones, for the girl who has a good job won't have to marry any sort of a man who can pay her board bill. It means, in the second place, that the man who does marry will get a better wife, for the girl who has intelligence enough to make her own living will have sense enough to run a house right, and in the third place, it means that instead of the father of a family of daughters being an object of universal compassion, he will be the subject for congratulation, for he will have a lot of helpers to make his old age easy and comfortable, instead of being burdened with a houseful of useless mouths to fill and useless backs to clothe. Side by side, the girls in the average family are just as big, and muscular and strong, and as intelligent and well educated as the boys,

and there is no more reason for one being dependent than the other.

The idea of our daughters, like our sons, spending the first summer after their graduation in trying to choose an occupation is a novel one to most of us, but it is a very practical one, and to these little sisters who are to start out to offer their work in the world's great bazar, I should like to say a very earnest word to-day.

There are only two requisites to success. First pick out the thing you can do, and then do it better than anybody else. This is a truism, but it is the only pole that is ever long enough to knock down the prize, and it is because women put their faith so often, not in good work, but in good looks, or smiles, or blandishments, that they fail.

Now, as to occupation. So far as my experience goes, and I get hundreds of letters from girls all over the country asking my advice on the subject, the first burning desire of every young woman's heart is to be an actress, and the second is to be a writer. Both of these are good trades, and far be it from me to discourage any girl from attempting them, but I do want to strip a little of the glamor from around them and let in a little of the light of truth on a subject which the average girl views only through the rosy mist of romance. To begin with, an actress and a writer are born, not made. No amount of study, no education, no training, no perseverance or work can make a writer or an actor. One has to be born with temperament,

that strange, illusive, intangible faculty of seeing things hidden to the ordinary eye, of being able to enter into the feelings and emotions of others, and to express them, interpret them to the world.

The rewards of the actress and the writer are, except in extraordinary cases, very small, and the work never-ending, nerve-wearing, exhausting beyond belief. There are perhaps a dozen actresses who make a fortune every year, but there are thousands of actresses who think themselves lucky if they have a hundred dollars left as the result of a hard year's work, and hundreds who do not have even that. The average actress does not get \$35 a week, and out of that she must dress herself, often dress her part, and pay her board while traveling and for her sleeping car, if she can afford to indulge in such a luxury. Under such circumstances, it is impossible not to be always in debt, and when you add to that her constant anxiety for fear she may lose her place, and the uncertainty of getting another situation next season that is always staring her in the face, it can be seen that life behind the footlights is not the wild and hilarious thing girls imagine it to be.

Writing offers fewer rewards and even more precarious support. There are not a dozen newspaper women in the United States that get \$50 a week, not a score who get \$25, while as for story writers, last year Mr. Julien Hawthorne offered to give a dinner to all the novelists in the country



"We pay our dividends out of the profits on matter which we formerly threw away. We use all of the pig but the squeal."—Chicago Pork Packer.

A successful merchant recently stated that in no other line of industry is there so great a waste of money and opportunity as in retail storekeeping.

"It's the little leaks," he said, "the mistakes in change, the forgotten credit sales, the many other little losses that occur because of lack of proper system, that keep a man poor."

"Stop these leaks, let a merchant get his rightful profit, and retail storekeeping would become one of the biggest dividend payers in the world."

**A National Cash Register puts a check on every store transaction. It throws a glaring searchlight on every leak. It stops the leaks and gives to a merchant every penny he earns. No other system will do it.**

Every retail merchant needs a "National." We can prove it to you if you will give us a chance. Mail us the attached coupon with your name and address.

**National Cash Register Company**  
Dayton, Ohio

"Mistakes Will Creep In"

NATIONAL CASH REGISTER CO.

GENTLEMEN: Our National register has proven to us that, no matter how careful a merchant might be, mistakes will creep in, and if they are not discovered it means the loss of a large sum of money. Our register points out to us every mistake as soon as it occurs, and in that way saves us money.

ROSENAU BROS.,  
Philadelphia, Pa.

"Nationals" earn their monthly payments. Prices from \$25 up. Fully guaranteed second-hand registers at low prices.

A Fine Booklet Posted Free

NATIONAL CASH REGISTER CO. DAYTON, OHIO.

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

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

CUT OFF HERE

who had a steady income of \$5,000 a year from writing fiction.

If a girl is a born actress or writer—if God put that talent into her hand unmistakably—she does right to follow the career, for she will get her reward in the end, and the mere joy of doing the thing your very soul hungers for is pay enough of itself. If, however, there is any doubt in a girl's own mind as to her fitness, if there is no particular call to her, I earnestly counsel her to choose something practical instead, and learn to do that superlatively well.

The practical things of life offer the greatest reward, for, while we may do without theaters and books and music and art, we have all got to eat and be clothed. They are two necessities that will never play out, and the people who can best supply us will forever grow rich in doing it.

So I would say to the girl who has an artistic talent, who has a subtle appreciation of the harmony of color, and who is willing to look on her fellow-woman as a subject to be draped instead of bundled up in clothes, study dressmaking and millinery. Make them an art instead of a trade. It is better to turn out a dress that is a confection than it is a dinky plate, with messy flowers painted on it, that is a botch, and there is more money in it. A good hat designer gets \$50 a week. If she is an artist and can do original things, she can name her own price. A dressmaker who rises even above the medium of the commonplace can make \$2,000 a year. If you know any artist who is making that much dabbling with canvas, your acquaintance goes beyond mine.

The boarding-house has long been the refuge of the woman who had to support herself, and we all know about eleven million women who have failed at it. Why? Simply because they did not understand their business, and were too lazy and shiftless to attend to it. In a fifteen years' experience in boarding-houses and hotels, I have personally sampled every kind of mismanagement, and mean beds and bad cooking and dirt, and I have never lived in but one boarding-house that was properly kept, and that is flourishing like a green bay tree, and is always filled, dull seasons and full seasons. There is no better occupation for a woman to follow, and if I were a young woman starting out to make my living, I should seriously consider the boarding-house, with the ultimate intention of working up to the hotel—an occupation that ought to be monopolized by woman.

Country girls write me continually asking me what is the prospect for them coming to town to get something to do. My answer is stay at home and raise chickens. The market is oversupplied with clerks and stenographers, but we are eternally short on broilers and fresh eggs. But raise chickens scientifically. Get an incubator. Put as much intelligence in raising poultry as you would in writing a novel. Use as much penetration in studying the character of the hen as you would in studying Lady Macbeth. Work as many hours

at it as you would standing behind a counter, and, my word for it, you will have twice as much money when the year is done. I know one woman who makes a thousand dollars a year clear on her turkeys and another who makes more on a half acre of violets than her husband does on a 600-acre farm.

One last word, girls. If you are not going to do good work, do not do any. It is much better to be a successful idler and sponge than it is to be an incompetent worker. Every woman who does bad work hurts every other working woman, because she lowers the standard of women's work and women's pay.

And remember this: It does not make any difference what one does, so one does it well enough. The scarcest commodity in the world today is competence. It is the one thing every employer is seeking and for which he is willing to pay. Do not forget that, and that each of us write our own price tag, and what we are worth we get. Dorothy Dix.

#### How Illustrations Help.

This is an age of pictures, and in order to make your announcements more attractive, you should use good, honest illustrations, pictures that show the goods as they are.

Illustrations catch the eye more readily, and if the advertisement backs up the promise of the picture it is a success.

Many people would purchase an article if they only knew what it looked like, and most folks like to see a thing before they buy it. That is natural, and what every advertiser wants to do, and should do, is to cater to the natural wants and desires of the public; but for heaven's sake do not use cuts with no life in them. By this I mean cuts that show goods piled upon a counter—suits of clothes hung up in a show-window, or a mere picture of a shoe. Have the goods pictured as being shown to four or five lady customers. People should be trying on the suits and put the shoes on the feet of somebody.

The effect of an advertisement that is illustrated with cuts that have some action in them will increase in its value tenfold. While a stock cut may answer your purpose on some occasions, I would advise the use of original cuts if possible, or a reproduction from a good photograph of the goods. You can not be too particular in selecting your cuts, cuts that represent the goods as nearly as possible.

After you have selected your cuts have the reading matter correspond with them. One great fault of some advertisements is, that the reading matter sustains no relation to the picture. I have noticed it and no doubt you have, and it is a puzzle to me to find a reason for it.

As I understand it, the object desired in using cuts is to save space— attract attention and save giving a long description, as a good picture will sell more than a ton of talk, and if the article advertised is worth anything, there is no earthly reason why the picture of it should not be shown.

Be sure your cuts are the best that money can buy, as first impressions are the most vital and the impressions received from a descriptive illustration are very hard to overcome.

Illustrations in advertisements act upon the mind of the public the same as paintings in an art gallery do upon their critics. Those that are good receive the most attention; the ones that are not get but a passing glance.

Let your illustration show the goods just as they are; be careful your cuts do not make them look better than they really are, for then you would have a disappointed customer of another kind to deal with. Have every part of your advertisement honest—first, last and all the time.

Edit your advertisements with the greatest care. Do not be afraid to destroy what you think is a good advertisement; do not assume too much in your advertising; use tact. Your reputation for truthful, wide-awake advertising will travel faster than you imagine. The ability to prepare discreet publicity matter is a great gift, and if rightly used, means more success to the advertiser.

G. L. Hinckley.

#### Not An Authority.

"You don't mention that word right," said the stranger, who was doing his first fishing in a Northern Wisconsin lake. "Webster calls it 'muskallonge.'"

"I never heard of Webster," fiercely retorted the old guide, "but I'm willin' to bet he never ketched a musky in his life."

## 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

## CAN RUBBERS

SCHAEFER'S HANDY BOX

One dozen in a box. Retail 10c. Large profit. Ask your jobber for prices.

MOORE & WYKES

Merchandise Brokers

GRAND RAPIDS, MICHIGAN

Write us for sample.

# 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

## WISE USE OF MONEY.

## Most Priceless Heritage To Bequeath Posterity.

Covetousness is an incontrovertible attribute of human nature. The burning question with which the twentieth century young man is concerned is the acquisition of wealth. In spite of the fact that ethics are so liberally diffused into the affairs of men to-day, materialism is none the less supreme. There is nothing more certain than that men are more enthusiastically engaged in money making to-day than at any previous time. The vast army of 8,000,000 or more young men throughout this land are converting our cities, villages and farms into veritable beehives of industry. The spirit of the fabled Midas is instilled into the very fiber of our generation. We covet the magic touch that will convert things into gold. It is this same greed for gain that makes man industrious, awakening within him lax ambitions and spurring him on to greater achievement.

But ever since money was first coined by Phidon, King of Argos, in the eighth century, B. C., there have existed the two factions—the one arguing that coin is round, therefore designed to roll; the other arguing that it, being flat, was meant to be piled up.

It is a lamentable fact that an overwhelming proportion of the young men of to-day have affiliated themselves with the former class. While the modern young man is a money maker he is not a money saver. His merit lies in his power to create; his shortcoming in his inability to conserve. A single glance into any of our great cities is convincing proof of this fact. In our own great Chicago there are thousands of energetic, ambitious young men whose week's wages last about as long as an icicle in a red hot crucible. They scatter their money like autumn leaves driven by a November blast. Genuine frugality—in the ranks of the young element at least—is as scarce as strawberries in winter time. Loosened purse strings are not the exception but the rule. Money is spent with as much zest as it is earned.

It is argued by some that, for the common weal, the universal spending of money should be encouraged. Saving money, however, does not imply burying it from circulation, but rather sending it along into circulation in one's own name. What the young men of our country need is not encouragement to spend their money; but to spend it judiciously and wisely.

There is another extreme, however, as unsavory as that of prodigality. It is the doctrine championed by Mr. "Holdfast" and his contemporaries; the religion of the man who used the wart on the back of his neck for a collar button. Penuriousness is as disgusting as lavishness is disastrous. The spendthrift is to be pitied; the miser to be detested. The latter is a menace to society. The former, while being a benefit materially, is not usually of the highest value ethi-

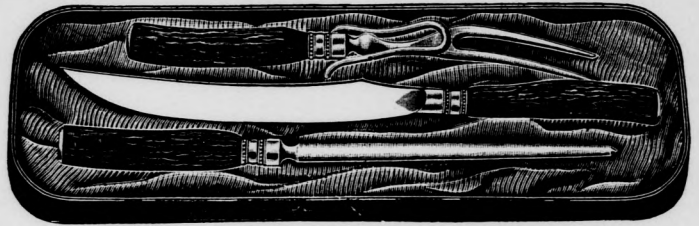
cally. So that neither class is desirable.

There is a happy medium. Frugality is the rational ground between spendthrift philosophy and parsimony. It is a virtue of the grandest sort—as much a virtue as prodigality is a vice. The judicious expenditure of money is the sum bonum. This splendid quality is sometimes innate, but more frequently has to be diligently cultivated. It is one of the most commendable in all the catalogue of qualities; it weighs and adjusts, conserves and equalizes. It is an investment which pays the largest dividends on a small outlay of capital—a little careful thought and self denial. Common sense is the greatest guarantee of economy since it corrals the ideas, keeping them well within the limit of one's resources.

There is great demand to-day for the prudent young man. He is placed at a high premium by society. He stands higher in the esteem of his employer than the imprudent employe. The discipline received in the careful management of his personal affairs augments his value in the conduct of the affairs of others. The man who exercises good judgment in dealing with himself is quite likely to use the same discretion in dealing with his employer's interests. If you doubt the correctness of the assertion go to a dozen of the best business men and employers and consult their opinions.

The old proverb which says that "economy is too late at the bottom of the purse," should be framed in gold and hung before the eyes of every young man entering upon his career. The decision to economize should be made now, and a definite system adopted that will enable him to save a certain percentage of his income. Every young man should hearken to the counsel of Russel Sage, who contends that it is both possible and highly expedient for every wage earner to lay aside 25 per cent of his salary. This seems laudable enough; but Professor Clark goes farther and claims that the unskilled American workman can keep a family in comfort and save money on three hundred dollars a year. Be that as it may, if men were as careful in spending their money as they are active in getting it, there would be more bank accounts and fewer bankrupts—greater assets and less liabilities.

There is something more than the materialistic idea to be considered in dealing with this question. The mental and moral as well as the mercenary side must be regarded as potent in the national well being. In our country, as already stated, there are about 8,000,000 young men. Upon these the Government rests. They constitute the timber out of which is to be built the future structure of society. One of the greatest safeguards to society is the self restraint of the individual. The true spirit of thrift engenders self-control. Lavishness in the use of money begets carelessness in the general conduct. It works in both a positive and a negative way in its effect upon character;



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**

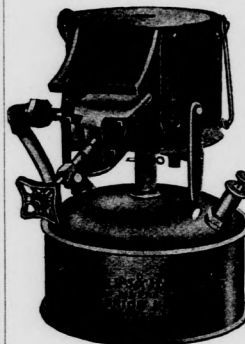
Every Knife Warranted.

QUALITY PRICE FINISH

See our salesmen for samples and prices.

**Fletcher Hardware Co.**  
Detroit, Michigan

**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 Cassiope 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."

**Phil lips & 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.

it may injure by the self-indulgence which it incurs; or it may injure by perverting the means which should be used for self improvement. This restraint must be encouraged; it can not be enforced. It must come about by education. Practical economy should be taught in every school room throughout the land. Few of our boys and girls know the full meaning of self-denial, stint, economy, etc.—factors that have raised plow boys to presidents and played mightily in the building of our nation. Therefore, let us teach our children their great obligation in the wise use of money, thus securing for them the largest measure of happiness and true worth, and bequeathing to posterity the same priceless heritage.—C. S. Given in Boot and Shoe Recorder.

**The Growing Mob Spirit.**

The time has come when men should think soberly and seriously—when the senseless fear that trusts are going to dominate our country should yield to common sense, for in the long run combinations are ruled by the laws of trade, and can no more escape the results of economic debauchery than an individual can escape the results of moral debauchery. The bad trusts have rapidly gone to destruction, and some good ones have suffered by being found in bad company, but the legitimate combination which is not waterlogged and which is honestly managed with a due regard to the interests of the public, as well as of the stockholders, will go on and prosper as heretofore. But mob spirit, feeding upon anarchy and hate, steadily grows and endangers our Government and our prosperity. It endangers government, because unless suppressed now it will necessarily lead to centralization and to strong government, supplanting in fact, although maybe not in name, our democratic system. It endangers our prosperity, because everywhere business men and capitalists are afraid to project new undertakings, and the vast sweep of activity is temporarily halting because of the work of trades unionism carried by the walking delegate to the extreme where it gives countenance to the fullest development of the mob spirit against all law and order.—Manufacturers' Record.

**Some Pertinent Don'ts.**

Don't engage in business that you are unfamiliar with. If you do you will have to secure knowledge by dearly bought experience.  
 Don't attempt to do a large business upon a small margin with a small capital.  
 Don't attempt to do business if you are unable to calculate risks, losses and expenses likely to be incurred.  
 Don't use all your capital immediately in the commencement of any business enterprise.  
 Don't use or permit the use of caustic remarks to your customers.  
 Don't slight the youngest child which comes to you as a business messenger.

Don't be slow in waiting on any customers, young or old, rich or poor, black or white.

Don't leave to employes the seeing and serving of all customers, many of whom want to deal directly with the proprietor.

Don't acquire the habit of making promises which you unintentionally neglect to keep.

Don't permit your place of business to assume an untidy and ill-kept appearance.

Don't make favorites of some customers, while neglecting to cultivate the good will of others.

Don't change your staff of assistants any oftener than can possibly be helped, if they are capable and trustworthy.

**Importance of Accurate Watches.**

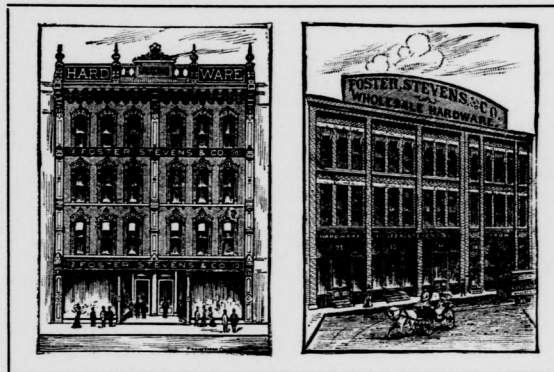
"That time is money is an old adage, but it has been brought strictly up-to-date by the railroad men, who say that time is 'life and money,'" remarked a jeweler the other day. "I do a large railroad trade in watches, and from statistics kept it is shown that since 1898 the railroad wrecks have been reduced one-third because the men are equipped with accurate timepieces. In other words, one-third of the wrecks before 1898 were caused by variation in the time of watches carried by the different men in the service of the companies. Under the system now in force on practically every railroad in the country the engineer, the train crew, including the brakeman, baggageman and flagman, as well as the train dispatchers and train masters, must be provided one and all with watches that will not vary thirty seconds from standard time. Every week every man in the service carrying a watch must have it inspected in order that it may be known that it is accurate and in good condition, under penalty of discharge."

**He Didn't Want It Known.**

"Well," said the owner, "I gave \$100 for her, but I'll let you have her for \$125 if you want to buy."  
 After looking her over and taking a short ride behind her the man decided to buy. He paid over the money and took the mare. When the animal was unharnessed the first thing she did was to run against a post; then, by way of emphasizing the fact that she was blind, she fell over a barrel. The next day the buyer came back with blood in his eye.  
 "Say, you know that mare you sold me?" he began. "Well, she's stone blind."  
 "I know it," replied her past owner, with an easy air.  
 "Well, you didn't say anything to me about it," said the purchaser, his face red with anger.  
 "Well, I'll tell you," replied the other; "that fellow who sold her to me didn't tell me about it, and I just concluded that he didn't want it known."

It is not well to underestimate the value of the printer in advertising. Everyone knows that the merit of a feast depends greatly upon the manner in which it is served.

**Foster, Stevens & Co.**



**Grand Rapids, Michigan**



**White Seal Lead and Warren Mixed Paints**

Full Line at Factory Prices

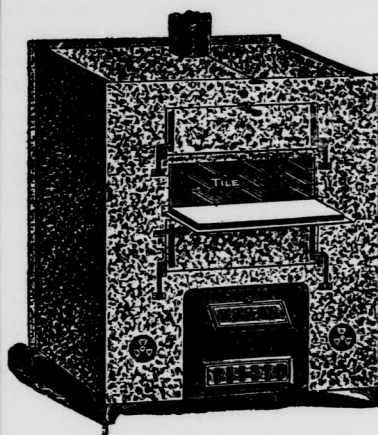
The manufacturers have placed us in a position to handle the goods to the advantage of all Michigan customers. Prompt shipments and a saving of time and expense. Quality guaranteed.

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

**Printing for Hardware Dealers**

## SOAKING THE CURD.

## Unnatural Method Resorted to by Some Makers.

Since the demand for cheese has increased in our own country to an extent that has practically stopped the export trade, a slight change is found necessary in the manufacture to insure satisfaction to the consumers of this excellent article of food. The American people were accustomed to eating the old farm dairy cheese before the days of sending our dairy products to Europe, and they never took kindly to the quality of goods that it was necessary to make to insure a successful business with our English dealers. The only real difference between the export and home consumption cheese is the difference in the percentage of moisture present. A cheesemaker who understands his business thoroughly knows that casein and fat are the only constituents of milk which enter into cheesemaking and that the casein has the power to retain a certain amount of water and if thoroughly assimilated, so that no free moisture is present, he can make more cheese from a given quantity of milk and please the American consumer better than if a less amount of water is retained. Cheese intended for our American consumers, if well made and thoroughly cured at a proper temperature, can contain from 35 per cent. to 36 per cent. of water and be soft enough to please any lover of good cheese. In some of our local markets where a very small amount of cheese is consumed, there is yet a demand for a very soft curd, and if the cheese made from such a curd is not consumed at a very early age it will from natural causes decay and become worthless for human food.

Among the latter class of goods violent sickness is liable to follow after eating it. The market for such cheese will not warrant a large supply, but enough to create sharp competition among manufacturers, as the wet curds if sold while young, make a larger yield, which enables the factory making them, to show a larger return for one hundred pounds of milk than the neighboring factory whose goods are sought after by our great markets when a fine, well made, long keeping quality must be had.

This condition of things has compelled some of our cheesemakers to resort to unnatural methods in the manufacture to secure a softer cheese and to get a larger yield in order to compete with his neighbors. One of the latest methods is to soak the curd in cold water for twenty to thirty minutes before adding the salt and after cutting it through the curd mill, as it does make the curd softer and makes a larger yield.

It would seem from the experience of those who are in a position to know best, that, all things considered, when milk for cheesemaking has been properly and thoroughly aired through some of the excellent devices now on the market made for that purpose and then cooled to a keeping temperature, it is not at

all necessary to resort to any such measures as the soaking process in cheesemaking to insure a fancy quality and to pay the cheese factory patrons all there is in it if the best efforts are put forth.

Time will tell whether the consumers of cheese will approve of the soaking system, and whether they are willing to pay for from 3 to 4 per cent. of extra water they contain.

W. W. Hall.

Gouverneur, N. Y.

## Bogus Food.

In a report on the subject of food adulteration in Europe Consul General Guenther, at Frankfort, makes the following statements:

"An article on the adulteration of food products is going the rounds of the German press. It is stated, for instance, that an ordinary liver patty is made into fine 'Strassburger' pate de foie gras (goose liver patty) by means of borax or salicylic acid and of finely chopped and cleverly distributed pieces of black silk representing truffles.

"Cosmos, a German paper, guarantees the fact that under the label of canned lobsters the soft parts of the cuttlefish and crabs are sold.

"In Paris snails are of late very popular and the adulterators mix them with lungs of cattle and horses. Even entirely artificial snails are manufactured. The shells, recoated with fat and slime, are filled with lung and then sold as 'Burgundy' snails.

"Lovers of fresh rooster combs are imposed upon by a substitute cut out of hogs' intestines.

"Chopped artificial truffles are made of black rubber, silk or softened leather and even whole truffles are made out of roasted potatoes, which are given a peculiar flavor by adding ether. They are said to sell well.

"Fish spoiled in spite of ice and borax is treated with salts of zinc, aluminum and other metals. Rubbing the fish with vaseline to give it a fresh look and coloring the gills with fresh blood or eosin—a coal tar color—is resorted to. The latter is also used to intensify the red color of inferior crabs.

"Imparting a greenish color to oysters is another adulteration. An oyster requires about one month in the beds to acquire the greenish color. As this is too long a time, the dealers help them along with an artificial color.

"The chemists in the Paris Municipal Laboratories have shown that tomato jelly is adulterated with turnips, and powdered pepper contains a large admixture of powdered hard-tack."

## It Worried Her.

The woman who was reading the paper looked up with a laugh.

"It says here," she remarked, "that the girls of Nashville, Tenn., have organized a hugging club."

The woman who was not reading the paper looked worried.

"Now, I wonder," she said, "if John really had important business at Nashville. He started for there yesterday, you know."

## John G. Doan Company

Manufacturers' Agent For All Kinds of

## Fruit Packages

And Wholesale Dealer in Fruit and Produce

Main Office 127 Louis Street

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

Citizens Phone, 1881



## E G G S

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

S. ORWANT & SON, GRAND RAPIDS, MICH.

## SEEDS

TIMOTHY AND CLOVER

and all kinds

FIELD SEEDS

Send us your orders.

MOSELEY BROS.

Jobbers Potatoes, Beans, Seeds, Fruits.

Office and Warehouse 2nd Avenue and Hilton Street,

GRAND RAPIDS, MICHIGAN

## 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

L. J. SMITH & CO., Eaton Rapids, Mich.

## 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.

Printing for Produce Dealers



**Observations of a Gotham Egg Man.**

I have been making some investigations of the output of storage eggs in this city during the month of August and the most reliable reports and estimates now obtainable bear out my previous prediction that we should probably enter September with 50,000 cases less eggs in New York and Jersey City than we had last year. Our estimate of storage egg holdings made September 1 last year was 425,000 cases, but this was modified to 415,000 by later information. We now have good basis for estimating the present holdings (New York and Jersey City) at 360,000 cases; this indicates an August reduction of 40,000 cases and a total reduction of 55,000 cases from our high point about July 15. Our August receipts were 215,431 cases and these, with 40,000 cases refrigerators used during the month, make a total consumption of 255,431 cases which is equal to about 57,700 cases per week. My readers may remember that, figuring on the same general basis, I calculated the weekly consumption during July at 60,000 cases a week. It is natural to suppose that as August is the month when the summer exodus from the city is at its height, the August consumption would fall a little under that of July. But the consumption has, on this showing, and from trade experience, been relatively large, and we may expect it to make some gain again in September.

Although the statistical position of the egg market is now favorable, the prospect of a complete clearance of refrigerator accumulations would undoubtedly be injured if bullish sentiment should become so strong as to result in an unusual withdrawal of early fall production and the raising of prices to a point where consumptive demand would be checked too early in the season. There is good evidence that we have entered September with less eggs in store throughout the country than were held at same time last year; but it must be remembered that last year we did not reduce stock during the fall and early winter as fast as we should, and that a much greater stock than usual was carried over into January, much of which had to be sold at a serious loss. The winter course of egg values is always a matter of great uncertainty and it is always the safest policy to move goods so freely during the early part of the season as to have the remaining accumulations well in hand by the time the period of greatest uncertainty in conditions arrives. If values are started too high, so that the rate of unloading is checked more than later conditions prove to be expedient, losses on the windup are inevitable; but if they are started even lower than later developments prove necessary the fault is compensated by high prices toward the end of the season which give large profits at a time when there can be no subsequent bad effects.

The stringency in the money market is likely to have a favorable effect on the healthfulness of the egg situ-

ation from now on, because it may induce a general willingness to move stock freely at modest profits. In fact there is now quite a free offering of spring refrigerators at prices which can not be considered as dangerously high. Plenty of prime to choice Aprils can be had here at 19@19½¢, although some holders of special brands are asking 20c, and make occasional sales at that price. In Chicago fine Aprils are obtainable (storage paid for season) at 18@18½¢.—New York Produce Review.

**Wide Demand For Mutton.**

An enormous supply of Western range sheep will be marketed between now and the first of next November. This means that within the next ten weeks this vast army will be moved from the ranges to the market centers and there converted into mutton for the millions to eat. Mutton is finding more favor with the masses every year, because it is fully as nourishing as any other meat and is generally cheaper. That we are on the verge of a wider expansion in the demand is certain, for the meat eaters of the world are looking in this direction for their supplies. The frozen mutton trade of New Zealand and Australia has dwindled down far below the normal, and fewer sheep are available in South America than for many years. Our Western flocks have been decimated by the storms and other causes until it is a question if there will be enough to fill the requirements of the demand for the next year. During the season when the sheep are being rushed in the chances are that the markets will be too liberally supplied for the current demand, and that some relief will be needed to dispose of the surplus. This can be managed very satisfactorily if feeders will come to the rescue and buy what they will have room for. There is no denying the fact that hundreds of farmers, both East and West, have more forage than they know what to do with, and many are already grasping the sheep situation in a way which should be convincing to others that there are brighter prospects ahead for the feeder now than there have been for some years. Of course, the price of corn will be a factor to consider in feeding operations, and, no doubt, many are pondering over this proposition now, wondering whether it is better to feed or not to feed. There is this to figure on, however, that the enormous supplies of sheep with their noses already pointed this way will mean that feeding sheep are going to be low this fall, and, as a raw material to convert into a finished product, they promise better profit with a less expenditure of capital than any other kind of live stock that can be fed. The great shortage in the world's supply of sheep will assert itself more forcibly next year than this, and for that reason those in close touch with conditions are inclined to take a very optimistic view of the future. The demand at present is remarkably good, but should values fall a few more notches it will be much greater. There are

many feeders this year who are switching from cattle to sheep.

**Humiliating Surrender of Union Butchers.**

The Butchers' Union of Peoria, Ill., has sent out a circular declaring the strike off against the Peoria Packing Co. The strike was declared on October 1 and every weapon known to union—except murder—has been resorted to in the endeavor to win out. The circular of the butchers' is in part as follows:

"The strike against the Peoria Packing Co., which has existed since October 1, 1903, having proven a loss to the organization, as well as the employers, and having failed to meet with the co-operation of the organization for which this strike was sympathetically declared, we believe it to be to the best interests of our union to declare the strike off."

"The smile that won't come off" is the smile that gets the orders.

If you don't look like a gentleman you will be treated like a tramp.

You can't measure the length of a man's purse by the frazzle on his coat sleeve. By making a habit of being attentive to the poorest of the poor you will never miss being attentive to the richest of the rich.

WE NEED YOUR  
**Fresh Eggs**  
Prices Will Be Right  
**L. O. SNEDECOR & SON**  
Egg Receivers  
36 Harrison Street, New York  
Reference: N. Y. National Exchange Bank

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

**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.

**NEW CROP TIMOTHY**

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

**ALFRED J. BROWN SEED 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. Zrittenden, 98 S. Div. St., Grand Rapids**  
Wholesale Dealer in Butter, Eggs, Fruits and Produce  
Both Phones 1300

**THE VINKEMULDER COMPANY**  
Car Lot Receivers and Distributors

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

Our Weekly Price List is FREE

14-16 Ottawa Street, Grand Rapids, Michigan

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

SHIP YOUR

**Apples, Peaches, Pears and Plums**

—TO—

**R. HIRT, JR., DETROIT, MICH.**

Also in the market for Butter and Eggs.

## TRADE TREASURES.

## Exhibition to Point the Way to Mercantile Progress.

The determination of American business men to have a permanent commercial museum in this country has at last reached a successful climax. Thanks to the action of the Pennsylvania Legislature in appropriating the necessary money, an exhibition devoted to the interests of the commercial community is now assured. Already experts are at work preparing the building, unpacking a vast collection of exhibits gathered by agents who have searched the whole globe for material, sorting curios conjured from remote parts of China, ticketing textiles made by the desert tribes of Africa, setting up cleverly made models that illustrate the working of the curse of Adam in every corner of the earth, dusting and classifying raw material from every State south of the Gulf, and arranging in proper order minerals of every description known to science.

This permanent commercial exhibit is to be set up in the Exposition Building at Philadelphia. So vast is the collection that even the immense area afforded by this great building will be none too much for the display of the innumerable articles of interest to the business community and to the public in general that have been accumulated.

The doors of the new permanent exhibition will be thrown open for the first time to the public about November 1, if nothing unforeseen happens. It will be many months, perhaps years, before the exhibits will be all in place. The task set by the officials of the museum is little short of herculean.

To allow a merchant to see almost at a glance the progress made in any trade in which he may happen to be interested, it is intended to trace from the ground up the history of the various articles of international commerce. For instance, does a rubber merchant wish to learn more about the product from the sale of which he derives his living, he will need only to visit the Commercial Museum. Here he will find a complete illustration of the rubber industry, from the time the raw material is obtained to the stage when the rubber is ready for the market. This will be shown by photographs and by means of representations of the work just as it is done in forest or village in the rubber country.

Should an importer whose business lies with the merchants of the Orient wish to become more closely acquainted with the habits of the people with whom he carries on a long range trade, he will find it possible to do so without going to the expense of a tiresome sea voyage, for a special department of the museum will disclose to him the counterpart of various phases of life in the East. Miniature streets will be seen, fashioned exactly as in the Chinese towns, with natives drinking tea outside the tea-houses, at work in the tea gardens, toiling in the potteries or at home in their houses. Some of these models of Chinese and Japanese villages,

which were obtained by the directors of the museum from the Paris Exposition, are marvels of ingenuity and patient industry. Every room is completely furnished, and each article is as exact in detail as though made for daily use. The visitor who is primarily interested in Chinese life will find himself transported to a Lilliputian city, in which there is unlimited scope for the imagination. He will see in miniature not only the manner of production of the particular article of commerce in which he is interested, but the life and habits of the people who are the producers. This will serve the double purpose of enabling the merchant to become acquainted at second hand with the Orientals whose skill and industry make it possible for him to rank as a leading importer, and to study closely the needs of these same people with a view to figuring in the export field as a supplier of their wants.

In the same way the exporter of American goods to the Dark Continent, or the merchant who finds it profitable to buy ivory, wood, hemp or textiles from the African tribes, will be able to study these industries at the African department of the exhibition, where samples of the material used, from the raw state to the finished article, will be on view, and figures of natives wearing the very articles bought from European and American exporters will be set up in glass cases for visitors to examine. The exporter whose nearest view of his customers has been that afforded by photographs will here see the natives, with their very expression of countenance reproduced as closely as possible, with the garments and ornaments he ships from year to year.

The educational idea will be followed all through the arranging of the exhibits. The business man who deals entirely with products of South America will be able to step at once to the South American part of the museum, passing by the Oriental or African departments, in which he may take but a casual interest, and find every feature of his business displayed in tangible form before his eyes. If he has discovered anything wrong with the product upon which he depends for his business success he may be able to get at the heart of the trouble by examining the process by which the product is produced, from the stage when the raw material is wrested from Mother Earth to the period of its existence when it stands on the wharf ready for shipment.

Maps will be prepared to show the progress of each industry peculiar to the various sections of the exhibition. The business man will see at a glance how far Great Britain has advanced in the affections of the native buyers of a certain portion of the globe, when Germany pushed to the front and shouldered the Briton aside, when France took a hand in the game, and when the American jostled them all out of the running and captured the trade by the merit of his own goods and the persistency of his efforts.

A most important branch of the exhibition work will be the educational aid to the schools. To youths des-

tinued for the business world the value of an exhibition that displays the methods employed in every foreign industry of which little is known in civilized lands will be recognized at once. In addition to this educational feature, the directors propose to supply the schools with photographs and spare material for the use of lecturers who may wish to explain the peculiarities of foreign markets to the future merchant princes of the country.

An immense addition to the treasures of the exhibition will be made when the St. Louis Fair closes, for the entire exhibit from the Philippines is to be divided between the Commercial Museum and the Smithsonian Institution. Even without this addition, however, the Commercial Museum will possess the finest collection of natural products anywhere in existence, and will enjoy the proud distinction of being the most completely furnished exhibit of its kind in the world.

## Communion Every Day.

A little five-year-old girl "went visiting" for a few days in a very wealthy and free-living family, and she came home with a good many little pieces of naive information, which she was constantly unloading before she could be prevented. Among others was the following:

"Oh, Mamma! they are awfully good Christians; they take communion every day, at dinner! They asked me to have some of it, but I told 'em no; I didn't belong to the church, yet!"

## Everybody Enjoys Eating Mother's Bread



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## Hill Domestic Bakery

249-251 S. Division St.,  
Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

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

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## PREPARED MUSTARD WITH HORSE RADISH

Just What the People Want.

Good Profit; Quick Sales.

THOS. S. BEAUDOIN, Manufacturer

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

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

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

## WOULDN'T THAT JAR YOU?

A QUART MASON FRUIT JAR  
FILLED WITH THEFINEST 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."

## Buckeye Paint &amp; Varnish Co.

## Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers CRYSTAL-ROCK FINISH for Interior and Exterior Use

Corner 15th and Lucas Streets, Toledo Ohio

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

**Grades of Hay and Straw.**

The following are the rules and regulations adopted by the Chicago Board of Trade for the inspection of hay and straw:

**Choice Timothy Hay**—Shall be timothy not mixed with over one-twentieth other grasses, properly cured, bright natural color, sound and well baled.

**No. 1 Timothy Hay**—Shall be timothy not more than one-fifth mixed with other tame grasses, properly cured, good color, sound and well baled.

**No. 2 Timothy Hay**—Shall include timothy not good enough for No. 1, not over one-third mixed with other tame grasses, sound and well baled.

**No. 3 Timothy Hay**—Shall include all hay not good enough for other grades, sound and well baled.

**No. 1 Clover Mixed Hay**—Shall be timothy and clover mixed, with at least one-half timothy, good color, sound and well baled.

**No. 2 Clover Hay**—Shall be timothy and clover mixed, with at least one-third timothy, reasonably sound and well baled.

**No. 1 Clover Hay**—Shall be medium clover, not over one-twentieth other grasses, properly cured, sound and well baled.

**No. 2 Clover Hay**—Shall be clover, sound, well baled, not good enough for No. 1.

**No Grade Hay**—Shall include all hay badly cured, musty, stained, threshed, or in any way unsound.

**Choice Prairie Hay**—Shall be upland hay, of bright color, well cured, sweet, sound and reasonably free from weeds.

**No. 1 Prairie Hay**—Shall be upland and may contain one-quarter midland of good color, well cured, sweet, sound and reasonably free from weeds.

**No. 2 Prairie Hay**—Shall be upland of fair color, or midland of good color, well cured, sweet, sound and reasonably free from weeds.

**No. 3 Prairie Hay**—Shall be midland of fair color, or slough of good color, well cured, sound and reasonably free from weeds.

**No. 4 Prairie Hay**—Shall include all hay not good enough for other grades and not caked.

**No Grade Prairie Hay**—Shall include all hay not good enough for other grades.

**No. 1 Straight Rye Straw**—Shall be in large bales, clean, bright, long rye straw, pressed in bundles, sound and well baled.

**No. 2 Straight Rye Straw**—Shall be in large bales, long rye straw, pressed in bundles, sound and well baled, not good enough for No. 1.

**Tangled Rye Straw**—Shall be reasonably clean rye straw, good color, sound and well baled.

**Wheat Straw**—Shall be reasonably clean wheat straw, sound and well baled.

**Oat Straw**—Shall be reasonably clean oat straw, sound and well baled.

All certificates of inspection shall show the number of bales and grade in each car or lot inspected and plugged; and when for shipment the final inspection and plugging, in order to

ascertain the sound condition of each bale, shall take place at the time of shipment.

The fees for inspection shall be \$3 per car, to be divided equally between the buyer and seller.

**Crops and Prosperity.**

The August crop report of the Government was less favorable than the July report as regards the volume of the wheat crop, the figures being reduced from 720,000,000 to 650,000,000. This, however, is a bountiful yield, and one to be thankful for, the high prices being very satisfactory to Western farmers. The August estimate for corn, on the other hand, was better than had been expected, and the corn crop will, after all, probably fall short of that of 1902 by only 10 per cent. or thereabout. Taking into account the other cereals, the hay crop and the pasturage, the fruit crop, and the potatoes and the lesser products of garden and farm, the season will have averaged a very good one indeed for the American tillers of the soil. The past year has been decidedly the greatest in our manufacturing history, and for the first time the total volume of our domestic exports has exceeded that of Great Britain or any other nation. It is only in Wall Street that the times have been bad. The stock market slump of July continued well into August, although after the middle of the month a better condition set in of a sort that made it seem the worst was over.

Wall Street promoters and speculators had simply been the victims of their own excesses. Many of them had borrowed large sums of money for the sake of holding shares of stock that they expected to sell to the public at a profit. Not being able to do this, they were obliged to liquidate quickly, and thus they made sacrifice of their holdings. The average market price, which had been too high, was depressed until it became much too low. Then the conservative investing public began to come in quietly to steady the situation. It is the opinion of most wise men that this rather drastic experience has been a good thing for Wall Street itself, and an especially fortunate thing for the legitimate business of the country at large.

**The Building Industry and Strikes.**

The building industry has involved in recent years in the United States an annual outlay of something like \$400,000,000 and employs more than 1,000,000 men. This year promised, at the outset, to surpass all others in money and men employed, when building in every part of the country was interrupted by an epidemic of strikes. Chicago, San Francisco and St. Louis alone were excepted. St. Louis is building its World's Fair and can not afford to risk delay. Chicago and San Francisco have evolved organs of sufficient power to insure temporary peace—in Chicago the contractors' council, in San Francisco the central body of the unions.

All the other cities were more or less affected. At one time, when 150,000 men were calculated to be out in New York and Brooklyn, 50,000 were

on strike in Philadelphia and 20,000 in Baltimore, while the Pittsburg district was on the verge of a complete lockout involving 40,000 more. The only common cause was lack of organization either among employers or employes.

The lesson of this epidemic of sympathetic strikes and lockouts is, that the building trades must be considered as a single industry, and that their labor problem must be treated as a single problem, not as a problem of thirty different trades. Both capital and labor must be organized and a constitution must be provided for the trade. When this is accomplished a new era will have opened for the building industry and a new chapter will have been added to the history of labor.

W. E. Walling.

The house from which Paul Revere started on his famous ride has been bought for the purpose of handing it over to an association, which will take care of and make much of it.

**THE OLDS MOBILE**

Is built to run and does it.

\$650



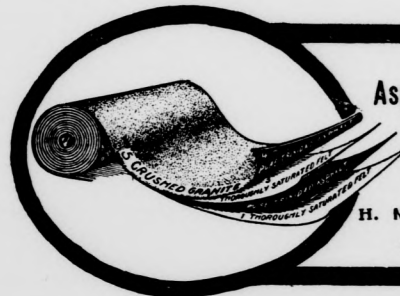
Fixed for stormy weather—Top \$25 extra.

More Oldsmobiles are being made and sold every day than any other two makes of autos in the world. More Oldsmobiles are owned in Grand Rapids than any other two makes of autos—steam or gasoline. One Oldsmobile sold in Grand Rapids last year has a record of over 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.



**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.

**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.

**NIAGARA'S RIVAL.**

**Water Power Development at Massena, New York.**

All who know of the great power development at Niagara and the still greater possibilities will marvel at the idea of a Rochester engineer who enthuses over the Massena power development and professes to see in it a rival to Niagara. Situated in the far northern section of the Empire State, the Massena development has had its setbacks, but still it is gratifying to learn that it is now going ahead with vigor, and that the owners are hopeful of seeing a great manufacturing center established near the St. Lawrence. The Rochester engineer who sees great things ahead for Massena expresses his belief in these words:

"It is simply impossible to form an adequate conception of the immensity of the power development at Massena without visiting the locality and studying the conditions. We have pretty liberal power possibilities right here in the Genesee valley, and we are very close to Niagara, but those northern New Yorkers have got the up-State power people beaten in all ways. The power proposition at Massena had seemed to me, as it has seemed to many others, paradoxical but the paradox is quickly explained when one makes a personal inspection.

"Niagara has limitations which do not exist in the Grasse valley. At Niagara the factor of disposing of waste water, the tailrace factor, is and always will be with them. A tailrace at Niagara means a very expensive bit of tunneling through solid rock. Financially it means millions. At Massena this factor is entirely eliminated, as the Grasse River and the Racquette River, which parallels it a couple of miles away, afford unlimited scope for getting away with the waste without excavating a yard of rock. While the volume of water exceeds that at Niagara, the facility of discharge from the turbines directly into the river, whence it flows back to St. Lawrence, gives Massena its great advantage over its more widely known rival on the Niagara River.

"For nearly twenty miles the St. Lawrence and Grasse Rivers parallel each other, at no place being more than four miles apart. The level of the Grasse River, however, owing to the peculiar geological formation, is materially lower than that of the St. Lawrence. This fact has been taken advantage of by the engineers, and a ship canal three and one-half miles long and practically straight, has been cut from the head of the Little Sault on the St. Lawrence to the Grasse River at Massena. This canal is 187 feet wide and of a uniform depth of 18 feet, and is navigable for all vessels which can pass through the Canadian canals. Here this immense volume of water is fed to the turbines with a net fall of between 49 and 50 feet, discharges directly into the Grasse River and re-enters the St. Lawrence a little over nine miles below the intake, at the foot of the Little Sault.

"The ship canal strikes the Grasse River at right angles. Here an immense concrete dam has been constructed, the face of which forms one wall of the powerhouse, which is constructed on the bedrock along the Grasse River. Thus there is a sheer head of practically fifty feet available at the turbines. It is right here that the great possibilities for power development, to a practically unlimited extent, comes in. The present powerhouse extends 375 feet along the Grasse River. There is nothing in an engineering way to prevent its extension along the bank as far as desired, water being carried to the turbines in the extension by penstocks. And you will remember that this extension does not involve the construction of additional tailraces as at Niagara, for the Grasse River is the common waste weir. If desirable a viaduct over the Grasse River will enable the utilization of the Racquet River for a waste and duplication of the power-house.

"The dam has seven chambers with horizontal shafts eighty feet long. The turbines are connected to these shafts in sets of six, each turbine having a capacity of 1,000 horse-power. Each shaft, with its six turbines, furnishes energy for a 5,000 horse-power generator. Each turbine chamber has three draft tubes, each ten feet in diameter, the waste from two turbines discharging through each draft tube on the other side of the power-house. At the mouth of each draft tube are set two 54-inch turbines, working right and left, to neutralize the thrust. The wheels are controlled by electric governors, which are controlled by the electrician in his 'pulpit.'

"There are now installed three 5,000 horse-power, three phase, alternating current generators, with two other units of the same size and character about to be installed. Then there are two double, direct current generators, with a total output of 12,000 horse-power, for the use of the Pittsburg Reduction Company, which is expected to begin the production of aluminum Aug. 1. Then there are three 400 horse-power direct current generators, operated by still another set of turbines. Two of these are used for exciters for the alternating current machines, and the current of the others is used for various purposes. The Pittsburg Reduction Company is constructing its own powerhouse, and ultimately the two large direct-current units will be filled with two more 5,000 horse-power alternating-current machines."

There is much discontent in Spain. Many failures are reported in business and industries are in a languishing condition. The political situation is alarming and the revolutionists may soon become active. The soldiers who served in the Philippines and Cuba have not yet been paid and there is talk of a general mutiny in the army. Going down hill is as easy for nations as for individuals. Spain is miserably poor and weak and it is doubtful if she ever again becomes rich and strong.

**THE EUCALYPTUS.**

**Possibility of Its Proving a Remedy for Consumption.**

A recent medical discovery abroad stands out so prominently amid the innumerable experiments for the cure of tuberculosis, that it has been accounted worthy of a special consular bulletin, signed by United States Consul-General Mason, of Berlin. This report is of especial interest to California, inasmuch as it deals with a remedial agency which was first manufactured here, and suggests a new and important industry to be here conducted on a large scale. Should the world at large adopt the recommendations of a great scientific association.

At the last meeting of the Medical Society of Berlin, with the most eminent medical scientists of Germany in attendance, Dr. Danelius and Professor Theodor Sommerfeld presented an elaborate thesis describing their experiments with consumptive patients who were subjected to a treatment by inhalation of the combined fumes of eucalyptus, sulphur and charcoal. These experiments have been watched with the keenest interest by the foremost medical men of Berlin for the past six months, but it was only when their success had been established that the men conducting them consented to give information to the profession and the public at large.

The new remedy consists of a combination of flowers of sulphur, powdered charcoal and pulverized eucalyptus, a mixture which has been rather irrationally christened "sanosin." This compound is put up in sealed glass tubes, each containing a dose of about two grams. When used, the tube is broken and its contents poured on an earthenware plate heated by a spirit lamp. The volatile eucalyptus speedily evaporates, and in combination with the sulphurous acid fumes medicates with an aromatic odor the air of the closed room in which the tuberculous patient is placed, so that the curative influence is applied in an easy, natural way.

So fearful are the ravages of consumption in Berlin, the deaths from the disease averaging ten a day, that the city government undertook to conduct the tests, opening a special clinic for the purpose in the poorest quarter of the city, and placing Professor Sommerfeld, of the University of Berlin, in charge. Each patient, before being admitted to the new treatment, was required to present a certificate from the Royal Hospital, showing that he had been treated there and was suffering from progressive tuberculosis—the disease in its supposed hopeless form. Thus far, of 120 patients treated, 50 per cent. have been discharged as cured. While those in charge of the treatment are extremely conservative men and cautious in their statements, they nevertheless attest that under no other treatment ever applied has the character of the sputum changed so rapidly and uniformly, through the diminution and disappearance of bacilli and the elastic fibers peculiar to tubercu-

lar disease. The almost invariable disappearance of the irritating cough is regarded as of the highest importance, as the relief thus afforded secures to the patient the uninterrupted sleep so desirable for the rebuilding of the system. A notable increase of appetite is also observed.

It will be seen that the eucalyptus is the base of the curative remedy, and its use was first suggested by an observing traveler in Australia, who noticed that the natives in the Northwestern districts used a decoction made by boiling the leaves and roots of the tree as a remedy for pulmonary diseases. He further noticed that residents of districts where the eucalyptus grew most abundantly seemed immune from the disease, and that others suffering from it were materially benefited or cured by removing to regions where the tree flourished. Eucalyptus extracts were already recognized in medicines as germicides, but hitherto had been considered as of minor importance. It remained for the great physicians to test their efficiency in this new application.

**Freezing Temperature of Farm Produce.**

Shipments of such perishable farm produce as apples, potatoes, etc., during the cold winter season are always fraught with danger of freezing while in transit. The Weather Bureau of the United States Department of Agriculture has prepared some interesting figures regarding the temperature in degrees which various articles of farm produce can stand without injury when unprotected. Tabulated, the figures in degrees above zero are as follows:

Apples, in barrels	.....20
Apples, loose	.....28
Apricots, in baskets	.....35
Bananas	.....45
Cabbage, in crates	.....30
Celery	.....30
Cider	.....22
Cranberries	.....28
Eggs, barrels or crates	.....30
Flowers	.....35
Grapes	.....34
Lemons, boxed	.....36
Mandarins	.....32
Oranges, boxed	.....25
Onions, boxed	.....20
Pineapples	.....35
Potatoes, barrels	.....22
Potatoes, sweet	.....36

**Her Sad Mistake.**

They had been married only a few months, and the wife stood by the side of her husband looking into one of the department store windows. A handsome tailor made dress took her fancy and she left her husband to examine it more closely. Then she came back to him, still talking.

"You never look at anything I want to look at any more," she complained. "You don't care how I dress. You don't care for me any more. Why, you haven't kissed me for two weeks."

"Indeed, I am sorry, but it is not my fault," said the man.

Turning, the lady looked at him and gasped. She had taken the arm of the wrong man.

Relation of Skulls to the Mental Powers.

Man's curiosity is naturally boundless concerning his brain, which is believed to be the seat and the token of that mental power which makes him the undisputed king of the earth. If the brain were really such a box of drawers as some phrenologists have assumed, with everything in its place and all possible faculties accounted for, human heads could be classified as readily as plants, and nobody could fail to distinguish between them any more than one can fail to select roses from lilies.

One might predict absolutely from a glance at his head that a given financier or a poet or a philosopher, with no more danger of a mistake than in asserting that one tree will produce acorns and another apples. But the shrewder sort of phrenologists see that this will not do, and so, they endeavor to modify the bases of their science to suit the infinitely varied facts of human nature and development.

The real progress in brain study is made by those who undertake the work as far as possible without any preconceived and perfected theory to lead or mislead them. Dr. H. Mantiegra has recently published in the "Proceedings of the Royal Scientific Society of Bohemia," some remarkable observation on the relations of the weight of the brain and the size and shape of the skull to the mental powers of man.

The investigations, says the London Express, show the importance of good feeding to brain development. The brain cannot do its work without an abundance of pure, well-nourished blood. Other things being equal, a heavier brain implies greater mental power, and Dr. Mantiegra finds that persons employed in industries where the nourishment of the body is apt to be insufficient, and the muscular exercise slight, show, as a rule, higher brains than do more favorably circumstanced persons.

Blacksmiths and mental workers in general have heavier brains than coachmen, but the latter exceed carpenters in brain weight, and carpenters exceed persons employed in clothing industries, while at the bottom of the scale stand those who are engaged in the manufacture and sale of alcoholic drinks, who are apt to do more or less drinking themselves.

It would also appear that the weight of the brain may be increased by the direct exercise of its own function, men of mental training showing as a rule, greater brain weight than others. It should be remembered that the size of the head cannot be taken as a trustworthy index of the weight of the brain. The organic quality is the main thing.

Friendship is no one-sided affair, but an exchange of soul qualities. There can be no friendship without reciprocity. One can not receive all and give nothing or give all and receive nothing and expect to experience the joy and fulness of true companionship.

Hardware Price Current

Ammunition		Caps		Cartridges		Primers		Gun Wads		Loaded Shells		New Rival—For Shotguns		Paper Shells—Not Loaded		Gunpowder		In sacks containing 25 lbs.		Angers and Bits		Axes		Barrows		Bolts		Buckets		Butts, Cast		Chain		Chisels		Elbows		Expansive Bits		Files—New List		Galvanized Iron		Gauges		Glass		Hammers		Hollow Ware		Horse Nails		House Furnishing Goods		Iron		Knobs—New List		Lanterns																																																																					
G. D., full count, per m.	40	Hicks' Waterproof, per m.	75	Musket, per m.	50	Ely's Waterproof, per m.	60	No. 22 short, per m.	2 50	No. 22 long, per m.	3 00	No. 32 short, per m.	5 00	No. 32 long, per m.	5 75	No. 2 U. M. C., boxes 250, per m.	1 40	No. 2 Winchester, boxes 250, per m.	1 40	Black edge, Nos. 11 and 12 U. M. C.	60	Black edge, Nos. 9 and 10, per m.	70	Black edge, No. 7, per m.	80	No. 10, pasteboard boxes 100, per 100.	72	No. 12, pasteboard boxes 100, per 100.	64	Kege, 25 lbs., per keg.	4 90	1/4 kegs, 12 1/2 lbs., per 1/4 keg.	2 30	1/2 kegs, 6 1/4 lbs., per 1/2 keg.	1 60	Drop, all sizes smaller than B.	1 75	Snell's	60	Jennings genuine.	25	Jennings' imitation.	50	First Quality, S. B. Bronze.	5 50	First Quality, D. B. Bronze.	9 00	First Quality, S. B. Steel.	7 00	First Quality, D. B. Steel.	10 50	Railroad.	13 00	Garden.	29 00	Stove.	70	Carriage, new list.	60	Plow.	50	Well, plain.	4 00	Cast Loose Pin, figured.	70	Wrought Narrow.	60	Com.	7 00	BB.	8 1/2	BBB.	8 1/2	Clark's small, \$18; large, \$26.	40	Ives' 1, \$18; 2, \$24; 3, \$30.	25	New American.	70&10	Nicholson's.	70	Heller's Horse Raps.	70	Nos. 16 to 20; 22 and 24; 25 and 26; 27.	28	List 12 13 14 15 16.	17	Discount, 70.	70	Stanley Rule and Level Co.'s.	60&10	Single Strength, by box.	90	Double Strength, by box.	90	By the Light.	90	Maydole & Co.'s, new list.	83 1/2	Yerkes & Plumb's.	40&10	Mason's Solid Cast Steel.	70	Gate, Clark's 1, 2, 3.	60&10	Pots.	50&10	Kettles.	50&10	Spiders.	50&10	Au Sable.	40&10	Stamped Tinware, new list.	70	Japanned Tinware.	20&10	Bar Iron.	2 25	Light Band.	3 00	Door, mineral, jap. trimmings.	75	Door, porcelain, jap. trimmings.	85	Regular Tubular, Doz.	5 00	Warren Galvanized Found.	5 00

Levels		Stanley Rule and Level Co.'s.		Mattocks		Metals—Zinc		Miscellaneous		Molasses Gates		Pans		Patent Planished Iron		Nails		Rivets		Roofing Plates		Sashes		Sheet Iron		Shovels and Spades		Solder		Squares		Tin—Melyn Grade		Tin—Allaway Grade		Boiler Size Tin Plate		Traps		Wire		Wire Goods		Wrenches																																																																																																																																	
Adze Eye.	70	600 pound casks.	7 1/2	Bird Cages.	40	Pumps, Clstern.	75	Screws, New List.	85	Casters, Bed and Plate.	50&10&10	Dampers, American.	50	Stebbins' Pattern.	60&10	Enterprise, self-measuring.	30	Fry, Adams.	60&10&10	Common, polished.	70&5	"A" Wood's patent planished, Nos. 24 to 27.	10 80	"B" Wood's patent planished, Nos. 25 to 27.	9 80	Broken packages 1/2c per pound extra.		Ohio Tool Co.'s, fancy.	40	Scotia Bench.	50	Sandusky Tool Co.'s, fancy.	40	Bench, first quality.	40	Advance over base, on both Steel and Wire.		Steel nails, base.	2 75	Wire nails, base.	2 35	20 to 60 advance.	10	8 advance.	10	4 advance.	30	3 advance.	45	2 advance.	70	Fine 3 advance.	50	Casing 10 advance.	15	Casing 5 advance.	20	Casing 3 advance.	25	Finish 10 advance.	30	Finish 8 advance.	30	Finish 6 advance.	40	Barrel 1/2 advance.	80	Iron and Tinned.	50	Copper Rivets and Burs.	40	14x20 IC, Charcoal, Dean.	7 50	14x20 IX, Charcoal, Dean.	9 00	20x28 IC, Charcoal, Dean.	15 00	14x20 IC, Charcoal, Alloway Grade.	7 50	14x20 IX, Charcoal, Alloway Grade.	9 00	20x28 IC, Charcoal, Alloway Grade.	15 00	20x28 IX, Charcoal, Alloway Grade.	18 00	Sisal, 1/4 inch and larger.	2 1/2	Manilla.	3	List acct. 19, '98.	5	Solid Eyes, per ton.	38 00	Nos. 10 to 14.	33 60	Nos. 15 to 17.	3 70	Nos. 18 to 21.	3 90	Nos. 22 to 24.	4 10	Nos. 25 to 28.	4 20	No. 27.	4 30	All Sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	4 10	First Grade, Doz.	6 00	Second Grade, Doz.	5 50	1/2c.	15	Steel and Iron.	60-10-5	10x14 IC, Charcoal.	10 50	14x20 IC, Charcoal.	10 50	20x14 IX, Charcoal.	12 00	Each additional X on this grade, \$1.25.		10x14 IC, Charcoal.	9 00	14x20 IC, Charcoal.	9 00	10x14 IX, Charcoal.	10 50	14x20 IX, Charcoal.	10 50	Each additional X on this grade, \$1.50.		14x56 IX, for No. 8 Rollers, } per pound..	12	14x56 IX, for No. 9 Rollers, }		Onelda Community, Newhouse's.	40&10	Onelda Community, Hawley & Norton's.	65	Mouse, choker, per doz.	1 25	Mouse, delusion, per doz.	1 25	Bright Market.	60	Annealed Market.	60	Coppered Market.	50&10	Tinned Market.	50&10	Coppered Spring Steel.	40	Barbed Fence, Galvanized.	3 00	Barbed Fence, Painted.	2 70	Bright.	10-30	Screw Eyes.	10-30	Hooks.	10-30	Gate Hooks and Eyes.	10-30	Baxter's Adjustable, Nickel.	30	Coe's Genuine.	30	Coe's Patent Agricultural Wrought.	70&10

Crockery and Glassware

STONEWARE		Butters		Churns		Milkpans		Fine Glazed Milkpans		Stewpans		Jugs		Sealing Wax		LAMP BURNERS		MASON FRUIT JARS		With Porcelain Lined Caps		LAMP CHIMNEYS—Seconds		Anchor Carton Chimneys		First Quality		XXX Flint		Pearl Top		La Bastie		Rochester		Electric		OIL CANS		LANTERNS		BEST WHITE COTTON WICKS		COUPON BOOKS		Coupon Pass Books		Credit Checks																																																																																																													
1/2 gal., per doz.	48	1 to 6 gal., per gal.	6	8 gal. each.	52	10 gal. each.	66	12 gal. each.	78	15 gal. meat-tubs, each.	1 20	20 gal. meat-tubs, each.	1 60	25 gal. meat-tubs, each.	2 25	30 gal. meat-tubs, each.	2 70	2 to 6 gal., per gal.	6 1/2	Turn Dashers, per doz.	84	1/2 gal. flat or rd. bot., per doz.	48	1 gal. nat or rd. bot., each.	6	1/2 gal. flat or rd. bot., per doz.	60	1 gal. flat or rd. bot., each.	6	1/2 gal. fireproof, ball, per doz.	85	1 gal. fireproof, ball, per doz.	1 10	No. 0 Sun.	35	No. 1 Sun.	36	No. 2 Sun.	48	No. 3 Sun.	85	Tubular.	50	Nutmeg.	50	No. 0 Sun.	1 80	No. 1 Sun.	1 90	No. 2 Sun.	2 90	No. 0 Sun, crimp top, wrapped & lab.	1 91	No. 1 Sun, crimp top, wrapped & lab.	2 00	No. 2 Sun, crimp top, wrapped & lab.	3 00	No. 1 Sun, crimp top, wrapped & lab.	3 25	No. 2 Sun, crimp top, wrapped & lab.	4 10	No. 2 Sun, hinge, wrapped & lab.	4 25	No. 1 Sun, wrapped and labeled.	4 80	No. 2 Sun, wrapped and labeled.	5 80	No. 2 hinge, wrapped and labeled.	5 10	No. 2 Sun, "Small Bulb," for Globe Lamps.	80	No. 1 Sun, plain bulb, per doz.	1 00	No. 2 Sun, plain bulb, per doz.	1 25	No. 1 Crimp, per doz.	1 35	No. 2 Crimp, per doz.	1 60	No. 1 Lime (650 doz).	3 50	No. 2 Lime (750 doz).	4 00	No. 2 Flint (800 doz).	4 80	No. 2 Lime (700 doz).	4 00	No. 2 Flint (800 doz).	4 80	1 gal. tin cans with spout, per doz.	1 30	1 gal. galv. iron with spout, per doz.	1 50	2 gal. galv. iron with spout, per doz.	2 50	3 gal. galv. iron with spout, per doz.	3 50	5 gal. galv. iron with spout, per doz.	4 50	3 gal. galv. iron with faucet, per doz.	3 75	5 gal. galv. iron with faucet, per doz.	5 00	5 gal. tilting cans.	7 00	5 gal. galv. iron Nefas.	9 00	No. 0 Tubular, side lift.	4 75	No. 1 B Tubular.	7 25	No. 15 Tubular, dash.	7 25	No. 1 Tubular, glass fountain.	7 50	No. 12 Tubular, side lamp.	13 50	No. 3 Street lamp, each.	3 50	No. 0 Tub., cases 1 doz. each, box, 10c.	45	No. 0 Tub., cases 2 doz. each, box, 15c.	45	No. 0 Tub., bbls 5 doz. each, per bbl.	1 10	No. 0 Tub., Bull's eye, cases 1 doz. each.	1 25	No. 0, 1/4-inch wide, per gross or roll.	18	No. 1, 1/2-inch wide, per gross or roll.	24	No. 2, 1 inch wide, per gross or roll.	34	No. 3, 1 1/2 inch wide, per gross or roll.	53	50 books, any denomination.	1 50	100 books, any denomination.	2 50	500 books, any denomination.	11 50	1,000 books, any denomination.	20 00	50 books, any denomination.	1 50	100 books.	2 50	500 books.	11 50	1,000 books.	20 00	500, any one denomination.	2 50	1,000, any one denomination.	5 00	2,000, any one denomination.	9 00

## New York Market

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

Special Correspondence.

New York, Sept. 5—September comes in with New York as full of buyers as can be. Hotels are setting out cots to sleep on and boarding houses are "full up." Buyers are making purchases freely. Prices are well sustained in food products, with a few exceptions, and the same is true of dry goods, boots and shoes and hardware. Some concerns are working far into the night and the year seems likely to be a record breaker.

Coffee continues the dullest article in the line of staple groceries, and it is inevitable so long as supply is so greatly in excess of production. Since July 1 the receipts at Rio and Santos aggregate 3,314,000 bags, against 2,957,000 bags during the same time last year. In store and afloat there are 2,498,052 bags, against 2,955,026 bags at the same time last week. The week has been even duller than previous ones, owing in some degree to weaker foreign advices, due to the fact that the visible supply of the world increased during August 777,000 bags. The supply of Rio No. 7 however, at the moment is not large and is still quotable as steady at 5 $\frac{1}{8}$ c. Mild grades are meeting with precious little encouragement and neither jobbers nor roasters are taking any amount. The little call there is, is for the better grades, which remain fairly steady, with good Cucuta worth 7@7 $\frac{1}{2}$ c.

Some real improvement is reported among jobbers in the tea market and holders feel confident that this march of improvement will continue on through the fall. Orders have come to hand in a satisfactory manner from out of town and altogether the amount sold represents a very respectable total. Quotations are well sustained and prices are steady all around, although showing no appreciable advance. Proprietary brands sell well and Lipton is making progress with tea, if not with yachts.

It has been a good week for sugar and orders have come freely from many different sections. The weather is favorable for canning operations and a good run of trade is looked for the coming month. Most of the new business seems to be going to Arbuckle, who keeps rates below trust prices. He insists that he is several days behind in deliveries, and this is also the case with one or two others.

The rice market has been well sustained all the week and everything indicates a good run of business all the fall. It is said that a strike of freight handlers will prevent shipments hither. It is a "cold day" when some strike or other is not recorded. Prime to choice domestic rice is worth 5 $\frac{3}{4}$ @5 $\frac{7}{8}$ c, showing no change from last report.

In spices there is a firm situation in pepper, but sales are mostly of small lots to "last over Sunday" and yet in the aggregate the amount sold is sufficient to keep stocks pretty well

cleaned up. All spices, it may be fairly said, are very firmly held and this is especially true of pepper. It is probably as good a time to buy as will occur this fall.

Stocks of both foreign and New Orleans molasses are light and holders are decidedly firm in their opinions. Fall trade has hardly set in in earnest, but within a week a turn is looked for which will cause the market to wake up in earnest. Quotations are without change. In syrups the market has been fairly active and rates are well held.

Every day, almost, shows increasing strength in many things in the canned goods line. While some think the opening prices of salmon made by the Pacific Selling Co. are absurdly high, others think they will be sustained without any trouble. Tomatoes are about unchanged. Corn is very firm and it would be hard to find any very large lots of good Maine stock. California fruits are selling fairly well and show no weakness. In fact, the whole canned goods market favors the seller.

There is not a very active butter market, although quotations are very well sustained. The supply of best grades seems to be fully equal to the demand and buyers incline to the belief that rates are too high. Fancy creamery is 20c; seconds to thirds, 16@19 $\frac{1}{2}$ c; extra imitation creamery, 17 $\frac{1}{2}$ @18c; seconds to thirds, 15@17c; Western factory, 15@16c, the latter for held stock; renovated, 13@17c.

Cheese has shown a steady improvement and at the close the market is well cleaned up and presents a strong undertone. Small, fancy full cream stock, 10 $\frac{1}{2}$ c; white, 10 $\frac{1}{4}$ c. Little, if anything, has been done by exporters.

Eggs have advanced to a point that threatens consumption. Receipts are light and fresh gathered Western are quotable at 23c for extras and 22c for firsts. Even candled stock is worth 17@17 $\frac{1}{2}$ c. Refrigerator stock, 18@20c.

### How to Dress Lambs.

Leave the hide on. Cut open the carcass from the neck to the hind legs—don't cut through the hind quarters, as the meat is apt to turn dark. The entrails should be properly cleaned out. Bladder must be removed. Leave nothing but kidneys during hot weather. During cool weather liver and heart and kidneys can be left in. Backset the hide and draw the caul fat over the backsets. Leave head and feet on. Lambs should weigh not less than 20 pounds. When too small they are not wanted.

As lambs are received mostly in the spring, and sometimes in early summer, when the weather is hot and sultry, accompanied with frequent thunder storms, shippers should be careful and allow the carcasses to cool off thoroughly before shipping, as they turn green readily about the kidneys and many lambs become almost worthless in consequence.

Country shippers should exercise more care before shipping. It would not be a bad idea to allow the lambs to be quiet and restful before killing,

and then after killing allow the lambs to cool off properly and let all animal heat pass out of the body.

### Most Successful Lady Butcher in the United States.

Miss M. A. Felin is undoubtedly the most successful lady butcher in the United States, and at the present time is conducting two large markets, one at 4200 Germantown avenue, Philadelphia, and the other at 4421 Main street, Manayunk, Pa. Miss Felin went into the meat business eight years ago, and from the very start made the venture a profitable one. There is no branch of the business with which she is not thoroughly familiar, and as a manager she has few equals.

### Crop Prospects That Please.

Louisiana and Mississippi furnish the rosier reports from corn, cotton, sugar and rice plantations. The corn crop is already made, and is the best in ten years—in many sections a full two years' supply having been grown. The cotton outlook is also exceedingly promising, and with cotton at eight or nine cents a pound the planter can look forward to fattening his bank account after discharging his floating debts and possible mortgages.

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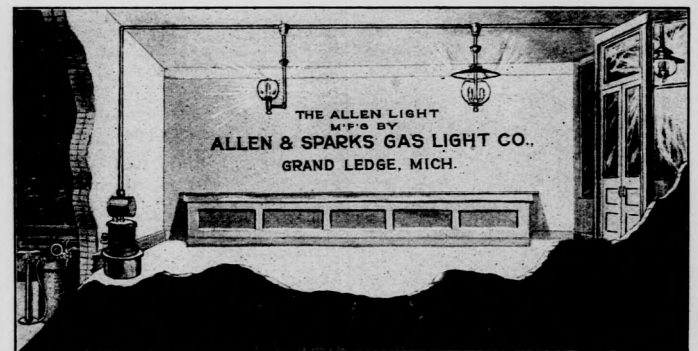
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**How To Travel With Health and Comfort.**

Traveling ought to be healthful. The constant moving promotes circulation; the change of scene holds one's mind in a cheerful and progressive state; and ordinarily one gets considerable fresh air with all the dust and cinders.

With the exception of professional travelers, most people are, more or less, "done up" for a day or more even after a short railroad trip. To such, a few hints might be useful, and I give them, as follows:

1. Get on the car before it starts, and off after it stops. There have been many lives lost, and, what is perhaps worse, cripples made, by the lack of this simple rule. Even if you do not get a personal injury by neglecting this rule, you may sometime have a "scare" that will not be of any benefit to the wire-work of your nerves and the gearing of your heart.

2. When in the vicinity of a railroad station, or anywhere else where there are tracks, never walk upon them, if possible to prevent it, for a single rod. Thousands of people have been killed by not observing this precaution. You never know when a car is coming your way, if you are upon a track.

3. Never cross a track by climbing between cars. They are liable to start or to make a lurch backward or forward, at any minute; and you may be thus put in peril of life or limb.

4. In crossing the metals behind a train, always give it plenty of room for sudden backing. Often people have been killed by a train's jerking suddenly back upon them, before they could get out of the way.

5. Before you go aboard the train, consider which will be the shady side, so that you may take a seat there, if, from the nature of the weather, you prefer it. The easiest and, all things considered, the safest part of an ordinary railway coach, is generally considered as halfway from door to door.

6. Consider whether you want your window open or shut. There are, on a warm day, or in a close car, some advantages in the former method; and there are always great disadvantages. You get more coolness and air, but a mouth full and face full, and, sometimes, eyes full, of cinders. You are also subject to the reversed blessings of fellow passengers, many of whom expect to take cold if an extra breath of air strikes them. Generally, the improved ventilators now in use are sufficient to give plenty of air for the passengers to breathe, or at least as much as they ordinarily get in their houses; and the almost constant opening of doors to admit passengers and trainmen lets more or less currents of air through the car.

7. If you are tired, try "riding backward" part of the time, and it will probably go a good way toward resting you. Many old travelers always ride backward half the time, when there is opportunity.

8. Do not eat everything you can find on the cars. Some people appear to develop a mania for devouring things as soon as they get aboard.

They purchase many of the goods (and evils) that the train-peddler offers them; and eat them on the spot. They order meals cooked on the train—some of which are not the most digestible compounds in the world. And then they wonder that they are sick to their stomachs! The best way to eat, on a railroad train, is to put up or have put up, your own lunch; and eat it quietly and at leisure. Then you know what you are putting into your stomach, and about what effect it will have upon you.

9. When you have car-sickness (something very much like sea-sickness), you will find that the more fresh air you can breathe, the better you will get along. If anything justifies your keeping your window open, that will. Put all the air into your lungs that you can; and you will generally find that the "sickness" will go.

10. Be pleasant, obliging, and companionable with such of your fellow-passengers as seem to deserve it; and you will enjoy yourself a good deal better for the fact.

11. In a sleeping car it is considered more advantageous to lie with the head nearest the engine, so as to draw the blood toward the lower regions of the body. This is, however, in the opinion of some, of not so very much consequence; and it is not a bad plan, if restless during the night, to change, and ride with the head the other way.

Drawing-room cars have some advantages, and some disadvantages. They are, of course, much easier to ride in, afford more room, and exclusiveness, and better toilet facilities, etc.; but they are not so airy, and are liable to be "stuffy." There is also the fact to be considered that the porter has a lively time in arranging the temperature to suit the different passengers; it has generally to be kept just as high as the most delicate person in the car wishes it. I have seen, on a cold winter day, men sitting in a drawing-room car with their coats and waistcoats off, in order to withstand the temperature required by a sensitive woman from the West Indies.

But by making a science of the matter, one can, nowadays, barring accidents, live about as comfortably and healthily upon railroad trains as at home.

**About Mexican Pottery.**

For many centuries the people of Mexico have achieved a world-wide reputation in the art of pottery making, and the clay workers of to-day in that country are as proficient in the production of high art pottery as any people in the world. The natives' ingenuity in handling and developing clay has secured for Aguas Calientes Encarnacion and Guadalupe wares an enviable reputation among the tourists, says an exchange. This one branch of the pottery business in Mexico only serves to show the possibilities of that country and what might be accomplished if native skill were combined with a little capital and a scientific knowledge of the business. Despite the vast pottery products of Mexico, there is not a

complete plant in the country. The consumption of pottery in that country is considerable, but the greater part of the cheaper grades are imported, and therefore very expensive; while the art products are not used by the natives to any extent, but are exported. The high rate of duty, the almost excessive freight rates, and the losses incurred by breakage offer a combination of circumstances that would seem to ensure great profits to the home producers. There are many points in favor of Mexico as a probable location for Americans desirous of establishing potteries on a profitable basis. Clay of great variety and of exceptionally good quality is found in large and rich deposits in many parts of the country. Every line of goods made of clay, including bricks, tile, sewer-pipe, as well as all the branches of pottery, could easily be turned out there. The natural ability of the native workers in clay, the cheapness of labor, the abundance of raw material, all combine to offer exceptional inducements to intending investors who have in mind the establishment of plants in Mexico.

A man should start out in life with the determination to never sacrifice his friendships. He must keep them alive or sacrifice a part of his manhood and a part of his success. There must be a live wire kept continually between him and them.

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**RUBBER GROWING.**

**Opportunity for Its Development in the Philippines.**

In view of the wide-spread interest that has been awakened in our trans-Pacific possessions, and the many discussions that have been carried on through the press and by other means as to the advantages or disadvantages that may accrue to us at some later date growing out of our possessions in the Far East, every item that is of practical interest and sets forth either point to any degree of satisfaction is eagerly sought for, and especially is this true of the rubber and gutta-percha possibilities of the islands, for the extraordinary demand for these articles, as shown by an importation into the United States of more than \$25,000,000 worth of these two articles during the year 1902, coupled with the fact that the known sources of supply are somewhat limited, has at different times caused no little anxiety over the future source of production. In fact, says Electricity, the limited output of gutta-percha, practically all of which is obtained from the East Indian islands, being found in Borneo, Java and the Straits Settlements, has been the subject of much concern by reason of its steadily increasing use, especially in connection with electrical equipment.

An investigation has been made in the islands of the Philippine group with the result that several localities were found to produce both of these articles in large quantities. Gutta-percha is plentiful in Mindanao. The gutta-percha of the southern Philippines is of fair to poor quality, containing a considerable amount of dirt and resin, but a method has been worked out in the Government Chemical Laboratory for the extraction from it of chemically pure gutta, equal in every way to the best heretofore put on the market.

It has been found that the felling and ringing of gutta-percha trees, which has wrought such havoc in other gutta-producing countries, was in vogue throughout the southern islands, in spite of regulations to the contrary.

It has been suggested, in view of the experience in other fields, that it would be a wise measure to have a Government monopoly in gutta-percha. Exportation could then be prohibited, except by the Government and this prohibition could be made effective. Government buyers could be located at convenient points. The Government could well afford to pay a price considerably higher than that which has heretofore prevailed for the Philippine product, thereby avoiding ill feeling on the part of the

gatherers, and by limiting the amount which is purchased the present rapid destruction of the trees could be greatly retarded.

The Dichopsis gutta, the best variety, does not seem to be found in the islands, but it has been suggested that this could be brought in from Borneo and adequate provisions to grow forests of this variety could be made under the supervision of the Government.

It is difficult to obtain reliable information as to the present exports of gutta-percha from the Philippines. Singapore is the principal and most exclusive Eastern market for it. During the year 1901 the islands were credited with 2,071.5 piculs, of which 1,966.5 piculs is reported as having come from the Sulu archipelago. The average import value of the gutta-percha received at Singapore directly from the Philippines was only \$76.68. Mexican, as compared with \$169.91, Mexican, for the product received from other sources, but it is known that large quantities of gutta-percha not credited to these islands, but actually shipped from our Southern ports, are credited to Borneo.

As for the rubber industry, in which a large amount of American capital has recently been invested, especially in the development of plantations in Mexico and South America, it is said that the cost in the Philippines of planting cleared ground with rubber seeds is but \$2 an acre. The first harvest should be in about six years, but it is practicable to plant double the number of trees needed, and at the end of three years cut out one-half of them, the rubber secured from the trees being sufficient to pay all expenses up to that time. The planters estimate a profit of from \$150 to \$200 an acre from the rubber crop after the trees have reached maturity.

**Knowing What is Advertised.**

Every wheel in a watch is necessary to its keeping correct time. In a like manner the successful mercantile establishment is dependent for its success upon the combined power represented in its financial strength, commodiousness and convenient location of building, business management, stock, advertising and sales forces. Each and all have a special function to perform. Therefore as the management of every successful establishment is spending large sums of money, in order to bring customers to the store, and as salesmen would not be required if no customers came, don't you think it is very necessary that salespeople should keep thoroughly posted on what the firm is advertising?

By reading the advertisements of your own store you are able to call your customer's attention to any special bargains the firm may be offering, and thus help the firm to get back some of the money spent on advertising.

When you notice the firm advertising any particular article with which you are not perfectly familiar, it is your duty as a salesman to at once master all the selling points pertaining to it, in order that you may en-

thus the customer with its good qualities.

This may seem to you as a little thing, but it is the little things that go to make up big things, and your success is certainly a big thing to you.

A salesman who wears a silk hat with a sack coat, and thinks himself well dressed, is very much like the ostrich who sticks his head in the sand and thinks he is out of sight.

**The Warwick**

Strictly first class.  
 Rates \$2 per day. Central location.  
 Trade of visiting merchants and traveling men solicited  
**A. B. GARDNER, Manager.**

When in Detroit, and need a MESSENGER boy send for

**The EAGLE Messengers**

Office 47 Washington Ave.  
**F. H. VAUGHN, Proprietor and Manager**  
 Ex-Clerk Griswold House



**THE IDEAL 5c CIGAR.**

Highest in price because of its quality.

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

**JUPITER**

Is a gold mine with a complete 25 stamp mill, electric light plant; all run by water power; ever thing paid for; a body of ore 60 feet wide. Capital, \$1,000,000; shares \$1.00 par value; less than 600,000 shares outstanding, balance in the treasury.

A limited amount of stock for sale at 25c a share.

FOR PROSPECTUS, ETC., WRITE TO

**J. A. ZAHN, FISCAL AGENT**

1318 MAJESTIC BUILDING  
 DETROIT, MICH.

**RESPONSIBLE REPRESENTATIVES WANTED IN MICHIGAN**

To handle a high grade specialty, needed everywhere which can net a good pusher

**\$1,000 to \$3,000 a year**

Nothing like it on the market

Exclusive Territory  
 Given Each Representative

Cut Out This Coupon and Send To Me.

**ERNEST McLEAN**  
 Grand Rapids, Mich.  
 Box 94

Dear Sir:

Please send me full particulars concerning your special proposition adv. in the Michigan Tradesman and oblige.

Name .....

Occupation .....

Postoffice .....

State .....

**PELOUZE SCALES**

ARE THE STANDARD FOR

ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP

BUY OF YOUR JOBBER. INSIST UPON GETTING THE PELOUZE MAKE

NO E 90 AS SHOWN 24 LBS.

NO T 90 WITH TIN SCOOP.

NO S2 1/2 BRASS DIAL, TILE TOP.

PELOUZE SCALE & MFG. CO.

CATALOGUE, 35 STYLES. CHICAGO.





**Gripsack Brigade.**

Allegan Gazette: Harry Perrigo will hereafter have charge of the L. Perrigo Co. business and his place on the road will be taken by Arthur V. Hoffman.

Clyde E. Brown, city salesman for the Sherwood Hall Co., Ltd., has returned from Chicago, where he disappeared about a week in company with his friend and customer, E. J. Jacobo, of the West Side Iron Works.

Cornelius Crawford (Hazeltime & Perkins Drug Co.) has a new horse—which is only another way of expressing the statement that someone may as well get in line to pay the adroit pill seller from \$100 to \$500 profit on the animal as soon as he can put the finishing touches on the horse.

George W. McKay, traveling representative for Straub Bros. & Amiotte, the Traverse City candy manufacturers, will have an exhibit at the West Michigan State Fair next week, during which time he will be occupied in handing out sweetness to the young people and that portion of the older people who happen to have a sweet tooth. One of George's expansive and contagious smiles goes with each gift.

P. H. Carroll is celebrating two anniversaries this week—the beginning of his thirty-first year on the road and the signing of his twenty-first annual contract with Selz, Schwab & Co. It is a question of opinion as to which event is the source of more pride and satisfaction to the genial shoe salesman, whose visits to his trade have come to be regarded in the light of a benediction and whose career is a matter of common congratulation among all those who aim to maintain a high standard for the profession of commercial traveler.

A Flint correspondent writes as follows under date of Sept. 5: The Board of Directors of the Michigan Knights of the Grip held their regular quarterly meeting here yesterday and to-day, transacting routine business and appointing the next State convention of the organization for December 29 and 30, 1903, in this city. Three death losses were adjusted and the second assessment of the year was called for September 15. At the coming State convention M. Howarn, of Detroit, will be a candidate for President, and C. J. Lewis, of this city, and F. L. Day, of Jackson, will be in the field for Secretary. H. E. Bradner, of Lansing, the present Treasurer, is by precedent entitled to a second term, and will probably be re-elected without opposition.

A St. Paul dispatch chronicles the following amusing mistake: Robert Leavenroth, a traveling salesman for a Chicago tobacco house, was seized and heartily kissed at the Union depot by a young woman who mistook him for her brother. Leavenroth was leaving the depot in the crowd, with a traveling case in each hand. Immediately in front of him were two girls who had got off the same train. Suddenly they were confronted by another girl, evidently there to meet them. The greetings were very cordial. Leavenroth tried to pass by, but the new girl caught him just as

he was coming around the group, and before he could protest she had thrown her arms about him and imprinted several rousing smacks on his cheek, with the cry: "Oh, here is Charley!" In an instant she realized her mistake. With a mumbled apology the three girls fled, leaving the victim of the affectionate onslaught to recover at his leisure. Leavenroth says he intends spending his time in St. Paul looking for the girl.

**The Official Reporter Reminded of His Duty.**

The official scribe of the U. C. T. appeared on the scene Saturday night, a little rusty, but after being polished off by Senior Counselor Holden, and promising the lodge he would do better in the future, he was allowed to hold his office.

All the officers were present except J. C. S. H. Simmons, Conductor T. E. Dryden and Page W. D. Simmons. It was reported that Simmons Bros. were in trouble, Will having fallen into one of his oil wells, and Sam was trying to get him out with one of his celebrated shoestrings. The goat got in his work on Bros. Frank C. Powers, of the Powers & Walker Casket Co.; Clyde C. Robinson, of the Williamsport Furniture Co.; Edwin C. Jones, of the Clark-Rutka-Weaver Co., and Frank Casto, of the McCormick Harvester Co. The goat didn't do a thing to Bro. Casto—the U. C. T. goat always gives value received or money refunded. None of the candidates called for their money. The Grand Rapids Stationery Co. presented us with 22 volumes of beautifully bound and carefully selected standard novels, which the Council acknowledged by a vote of thanks. Let the good work go on. It was voted to give a series of parties, such as we had last winter. Everybody knows what a great success they were. Senior Counselor Holden appointed the following Entertainment Committee: Bros. S. H. Simmons, Chairman; Frank A. Simonds, W. E. Starr and H. E. Skillman. The official roster will soon be out of the printer's hands. Any member having changed his address should notify Secretary E. P. Andrews at once.

Total membership to date, 239.

Wilbur Burns.

**Not a Candidate for Secretary.**

Detroit, Sept. 8—My attention has been called to one of your late editions in which my name was mentioned as a possible candidate for Secretary of the Michigan Knights of the Grip. Will you kindly correct this, as I am not a candidate for the office of Secretary. M. G. Howarn.

Monroe Democrat: Joseph S. Hoffman, founder and until last June proprietor of Hoffman's Clothing house, left Monday for his future home in Grand Rapids. In Mr. Hoffman Monroe loses one of her most substantial, progressive, enterprising and respected business men. He leaves to enter a wholesale clothing firm and the best wishes of the community go with him.

**She Knew Better.**

She was the "lady" of all work, but her humble position did not prevent her having a delicate understanding of ethics. Her wedding day was set, but affairs in the household to which she belonged made it very inconvenient to have her leave it at that time.

So the mistress of the house asked the girl if it would not be possible for her to make arrangements to stay a few weeks longer. The girl agreed to this readily. She was quite willing to put off leaving for a few weeks, but the marriage ceremony must be performed, as it would be unlucky to postpone it.

When the important evening arrived, the girl in her wedding gown, and the lady-of-all-work in a neighbor's house, who was to be maid of honor, also in her best gown, were ready, and the two went around the corner of the street nearest the house, where a carriage was awaiting them, and were driven to the church.

"But why, Bridget," asked the mistress of the house of the bride after her return, "didn't you have the carriage driven up before the door?"

Bridget's nose took an extra upward turn and her face assumed a look of hateur as she answered in expressive tones:

"Me kerridge at the door one day, mem, and me in the house at the washtub the next! Never!"

**Trading Stamps Going Out.**

The end is surely coming. The department stores have taken up the trading stamps, blue, green, yellow and red, and the women are beginning, even at this stage of the game to throw them in the waste baskets. Some thoughtful housewives indeed, spend their time in the trolley cars pasting the stamps last received into the blank books in order to show their more commercial husbands how you can get something for nothing. But the end is coming because the crop of fools can not hold out much longer when the department stores turn in their share.—Fame.

Everybody likes to have crisp, bright, clean, new bank bills. Nobody seriously objects to getting the old, worn out and dirty ones if nothing else is available, but there is a marked preference for the latest vintage. "Crisp" is the adjective oftenest applied to the brand new currency, but hereafter it is quite probable that some other word will have to do duty in its stead. It may not be generally known—but it is a fact that the preparations, chemical and mechanical, to which bank note paper is subjected cause it to shrink. It is not exactly the shrinkage which money suffers in many people's pockets, but it is a shrinkage which makes a loss in manufacture, because when cut, the lines do not come as regularly as they ought, and another feature is that the wetting and drying processes to which it is subjected rot the fiber of the paper. A new method of preparation has been devised which makes the bank notes non-shrinkable and as well soft and velvety. The crispness will disappear, but the cleanliness and the brightness will re-

main. Nobody will object seriously to the change. Soft and velvety money will be just as popular as that which is crisp.

It is rumored that a London soap maker intends to challenge for the America's cup next year. There have been some strong hints that Sir Thomas Lipton entered the contests to advertise his teas, but he has shown himself to be so good a sportsman that the circumstance has been overlooked. It is preferable, however, that the challenger should represent a club rather than an individual. The soap man will hardly be welcomed. Americans have no aversion to people "in trade," but they do not like to see trade combined with sport.

Clergymen in Boston are criticising newspapers that use the article "the" preceding the title "reverend." One of them says: "The word 'Reverend' is found only once in the Bible, and then it refers to God. It seems almost too sacred to be applied to any man, and especially when the word 'the' is added to give greater reverence." "The" is entirely superfluous, although it may be defended on the score of usage. It is rather stilted besides, and looks worse in print than it sounds when spoken.

Mt. Pleasant—The Plugless Manufacturing Co. has been organized with a capital stock of \$100,000 to engage in the manufacture of wagons, buggies and buggy bodies. The stock is held by Mason A. Bamborough, Chicago, who holds 996 shares. The remainder of the stock is held in one share each by Edward Hannah, Alma, and E. A. Bamborough, J. C. Wood and Mathias Lower, of Mt. Pleasant.

Those shippers who vehemently assert that the Grand Trunk Railway has never been known to pay a damage claim will now be compelled to take a back seat. The management has paid Wallace Bros. \$35,000 and a new car as compensation for the terrible wreck at Durand on August 7.

The Kalamazoo Retail Grocers and Meat Dealers' Association will hold their first of a series of social sessions at the Auditorium on the evening of Sept. 10. Every member is admonished to be present.

Pontiac—The Howland Manufacturing Co., manufacturer of implements, has increased its capital stock from \$50,000 to \$75,000.

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, 1905
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.

### Why Some Fail to Pass the Board.

The high standard of the boards to-day makes it difficult to the average young man to prepare himself for a pharmaceutical education without the aid of competent instruction.

Students who read without any help or direction nearly always waste a great portion of the time they devote to it. They usually study in an irregular, un-systematic and interrupted manner, and read many books unsuitable for their use, such as the dispensatories, not intended for study, or at least unsuitable for the beginner, he being unprepared to determine for himself what to read, what not to read, or how to read.

For the benefit of the many capable young men and women who are anxious to secure such an education, but can not do so for want of sufficient means and time to take a two or three years' course at a good college of pharmacy, I would suggest that they begin their studies by taking up some suitable elementary text books, expressly prepared for beginners, if they want to make safe and good progress in their studies, where a few hours study each day is necessary and, in a majority of cases, may be pursued without interfering with the usual duties of the average drug clerk or apprentice.

There are also correspondence schools and home study courses which are ably and fairly conducted by pharmacists of national reputation, and who are authorities in their respective branches, where resolute young men or women can educate themselves at home. Such courses consist of a method of printed instructions and lectures accompanied by helpful suggestions for the guidance of the student. These are followed by examination questions and quizzes which survey the ground covered by the instruction. Those who complete such a course may receive diplomas. These, however, are not usually recognized by any board of pharmacy to exclude an examination, but in many instances the student of the right home study course makes the best average percentage.

Here let me warn the prospective student against the cheap imitation courses, which have endeavored to copy the system of the originators, promising to prepare the candidate for any State board examination in from thirty days to three months. These are the rankest frauds, and are designed for one purpose only, viz.: to get the student's money and then send him adrift, disgusted with the

home study course, utterly unfit for any board of pharmacy examination.

Among the many who came under my observation it was an easy matter to distinguish the candidate who has followed the systematic course of study and the one who has either taken a "fake course" or depends on cramming from a quiz compend, trusting to luck to get an easy set of questions and squeeze through.

The student who has prepared himself by a systematic course of study enters the room where the examinations are held with an assurance and air of confidence, registers his name, residence, number of years experience, etc., in a bold, clear hand; a certain set of examination questions are given to him; after being seated at a desk or table by himself, he carefully reads them over a time or two, and then proceeds to answer. If there is a subject which he does not fully comprehend, he calls an examiner to aid him in understanding the question, and so continues until he is perfectly satisfied that he has fully interpreted the questions and given the answers to the best of his knowledge.

He then shows his familiarity of the subjects to follow, namely, the identification of crude drugs, chemicals and galenicals, by having supplied himself with a few strips of blotting and litmus paper, a small vial of an acid and alkaline test solution, and possibly a pocket magnifying glass. Then taking one by one the chemicals, examining the color, form of crystal or powder, and delicately touching it to his tongue, he gives its name, from what obtained, its medicinal properties and so on through until he has completed the identification of from five to ten chemicals.

Then continues by taking up the galenical preparations, usually contained in one or two ounce vials. First, he holds it to the light, to examine its color; shakes it gently, to arrive at its density; removes the stopper, smells it, and likely takes from his pocket a clean wooden toothpick, dips it in the fluid and daintily tastes it, and when fully satisfied of its identity, names it, gives its component parts, medicinal properties, dose, and continues until he has identified the required number.

The crude drugs are then taken. It may be a root, bark, seed, leaf or flower. If familiar, it is named at once and described; if it is unusual, he examines its structure with the pocket magnifying glass, studies it carefully, and continues to the end of the list. Then he carefully reads his paper over, to satisfy himself that he has made no mistakes or omitted answering a question; folds the papers neatly; presents them to the examiners; compliments and thanks the board for their courtesy and fairness of the examination, and politely bids them good evening.

The next candidate comes along, nervously holding back, suspicious that the examinee ahead of him may have gotten the "easy" set of questions; rubs his hands and blows his nose, and informs the examiner that

he has a severe cold—possibly because he has blotted the Secretary's register or on account of the nervous scrawl supposed to be his signature. Having secured his set of questions and a seat, he sizes up the questions, as to their length, and immediately commences to write his name and address, which of course he is supposed to know, but which the Secretary finds difficult to read.

After partly finishing the first question, he leaves it for future attention, taking up question number two; then scratches his head, leans back in his chair, closes his eyes, and thinks how much he once knew and how severe and unfair the questions are, and that the board is examining him in everything which he has not studied; violently he chews the end of his pencil, scratches his head once more, and proceeds to question number three, which he finds no easier than the preceding ones; then glances around to see who may be sitting near him, trusting that he may possibly get some assistance from that source, but the examiners "have been there before," and have provided an assistant, who informs him that conversation or prompting can not be allowed; in desperation he goes at it again, determined to guess it out, but meets with as little success as before, and then as a remedy for his fear and nervousness, he takes up the identifications.

Possibly the first specimen is aloes. He looks at it for a moment, bites off a small piece, hopelessly destroys his sense of taste, and most likely guesses that it is aloes. He knows that it is bitter, but that is all. The next may be citric acid. He removes a crystal from the bottle, puts the whole piece in his mouth, sucks it for a moment, puts it back, and studies what it might possibly be. It is certainly as bitter as aloes. His next conjecture may be on a fluid extract, a tincture or a syrup.

He places the vial to his mouth and drinks a teaspoonful or two, and, after using the spittoon freely, surmises that syrup of wild cherry is syrup of aloes; he does not know its medicinal properties, but, like all syrups and tinctures, these are made from the fluid extracts. The cold previously referred to has destroyed his sense of smell, the aloes his sense of taste, and he starts in on the crude drugs.

He has never seen in the stores he worked in such things as gentian, colombo, ipecac roots, or any such leaves or barks as have been presented to him at this examination, and he makes up his mind that the board has given him nothing but unusual drugs and catch questions—none of which were in his "Quiz Compend." He finally, carelessly and reluctantly, gathers up his papers, hands them in, with an enquiry as to when the board will meet again, and sullenly retires, foolishly thinking that one or all the members of the board are antagonistic to him.

Probably after a few days he begins to reason and wonder why he did not pass the examination; concludes that what little time he has devoted

to study was merely groping in the dark, not knowing when, what or how to study, and decides to write to a member of the board, enquiring: "Why did I fail? What shall I do to prepare myself to successfully pass a board of pharmacy examination?"

To which I now reply, not only to those who have failed, but to others who are about to commence the study, if possible, attend a good and reputable college of pharmacy; otherwise, take up a systematic course of home study under a practical and competent instructor, one who can assist you in preparing for and passing any board of pharmacy examination.

Aug. T. Fleischmann.

### Castor Oil Sandwich.

This is made by putting a small quantity of glycerin in the bottom of the glass, moving it around to slightly cover the sides, then pouring on the castor oil and covering both with half an ounce of sherry wine. This is to be taken at a single draught.

About advertising, in any announcement I have to make I am careful to always say what I think or rather what I feel, and to say it in every-day understandable English, and in a plain, straightforward sort of way.—Seymour Eaton.

## Our Holiday Line

is now complete in every department at our sample rooms, 29-31-33 N. Ionia St., where we will be pleased to show any dealer the most complete line of Merchandise for the Holiday Trade ever shown by any house in the state. We extend a kind invitation to all who may visit this market Fair Week, Sept 14 to 18, to come and inspect this line and make our store your headquarters when here. Thanking our friends for the liberal patronage extended to us in the past, and hoping for a continuance of same.

Respectfully yours,

**Grand Rapids Stationery Co.**

Grand Rapids, Mich.

## 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.

WHOLESALE DRUG PRICE CURRENT

Advanced—Quinine, Cascara Sagrada. Declined—

Table listing various medicinal products such as Aceticum, Benzoinum, Camphora, and others, with their respective prices and quantities.

Table listing various medicinal products such as Menthol, Morphine, Sassafras, and others, with their respective prices and quantities.

Advertisement for 'Our Holiday Line' by The Blodgett Block, featuring decorative borders and text promoting a drug store in Michigan.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with 2 columns: ADVANCED (Corn Starch, Peanuts) and DECLINED (Holland Herring, Egg Case Fillers, Shelled Almonds)

Index to Markets By Columns

Index to Markets table listing various goods like Axle Grease, Bath Brick, Brooms, Candles, etc., with corresponding column numbers (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z)

Main commodity price table with columns 1 and 2. Includes categories like AXLE GREASE, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CHEESE, CHEWING GUM, CHOCOLATE, CLOTHES LINES, COCOA, COCOA SHELLS, COFFEE, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, LARD, MEATS, OILS, PASTES, PEAS, PINEAPPLES, PUMPKIN, RASPBERRIES, RICE, SARDINES, SUGAR, SYRUPS, TOMATOES, VANILLA, WAX, and WHEAT.

Table with columns 3 and 4. Includes categories like Cotton Windsor, Cotton Braided, Galvanized Wire, COCOA, COCOA SHELLS, COFFEE, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, LARD, MEATS, OILS, PASTES, PEAS, PINEAPPLES, PUMPKIN, RASPBERRIES, RICE, SARDINES, SUGAR, SYRUPS, TOMATOES, VANILLA, WAX, and WHEAT.

Table with column 5. Includes categories like Pork, Mutton, Veal, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, LARD, MEATS, OILS, PASTES, PEAS, PINEAPPLES, PUMPKIN, RASPBERRIES, RICE, SARDINES, SUGAR, SYRUPS, TOMATOES, VANILLA, WAX, and WHEAT.

Main table containing various commodity prices such as METAL POLISH, SALAD DRESSING, Scouring, Fine Cut, Mop Sticks, Wool, CONFECTIONS, and many others, organized in columns 6 through 11.

**SPECIAL PRICE CURRENT**

**AXLE GREASE**



Mica, tin boxes..... 75 5 00  
Paragon..... 55 6 00

**BAKING POWDER**



¼ lb. cans, 4 doz. case..... 45  
½ lb. cans, 4 doz. case..... 85  
1 lb. cans, 2 doz. case..... 1 80

**Royal**



10c size.... 90  
¼ lb. cans 1 35  
6 oz. cans 1 90  
½ lb. cans 2 50  
¾ lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

**BLUING**

Arctic, 4 oz. ovals, per gross 4 00  
Arctic, 8 oz. ovals, per gross 6 00  
Arctic 16 oz. round per gross 9 00

**BREAKFAST FOOD**



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 ¼ lb

**TRYABITA**

Peptonized Celery Food, 3 doz. in case..... 4 05  
Hulled Corn, per doz..... 95

**Grits**

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages..... 2 00

**CHEWING GUM**

**Celery Nerve**

1 box, 20 packages..... 50  
5 boxes to carton..... 2 50

**CIGARS**

G. J. Johnson Cigar Co.'s brand.



Less than 500..... 33 00  
500 or more..... 32 00  
1000 or more..... 31 00

**COCOANUT**

Baker's Brazil Shredded



70 ¼ lb packages, per case \$2 60  
35 ½ lb packages, per case 2 60  
38 ¼ lb packages, per case 2 60  
16 ½ lb packages, per case 2 60

**COFFEE**

Roasted

Dwinell-Wright Co.'s Brands.



White House, 1 lb. cans.....  
White House, 2 lb. cans.....  
Excelsior, M. & J. 1 lb. cans  
Excelsior, M. & J. 2 lb. cans  
Tip Top, M. & J., 1 lb. cans.  
Royal Java.....  
Royal Java and Mocha.....  
Java and Mocha Blend.....  
Boston Combination.....  
Distributed by Judson Grocer Co., Grand Rapids; National Grocer Co., Detroit and Jackson; B. Desenberg & Co., Kalamazoo, Symons Bros. & Co., Saginaw; Meisel & 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

**FLAVORING EXTRACTS**



Vanilla Lemon  
1 oz full m. 1 20 1 oz full m. 80  
2 oz full m. 2 10 2 oz full m. 1 25  
No. 3 fan'y. 8 15 No. 3 fan'y 1 75



Vanilla Lemon  
2 oz panel 1 20 2 oz panel 75  
2 oz taper 9 00 4 oz taper 1 50

**TABLE SAUCES**

**LEA & PERRIN'S SAUCE**  
The Original and Genuine Worcestershire.  
Lea & Perrin's, pints..... 5 00  
Lea & Perrin's, ¼ pints... 2 75  
Halford, large..... 3 75  
Halford, small..... 2 95

**SOAP**

Beaver Soap Co. brands



100 cakes, large size..... 6 50  
50 cakes, large size..... 3 25  
100 cakes, small size..... 3 85  
50 cakes, small size..... 1 95



Single box..... 3 10  
5 box lots, delivered..... 3 05  
10 box lots, delivered..... 3 00

Place Your Business on a Cash Basis by using Coupon Books. We manufacture four kinds of Coupon Books and sell them all at the same price irrespective of size, shape or denomination. We will be very pleased to send you samples if you ask us. They are free. Tradesman Company Grand Rapids

**NOW READY**

**The Most Comprehensive Wholesale Catalogue In Print**

The "Unabridged" fall issue of our monthly catalogue is now ready for the mails.

We do not send it broadcast, but if any reader of the Tradesman who is an established merchant will ask us for a copy (mentioning the Tradesman) one will be sent by first mail without charge.

This "Unabridged" number is the main issue for the fall season, holding all of our lines in complete form and showing an illustration of practically every item.

It is not the "biggest" catalogue in print, but it names net hard-pan prices on the widest range of goods handled by any single wholesale house in America.

Our catalogue is built for the use of busy buyers who put a value on their time as well as on low prices.

Remember, please, that our catalogue is the only "salesman" we employ. "He" sells more goods than any three hundred of his two-legged rivals.

The retail merchant who fails to get and study THIS issue of our catalogue will miss some of the lowest prices and best values of the season.

Simply mention catalogue J475.

**BUTLER BROTHERS**

Wholesalers of Everything--By Catalogue Only

Randolph Bridge CHICAGO

#### Both Parties Entitled to Congratulations.

David Holmes, who has managed the mercantile department of the Mitchell Bros. Company for several years, has signed a contract for five years longer, during which time he will make his headquarters at Jennings, the same as heretofore. Mr. Holmes made a remarkable record with the old West Michigan Lumber Co., at Woodville, but his career at



Jennings has still further enhanced his reputation as one of the most successful buyers and store managers in the country. Mr. Holmes has had under consideration the establishment of a department store at Boyne City, but the signing of a long-time contract with the Mitchell Bros. Company naturally compels him to abandon any plans he may have made in that direction.

#### Right of Publisher to Exercise Censorship Over Advertisements.

A controversy recently arose between the Michigan Tradesman and the Perfection Biscuit Co., of Ft. Wayne, as to what constitutes proper matter to publish in an advertising space, the young man in charge of the advertising department insisting on running matter derogatory to the Tradesman, which the publisher refused to insert. The advertiser thereupon forbade the further appearance of any advertisement, which request was complied with, the advertiser being notified at the same time that the space was at its disposal and that the publisher would render invoices for the advertising, in exact accordance with the contract, and undertake to enforce payment therefor. This action was taken the last week in June, since which time invoices have been rendered for five insertions in July and four insertions in August. The Tradesman recently received a pleasant call from the attorney of the Perfection Biscuit Co., who conceded the justice of the Tradesman's position and paid the account in full, including the insertions which were not given on account of the arbitrary action of the advertising manager.

As some of the advertisements published in the space of the Perfection

Biscuit Co. during June were calculated to do the Tradesman an injustice and as some statements have been made by the young man in charge of the advertising department of that company which are not in exact accord with facts, the Tradesman feels that this explanation is due its readers, to the end that they may understand that the Tradesman will not be trifled with in matters of this kind and that anyone who undertakes to "play horse" at the expense of this publication will find the proceeding a very expensive one for his employer.

#### Parcels Post Regulations.

The parcels post between the United States and Germany has made it possible for two years past to send packages weighing as much as 11 pounds to and from either country. The limit of weight allowed matter for the package class in our domestic mails is 4 pounds. In other words, the German settlers of the West have been privileged to send Christmas presents to the old folks at home across the sea which our own people could not send through the mails within the United States at all. This arrangement has not proved satisfactory to the United States postal officials, who say that our postal system has the longer distance and the more expensive portion of transportation to bear. An order, therefore, has been made, with the consent of the German authorities, reducing to 4 pounds the amount that may be placed in a package intended to be sent by parcels post to Germany from the United States or vice versa. Even with this limitation, our postal experts contend that the parcels post is a losing business for our postal service.

#### Good Plan To Interest the Little Folks.

A Boston merchant recently not only succeeded in interesting the little folks but in pleasing them as well, and incidentally made a big increase in his business.

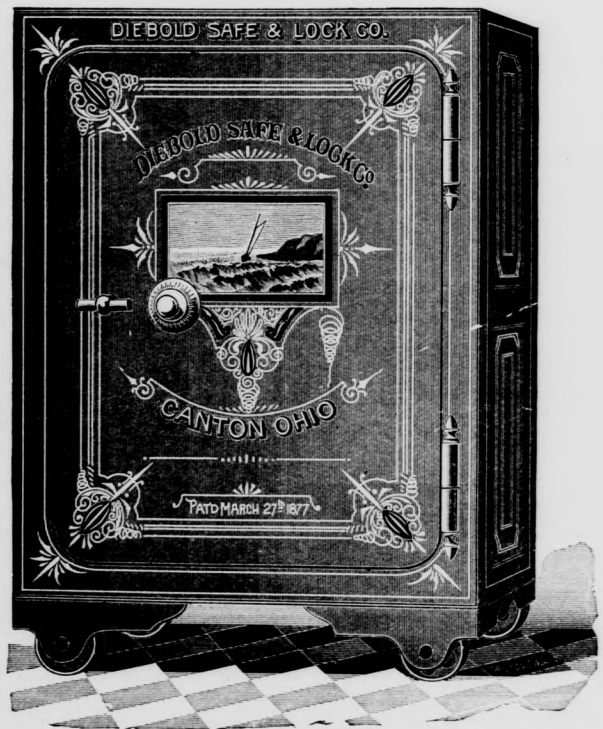
He advertised that during a certain week—a month after the appearance of the first advertisement—he proposed to have a grand doll exhibition.

His plan was to have the children furnish the dolls and the exhibition was to be free to everybody. But the greatest interest was aroused by his offer to give a prize of \$10 to the girl who would bring into the exhibition the handsomest dressed doll, and a prize of \$5 for the largest doll, a prize of \$5 for the best rag doll, and a prize of \$5 for the best old-fashioned doll, and a prize of \$5 for the most historic doll.

That seems like a good deal of money, but on the week of the exhibition thousands of girls—and boys, too—prevailed upon their parents to take them to the store. And the merchant who spent \$30 in prizes and a certain sum for advertising found that the number of new friends and patrons made up for the expense and trouble many times over.

The old wooden railroad-tie must go, and it is a wonder it has been used so long. Steel ones are soon to be the rule.

# 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.

# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES

**FOR SALE—\$1,200 TO \$1,400 DEPART-**ment store in Southwestern Michigan; good town; good location; good trade; good reasons for selling. Will sell or rent two-story building. Address 714, care Michigan Tradesman. 714

**STEAM LAUNDRY DOING A GOOD PAY-**ing business for sale at a bargain. Original cost, \$800 A snap. Present owners are not laundrymen. Address J. W. Hallett & Son, Carson City, Mich. 713

**FOR SALE ON ACCOUNT OF POOR** health—A clean stock of dry goods, notions, men's furnishing goods, shoes, hats and trunks; invoices \$6,000; good town; fine grain stock and blue grass country; cash; no trade wanted. Address John B. Gannaway, Bell Buckle, Tenn 712

**FOR SALE—A GOOD OPENING FOR A** live and energetic young Swede with \$2,000 to \$2,500 to invest in a general store business. Address LaRose Bank, LaRose, Ill. 710

**FOR SALE—A GENERAL STOCK OF** merchandise, store and fixtures, located in village of Edgerton, Kent county, and surrounded by good farming country; thickly populated; good business and trade established. Address E. W. Johnson, Rockford, Mich. 711

**WANTED—LOCATION FOR DRY GOODS** store. Will buy stock if any for sale. Address A. Z. F., care Michigan Tradesman. 710

**FOR RENT—NEW STORE BUILDING** suitable for general stock; two floors if desired; in a good town and a good opening for a general line of merchandise. Address B. Tuetel, Grass Lake, Mich. 709

**20 ACRE FARM TO EXCHANGE FOR** small stock merchandise. Land all enclosed and tillable with abundance good coal. W. R. Harris, Oakland City, Ind. 708

**PARCEL CARRIERS FOR SALE—A** Lamson seven station system of parcel carriers for sale. A good system, very low price. A. E. Poulsen, Battle Creek, Mich. 707

**GOOD LOCATION FOR UNDERTAKER** and furniture store; well arranged building for same, with living apartments above. Merrietta Bishop, Horton, Mich. 706

**FOR SALE—\$4,000 STOCK GENERAL MER-**chandise and building; best trade and location; gross profits last year \$1,400; established 18 years. Address Box 123, Thomasboro, Ill. 705

**GOOD OPENING FOR A GOOD AND UP-**to-date dressmaker. For further particulars apply to Fountain & Anglin, Crookston, Minn. 704

**FOR SALE—90 CENTS ON DOLLAR WILL** buy \$8,500 stock clean merchandise; in hustling southern Wisconsin town; largest stock and best location; good reasons for selling. Address Will H. Schallert Co., Johnson Creek, Wis. 703

**FOR SALE—GROCERY DOING \$18,000;** small stock; No. 1 opportunity for general or 5 and 10 cent store. Brunson of Course, Kenton, Ohio. 702

**FOR SALE—A FINE MARKET DOING A** large business. Address John Heberling, Warrensburg, Mo. 701

**FOR SALE—MEAT MARKET DOING A** good business. The surrounding country furnishes everything required in the meat line and prices are low at this time. A bargain for someone. Good reasons for selling. Address 639, care Michigan Tradesman. 699

**FOR SALE—GOOD, CLEAN STOCK OF** general merchandise involving about \$2,500; postoffice in store more than pays the rent. Can reduce stock if desired. Good chance for someone. Sales \$12,000 a year. Reason for selling, other business. Address No. 638, care Michigan Tradesman. 698

**FOR SALE—A GOOD, CLEAN STOCK OF** shoes; a splendid location in the best town in the state of Indiana; about a \$3,500 stock doing a good cash business; will give a good square deal to cash buyer; satisfactory reasons for selling. Address M. C. McDonald, 313 So. Walnut St., Muncie Ind. 697

**OUR RELIABLE CONFIDENTIAL RE-**ports business people bank upon, sweethearts act upon. Legal business and collections everywhere. Satisfaction guaranteed. Solicitors wanted. Write for terms, Lafayette Mercantile Agency, Chicago or Lafayette Ind. 696

**FOR SALE—BEST CUSTOM FLOUR MILL** business. New mill, steam power, immense territory, large trade, good prices. Might exchange whole or part. Good reasons. For particulars address Box 133, Stockbridge, Mich. 691

**FOR SALE—GROCERY AND MEAT MAR-**ket doing a cash business of \$90 a day. Located within two squares of six large factories on the principal street in town. Best location in town. Reason for selling, poor health. Address No. 629, care Michigan Tradesman. 689

**FOR SALE—GROCERY DOING \$19,000.** Small stock. No. 1 opportunity for mixed or 5 and 10 cent store. Address L. W. Barr, Kenton, Ohio. 693

**FOR SALE—STOCK OF WALL PAPER.** The only stock in city of 6,000. An unusually good business opportunity. Reason for selling, business too large to carry with a general stock. Address C. N. Addison, Grand Haven, Mich. 694

**FOR SALE—GOOD STORE BUILDING AT** reasonable price. Small stock groceries, notions and fixtures; good location. Address Miles J. Phillips, Weyauwega, Wis. 690

**BIG NEW TOWN ON THE NEW GLEN-**wood-Winnipeg extension of the Soo R. R.; will be the best new town on the line; a lifetime chance for business locations, manufacturers or investors. Address Rufus L. Hardy, General Manager, Parker's Prairie, Minn. 678

**FOR SALE OR EXCHANGE—143 ACRE** farm in Clare county, eighty acres stumped and stoned; good buildings; slight rods to good school and 2 1/2 miles from shipping point and market; value, \$2,600. S. A. Lockwood, Lapeer, Mich. 681

**FOR SALE—GOOD COUNTRY STORE** with clean, up-to-date general stock and postoffice. Store building, residence and blacksmith shop in connection. A. Green, Devil's Lake, Mich. 683

**STORE FOR RENT IN HOLLAND—LARGE** brick store, two stories and basement, with freight elevator; modern plate glass front; located at 47 E. 8th street, in one of the best business blocks in the city. Excellent opening for furniture store. Apply to C. J. Detko, Holland, Mich. 684

**FOR SALE OR RENT—THE OLDEST AND** best stand for furniture and undertaking business in the county seat of Richland county, Wisconsin. Address Henry Toms, Richland Center, Richland Co., Wis. 685

**TO SELL OR TRADE—TWO GOOD FARMS** within three miles of city of 8,000 in Illinois, one of 83 acres and one of 112 acres; highly improved. Would exchange for good city property, clear, in Illinois, Indiana or Michigan preferred. State what you have. Nelson Smith, Mt. Vernon, Ill. 686

**FOR SALE AT A BARGAIN—A WELL-**selected stock of drugs, sundries, including show cases, which will invoice at \$2,409; 10 per cent. off for cash; also two-story frame building, occupied by drug store and dwelling, valued at \$3,000. Will sell for \$2,000 on easy terms. Will sell stock and building together or separate. For further particulars write to 1345 Johnson Street, Bay City, Mich. 687

**FOR SALE—NEAT AND GOOD-PAYING** drug stock, with good soda fountain. Stock will inventory about \$1,500. For the money invested, it is the best paying drug stock in the State. First-class location for a physician. Rent only \$10 per month and new store at that. Reason for selling, wish to quit the business. Town is a great resort and will keep increasing every year. Only drug store in place. Dr. J. Bedard, Fruitport, Mich. 675

**BARGAIN—STORE BUILDING** 28x133. Drug stock and fixtures. Inventories \$400. Will sell separate. Good opening for drug and general store. M. Fordham & Co., Elmira, Mich. 664

**FOR SALE FOR CASH—OLD ESTABLISH-**ed business in Central Wisconsin; general merchandise, including hardware and furniture; solid brick building, 30x20; two floors and basement; steam heat, gas lights; people German and American; stock and buildings about \$18,000. For further particulars address Box G, Spencer, Wis. 669

**FOR SALE—NO. 1 GROCERY STOCK AND** fixtures in Petoskey, Mich. Good location and doing good business. Inventories about \$1,500. Good reason for selling. Address No. 672, care Michigan Tradesman. 672

**FOR SALE—COUNTRY STORE AND** buildings; about \$500. Address Jas. Balis, Elmore, Ind. 671

**FOR SALE—10,000 TRIPLE WEAVE CAP** mantels in 1,000 lots at \$1.50 per thousand to dealers only, cash with order. We guarantee these mantels to give 150 c. p., and in strength and in light giving qualities are equal to any mantel made and retail at 30 cents. We are compelled to seek larger quarters and must sell some of our stock below cost. Stanley Gas Mantel Manufacturing Co., Station D., Baltimore, Md. 670

**BUY FOREST RESERVE SCRIP FROM** first hands. Have 65,000 acres forest reserve to sell direct. Avoid agents' or dealers' profits by ordering from the undersigned. Prices on application. G. L. Brooks, Albuquerque, N. M. 667

**FIRST PREFERRED 7 PER CENT. CUMU-**lative stock in old established house manufacturing staple food article of growing consumption. Write for special offer showing 10 per cent. annually on the investment. Mitchell, Schiller & Barnes, 52 Broadway, N. Y. 666

**FOR SALE OR WILL EXCHANGE FOR** stock of groceries or boots and shoes—43 1/2 acres two miles from Berrien Springs. Two story 9 room brick house 30x36 in good repair. Best of soil. 7 1/2 acres apple orchard. 25 peach trees, few pear and other trees. 30 rods from school, 1/2 mile from church. Valuable spring near house, good cistern. Incumbered \$1,200. Will sell or trade clear or subject to mortgage. Cash price, \$3,500. Graham O. McOmber, Berrien Springs, Mich. 654

**WE WANT A DEALER IN EVERY TOWN** in Michigan to handle our own make of fur coats, gloves and mittens. Send for catalogues and full particulars, Ellsworth & Thayer Mfg. Co., Milwaukee, Wis. 617

**DRUG STOCK FOR SALE—NEW STOCK—**invoices \$1,100; 75c on the dollar. Only drug store in town of 400 population. Must go south this fall. Address R. G. F., care Michigan Tradesman. 652

**FOR SALE—GENERAL STOCK, INVEN-**torying about \$4,000, consisting of dry goods, groceries and shoes, in a hustling town near Grand Rapids. Splendid opportunity for a legitimate business. Speculators not wanted. Address X. Y. Z., care Michigan Tradesman. 661

**FOR SALE—GROCERY DOING \$18,000** business. Small stock; excellent place for mixed store. L. W. Barr, Kenton, Ohio. 633

**FOR SALE OR EXCHANGE—PORTABLE** sawmill, nearly new; thirty horse power boiler and engine, mounted on wheels. Will take lumber of any kind. J. A. Hawley, Leslie, Mich. 646

**FOR SALE—OLD ESTABLISHED FURNI-**ture business. Stock invoices about \$3,000; good, clean stock; population between 5,000 and 6,000; only two stores in town; will sell at discount, as owner must go away to settle up his father's estate. Address No. 645, care Michigan Tradesman. 645

**FOR SALE—STOCK OF GENERAL MER-**chandise in Grandville, Mich. Invoices \$1,500. Will rent store or sell. M. D. Lynch, Grandville, Mich. 610

**ONE TRIAL WILL PROVE HOW QUICK** and well we fill orders and how much money we can save you. Tradesman Company, Printers, Grand Rapids. 617

**FOR SALE—A GOOD CLEAN STOCK OF** hardware in college town of 800; modern brick store; best location; very low rent; well established trade; good reasons for selling; no trades wanted; stock will inventory about \$5,000. Address Lock Box 4, Olivet, Mich. 588

**I WILL TAKE \$180 PER FRONT FOOT** for lot 34 Ionia street, opposite Union Depot. This is less than any lot between the new Brooks block and Monroe street has sold at within the last ten years. Is there anyone who dare invest in the best location on the best wholesale street in this city? If so, call Edwin Fallas, Citizens Phone 614. 584

**FOR SALE—A FIRST-CLASS SHINGLE** mill, engine 12x16, center crank, ample boiler room, Perkins machine knot saws, boiler and cut-off saws, gummer, drag saw, endless log chain, elevator, all good belts, four good shingle saws, everything first-class. Address A. R. Morahouse, Big Rapids, Mich. 369

**SAFES—NEW AND SECOND-HAND FIRE** and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 276 South Ionia St., Big Rapids. 321

**FOR SALE—LIGHT MANUFACTURING** business. It is now showing an annual profit of about \$1,500 per year and is not being pushed. Business can be doubled the first year with a little effort. Goods are staple and an excellent line of jobbers now handling them. Opportunity for a very large business is unlimited. One man can run the office end of it now and have time to oversee shop work. \$2,000 will buy it. Good reason for selling. This business is a bargain and will not remain unsold very long. When writing please give bank reference, otherwise no attention will be paid to inquiry. Address No. 452, care Michigan Tradesman. 452

**FOR SALE—STOCK OF HARDWARE AND** farming implements; good location for trade; prospects good for new railroad. The survey is completed and the graders at work within six miles of us. Stock will invoice about \$5,000. Population about 600. Store building 24x20, two stories; warehouse, 24x40; implement shed, 50x50. Must have the money; otherwise do not reply. Reason for selling, wish to remove to Oregon. Address No. 502, care Michigan Tradesman. 502

**WANTED—CLOTHING SALESMAN TO** take orders by sample for the finest merchant tailoring produced; good opportunity to grow into a splendid business and be your own "boss". Write for full information. E. L. Moon, Gen'l Manager, Station A, Columbus, O. 458

**FOR SALE CHEAP—ALL THE SIDE WALL** and cross partition fixtures now in my drug store (about 80 feet); also two perfume or toilet goods cases and a sponge case. Will be ready for delivery not later than Oct. 1. B. Schroeder, 37 Monroe St., Grand Rapids, Mich. 457

## MISCELLANEOUS

**WANTED AT ONCE—EXPERIENCED** man for dry goods, clothing, boots and shoes. References required. Single man preferred. H. Hirschberg, Elk Rapids, Mich. 662

**WANTED—POSITIONS BY YOUNG** women as stenographer and assistant book-keeper, or secretary to lady or gentleman. Operate Remington typewriter. Can read, speak French. Highest references. Address Box 200, Rock, Mich. 661

**BAKERY, CONFECTIONERY, ICE CREAM** business in sunny state of Colorado. Established on good paying basis, with high reputation financially and promptness and quality of goods. Ill health, must change attitude immediately. Books open to parties meaning business. \$2,500 invoice. Hoffman Bros., Florence, Colo. 630

**DRUG STOCK FOR SALE; OTHER BUSI-**ness is reason for selling. Charles Maynard, Britton, Mich. 647

**WANTED—POSITION AS MANAGER OF** shoe department. Have had years of experience. Can give the best of references. Address F. R., care Michigan Tradesman. 673

**WANTED—CLERK IN A DRY GOODS** store. Must be a fair window dresser and good salesman. Address No. 506, care Michigan Tradesman. 566

## SALESMAN WANTED

**WANTED—TWO GOOD TRAVELING** salesmen, salary and expenses, to sell druggists and general stores, North and South Dakota, Montana, Minnesota, Utah and Colorado. Marshall Medicine Company, Kansas City, Mo. 657

**SALESMAN WANTED. GOOD, RELIABLE** salesman to sell mining stocks in developed mines. Address J. A. Zahn, 1319 Majestic Building, Detroit, Mich. 611

**WANTED—SALESMAN TO SELL AS** side line or on commission Dilleys Queen Washer. Any territory but Michigan. Address Lyons Washing Machine Company, Lyons, Mich. 558

## AUCTIONEERS AND TRADERS

**FERRY & WILSON MAKE EXCLUSIVE** business of closing out or reducing stocks of merchandise in any part of the country. With our new ideas and methods we are making successful sales and at a profit. Every sale personally conducted. For terms and dates, address 1414 Wabash Ave., Chicago. 317

If  
you want to  
buy,  
sell,  
or exchange;  
If  
you are a  
clerk or salesman  
and want a position;  
If  
you are a  
merchant and want  
a clerk  
or salesman,  
place an  
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this page  
and you will  
get  
satisfactory  
results.

We have testimonials from  
satisfied advertisers.