

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 16, 1903

Number 1043

Commercial Credit Co.
CREDIT ADVICES
COLLECTIONS AND LITIGATION
UNITED
WIDDICOMB BLDG. GRAND RAPIDS.
DETROIT OPERA HOUSE BLOCK, DETROIT.
WE FURNISH PROTECTION AGAINST
WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

WHY NOT BUY YOUR FALL LINE OF CLOTHING

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

The William Connor Co.

Wholesale Clothing
28-30 South Ionia Street
Grand Rapids, Mich

Collection Department

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

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

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 The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.

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

IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

We Buy and Sell Total Issues of
State, County, City, School District, Street Railway and Gas

BONDS

Correspondence Solicited.

NOBLE, MOSS & COMPANY
BANKERS

Union Trust Building, Detroit, Mich.

IMPORTANT FEATURES.

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47. Both Entitled to Congratulations.

CHANGES IN TRADE ROUTES.

The changes in trade routes in this country is coming to be one of the most interesting themes in commercial circles, because these changes mean serious loss to certain cities and large gains to others.

The New York papers have recently had much to say concerning the diversion of commerce from that city to Gulf ports. But another source of loss of trade to the metropolis is the growth of the foreign commerce of Montreal, Canada.

Montreal, on the St. Lawrence River, is reached by seagoing ships of the largest class. Through the canal around Niagara Falls vessels of considerable tonnage reach it from all the great lakes, and during the summer season wheat from Chicago is shipped by lake to Montreal, and there it is transferred to ocean steamers for export. On the contrary, grain by way of the lakes, bound for New York, must be transferred to canal boats at Buffalo, to go through the Erie Canal, and on reaching New York it is subjected to another transfer into ocean steamers.

This double transfer is so much against New York that it can not be overcome by any means at present available. In the winter season, when the water route is closed in ice, the railroads take charge of the grain traffic, with the result that the easier route to the gulf ports takes a great part of the business. But in order to compete with Montreal it is proposed to enlarge the Erie Canal to such dimensions as that large barges can be towed through the lakes to Buffalo, and thence through the canal to New York. To build this canal will cost one hundred million dol-

lars, and it will only put New York on a footing with Montreal, as in that there will be no transfer of cargo at Buffalo.

The people of New York State are soon to vote on a proposition to tax themselves to build this canal, but when completed at such an enormous cost it will not in any way meet the competition of the Southern ports. The laws of trade are exacting and imperative. Production is now pushed into regions for which New York is not the natural nor the best outlet. The flow of trade seeks the line of least resistance, and that carries it to the St. Lawrence, to the South Atlantic ports and to the Gulf ports. A very productive region of the West and Southwest now finds itself nearer the Gulf ports than to New York, and it is absurd for that city to try to set aside great geographic facts by digging a ditch.

The development of the vast region west of the Mississippi River must exert enormous influence in changing the great trade routes from eastward to southward. This is no speculation; it is a certainty.

It is estimated by experts that it costs on the average ten cents per mile to maintain an automobile. This includes interest on the investment, the depreciation in the value of the machine, the repairs and the fuel. The cost for fuel is the smallest factor, averaging about one and one-half cents per mile. The tires are the most expensive feature. Four inch tires are now generally used. It is believed that five inch tires would be much more satisfactory and durable. Manufacturers will be asked to supply them. Automobiling will never be extensively popular if the cost of maintaining them can not be brought below ten cents per mile.

The West Michigan Chemical Co. has been organized to embark in the manufacture of medicines. The concern is capitalized at \$4,000 and owned by Peter VanNoerden, A. J. VanLummel and Simon LaGrou, who share equally in the stock of the company.

George S. Smith has merged his fixtures and special furniture manufacturing business into a corporation under the style of the Geo. S. Smith Fixtures Co. The capital stock is \$25,000, being \$10,000 preferred and \$15,000 common.

The United States Circuit Court says the blacklist is legal if it tells the truth. In other words, you can tell others what you know about those who have been in your employ if what you know is so.

The best advertisement is a promise honestly kept.

DOCTORS DIFFER.

The disputes among the medical men as to the cause of the death of the late Pope Leo XIII. remind us of those which have arisen over the deaths of several of the Presidents of the United States.

According to reports from Rome, Prof. Cardarelli, an eminent physician, has published in the Italian Review a long article to demonstrate that the Pope died of tuberculous cancer or right hydrothorax. The attending physicians of the illustrious patient declared that he suffered from an attack of pleurisy and they treated him for that.

It should be remembered that an autopsy made upon the body of the lamented President Garfield showed that the surgeons who treated him for a gunshot wound had wholly mistaken the course of the bullet and had subjected him at least to unnecessary suffering by their erroneous search for the missile. In the case of the more than lamented President McKinley there were serious disputes among the doctors as to how he should be treated.

These radical differences among the attendants upon such distinguished patients show that terrible mistakes are made by some of them, and the uncertainty on all sides is enough to question the value of all our boasted progress in curative science, and if such errors occur in diagnosing the diseases of illustrious sufferers, how must it be in the cases of the plain people whose diseases and disorders are of no consequence to any save themselves and a few friends?

Whatever may be the knowledge or the ignorance of the doctors, in all cases the only proper rule is for the patient to have the most perfect and implicit faith and confidence in the wisdom and skill of his physician. This confidence goes a great way towards effecting a cure, and it is the chief factor in the success of charlatans and quacks, who, swindlers as they may be, effect not a few cures. Possibly the plain people do not receive so much attention from their physicians as is given to popes and presidents, and so Nature has a better opportunity to do her work.

It has been demonstrated by a test at the Glen Island Zoo that animals are sensitive to ridicule. A party of keepers went from cage to cage and laughed loudly at the animal occupants. All but the hippopotamus and the alligator manifested displeasure. The elephants trumpeted loudly when they were laughed at, and a parrot used language that might not be printed. The only beast or bird that joined in the laughter was the hyena, and, as usual, he did not know what he was laughing at.

AN ADVERTISING SCHEME.

An Unusual One Which Was Tried in August.

Written for the Tradesman.

A number of manufacturers of popular articles have, within the last year or so, put their stock on the market for sale in small lots to the people at large. This has been not an evidence of weakness on the part of these concerns, and should not be interpreted as such. There is no question that many of these stocks would have sold readily on the stock market at the price at which they were offered to the public and could have been disposed of with less clerical bother. One will immediately ask why, then, these concerns used the other and more cumbersome method in selling stock. It was an advertising scheme, pure and simple. Could 5,000 people be induced to buy \$10 shares in a concern manufacturing some popular necessity there were just 5,000 more persons taken into the business who would feel a personal interest in the success of the company and yet would not be apt to pool their interests so as to in any way harass the operations of the original company. They would become purchasers of the company's goods and would be apt to aid in their sale to other people.

Somewhat similar in character is a method which was recently employed by a store in my own city. If anything, this experiment was more effective than the stock-selling one. The latter appealed to adult people and to people with a little capital to invest particularly, but the scheme tried by this store interested the children, who were possessed of more enthusiasm if less capital. On August 1 this firm published in the local newspapers the following advertisement intended to catch the eyes of the juvenile population and it is given ad litteram, as it explains itself and as it explains the method much better than I could hope to do so:

"A chance for boys and girls to earn money before school commences.

"Any bright, energetic boy or girl can earn enough money to buy a suit, dress, shoes or school books by doing a little advertising for us during August.

"Our plan is this: Commencing Monday, August 3, any boy or girl between the ages of 6 and 14 who will call at our store or will fill out and present the coupon printed below will be given ten cards to distribute among their friends and acquaintances. Whenever a purchase is made by any of the persons to whom these cards are given, the amount of such purchase will be filled in and 3 per cent. of the amount will be credited to the child.

"For instance, a child gives a card to some friend and his purchases for the month of August amount to \$40, the child would receive \$1.20. If the total of ten cards amounts to \$200, the child would receive \$6 and so on. Every purchase, no matter how small, will be credited. On Saturday, September 5, the total amount

of percentage on sales as indicated by the cards will be paid to the child in cash. In this way quite a snug little sum can be accumulated without any cost and just a little work. It remains with the child how much he or she can earn. The cards will be given in lots of ten and when they have been disposed of more can be had.

"Additional Special Prizes. In addition to the 3 per cent. we offer as special prizes: To the ten boys or girls whose cards show the largest total sales, to each, \$1 in cash. To the five whose cards show the next largest amount, to each 75 cents in cash. To the next five, to each, 50c in cash. To the next ten, to each, 25 cents in cash.

"We wish it distinctly understood that this is no gift scheme, 'something for nothing.' It's a business proposition with us. We spend a certain amount for advertising and are willing to take 3 per cent. from August's allotment and give it to the boys and girls."

In other words, the company was prepared to pay 3 per cent. to the children for special efforts in its behalf. This advertisement was followed up by others similar in character in putting new emphasis on the opportunity offered the children to earn a little pocket money. It was explained that it was purely a business proposition, the company simply setting aside 3 per cent. of its regular advertising appropriation for the month of August, intended to be paid the children in commissions.

The children took hold of the scheme with avidity. Within a few days 150 boys and girls had taken cards, some of them distributing as high as fifty to different families of their acquaintance. The contest has only recently ended and the company has been able to ascertain the results. For the first ten days, one clerk was kept fairly busy handing out the cards to the children who wished to place them with their friends. Over 2,000 cards regularly numbered were distributed and the record of the children's names kept, together with the numbers of the cards which the children had taken away with them.

During the month of August every time a customer presented a card and made a purchase, the amount was placed to the credit of the child whose card it was. This involved a very large amount of clerical labor, but the company felt that it was repaid. On September 1 the cards were collected and for several days a clerk was kept busy checking up the purchases with the company's books. When it came to the distribution of the money it was found that the children had earned various amounts from 25 cents up to \$6.21. This one child to whom \$6.21 in commissions was paid had sold \$207 worth of goods, or rather he had received credit on the cards of customers for that amount of purchases.

Not only were the commissions paid, but a large number of cash prizes were paid to the children who made the best showing.

The only thing that remains for consideration in connection with this scheme, and the most important consideration, is its value to the merchant. That is something that the company and the reader will find it difficult to determine. There is no doubt that some of this trade would have reached the store in any event. On this trade the company was at a certain loss of 3 per cent. on all the purchases. It is unlikely that many regular customers were induced to make extra purchases or earlier purchases because of the fact that this offer was in effect. The greatest benefit therefore must have come from the people who were induced to purchase at this store because of the fact that some little friend of theirs would become benefited thereby. It is left to the merchant to estimate how much of this kind of trade was brought to the store by this commission arrangement. In any event the idea was ingenious and indicative of the efforts which live store-keepers are making, and find it necessary to make, in order to distance their competitors or even hold their own. Charles Frederick.

Progress and Insanity.

With the progress of civilization, not only is insanity on the increase, but the occurring varieties are less curable, the physique of the town-dwelling section of the population has deteriorated both in height and weight, and the statistics of recovery are less favorable to-day than they were twenty-five years ago. Seri-

ous as this may appear, while such a state exists one can neither hope for nor expect relief from the great financial and economic burden of providing accommodation for the insane of the future. If relief is to come, it will be in some great change affecting the physical as well as the mental health of the masses of the people.—Lancet.

Inspiration is sometimes spelled perspiration.

40 HIGHEST AWARDS In Europe and America

Walter Baker & Co. Ltd.

The Oldest and Largest Manufacturers of

PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES

No Chemicals are used in their manufactures.

Their **Breakfast Cocoa** is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their **Premium No. 1 Chocolate**, put up in **Blue Wrappers and Yellow Labels**, is the best plain chocolate in the market for family use.

Their **German Sweet Chocolate** is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children.

Buyers should ask for and make sure that they get the genuine goods. The above trade-mark is on every package.

Walter Baker & Co. Ltd.
Dorchester, Mass.

Established 1780.

Mail Orders

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.

WORDEN GROCER COMPANY

Cor. Ionia and Fulton Sts., Grand Rapids.

Trading Stamps



If you feel the necessity of adopting trading stamps to meet the competition of the trading stamp companies which may be operating in your town, we can fit you out with a complete outfit of your own for about \$20. You will then be making the 60% profit which goes to the trading stamp companies through the non-appearance of stamps which are never presented for redemption. Samples on application.

Tradesman Company, Grand Rapids, Mich.

PARTNERSHIP RELATIONS.

Men Are Happier Without a Partner Than With One.

Happy is the man who has both money and intelligence enough to run his business without a partner.

Partners are all right if you get the right one, but they are infernally uncomfortable to have around if you get the wrong one.

A great many business men do get the wrong one. If I had a dollar for every time I have had a man complain to me of his partner, I would not be hitting the road for a living, I can tell you that.

An unhappy partnership is almost as bad as an unhappy marriage. The only advantage it has is that it is a little easier to get out of. You can not get a divorce without cause, while you can get a divorce from an uncomfortable partner without any cause.

About a week ago I was talking with a grocer up in Lancaster. He has one partner and the store is considered, I believe, one of the best up there.

One of their schemes to get business is a certain order route which is controlled by a salesman whom the member of the firm who was talking with me thought was too high-priced a man for the place. That particular department of the business was losing money, and quite a good deal of money. The partner was complaining to me about it.

"Well, abolish it, man; in Heaven's name, abolish it!" I said. "Is there any law compelling you to keep it up when you know it is losing money for you?"

"I want to drop it!" he said. "I would have dropped it long ago if I had been the only one, but Jim won't hear to it." (Jim is his partner.) "We've had several scraps over it. He's set in his way, and he has just as much to say about it as I have. Perry (the salesman) is a special friend of Jim's, and he don't like to fire him."

"And so," I said, "he insists on keeping him on, even although he is costing the concern good money every month?"

"That's about it," he replied. "Jim says the route will pull up after a while, but I know it won't. There's too much expense there. It isn't in the wood."

He was silent a minute and then said:

"That's the worst of having a partner. If there's only two in the firm it's a deadlock all the time. You never can do anything that both men don't agree on. If I had my time to go over I'd try to get along alone. There's nothing like being the master of your own business."

"Don't you find it a comfort to talk things over with another man?" I said.

"It might be to talk them over with some men," he said morosely, and there the conversation ended. That man is not happy.

The other day I rode out on the same train with one of the two partners in a large manufacturing concern that I know very well.

"See here!" I said, "aren't you taking any vacation this summer?"

"No, I ain't!" he said rather tartly, "and I don't expect to, either!"

"What's the trouble?" I asked.

"Oh, Smith took it into his head he wanted to go to Europe this summer," he answered. "It would have been all right if he had gone at a time so that he could get back the 1st of August, but he said he could not do that; so here I am dumped in town for the whole season. He won't be back now until near the 1st of October!"

"It is hard luck," I said, "that you have to get left that way."

"It's — hoggishness!" he said, "that's what it is! I do all the work anyhow, and then to get jousting out of a week in the summer is pretty tough rations!"

And he looked moodily out of the window. It was evidently a sore point with him.

That is another case, you see, where the partners are at odds. I have no doubt that they had a bitter squabble over that vacation business—neither man willing to sacrifice his own convenience for the other.

That is the secret of a good partner—a man who is willing to give in occasionally.

I know another partnership—a retail grocery firm again—in which I am the confident of both partners. It is not a cinch, I can tell you that, and it takes all of my marvelous powers of diplomacy. It is not a job I would seek by any means.

One partner tells me how much more work he does than the other man. It usually falls to his lot, for example, to get up early and go to the wharf for truck. That sticks in his craw a good deal. Then he does most of the buying and most of the collecting. He has a grudge against his partner for letting him do that alone. He often tells me that he would be a heap happier and would be making a lot more money if he could get his partner out.

"Well, why don't you get him out?" I asked one day.

"He won't listen to it," he replied. "He won't sell his interest at any price."

The other partner bewails to me the extreme conservatism with which his partner runs the business.

"If I only had this place alone," he said, "I'd make her hum! Why, we ought to be making half as much again as we are, with a stand like this! It's all Bill's cussed mulishness! He won't listen to any scheme to branch out at all!"

"Why don't you buy him out and have the place alone?" I asked.

"He won't sell," was the laconic response; so that here you have another case of two partners at positive loggerheads, yet both refusing to get out and let the other go it alone.

I could write a book of incidents like this. I know still another firm, composed of two young men. They ought never to have gone into partnership, for their ideas are as far apart as the poles. One believes in the brass-band, cut-store style of business—big yellow placards on the

front door, with bargains for this day only. The other likes quiet, exclusive methods; high-grade advertising matter, mailed in envelopes, and so on.

Strange bedfellows, indeed! Yet there they are, with almost every little thing that arises in the business bringing out more strongly their totally opposite ways of looking at things.

Neither man is happy and the business is running about as smoothly as a sleigh in summer. Eventually I suppose it will go to smash.

Still another man—a partner in a retail business—complains bitterly to me at the luxurious way in which his partner's wife dresses.

"He draws the same amount as I do," he says, "and I can't dress my

wife the way he does! Where is it coming from, I'd like to know? Why, only the other day she came into the store here with a new silk dress—the third she's had this summer, my wife says. You're pretty close to him, I wish you'd sort of find out how he's doing it, will you?"

I declined, gently, but firmly. What do you think of that, anyhow? Wouldn't that tickle the soles of your feet—the spectacle of uncle "finding out" where that grocer gets the money to dress his wife with?

Well, these are a few of the hundreds of cases that would reel out as long as I would write about them—to prove my statement that more men are happier without a partner than with one.—Stroller in Grocery World.

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



Send for Illustrated Catalogue

CHAS. A. COYE, Grand Rapids, Michigan

11 and 9 Pearl Street

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers **CRYSTAL-ROCK FINISH** for Interior and Exterior Use

Corner 15th and Lucas Streets, Toledo Ohio

CLARK-RUTKA-WEAVER CO., Wholesale Agents for Western Michigan

30 Years
in the
Milling
Business

with
Skilled
Labor
and
Modern
Equipment

enables us to
Excel
in all that
pertains to the
Miller's
Art

Voigt Milling Company

Grand Rapids, Mich.

Our Specialties

Voigt's Crescent Flour—Best by Test.

For whitest, lightest and nicest bread.

Voigt's Royal Flour—For bread or pastry when a rich and nutty flavor is desired.

Voigt's Flouvoigt—The Popular Health Food—for bread, gems, muffins and pancakes or any article where a delicate and delicious morsel is required.

Voigt's Farina—A morning, noon and evening food for both old and young

Try them—you will like them



RETAIL MERCHANTS

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

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

Around the State

Movements of Merchants.

Detroit—Prenzlaue Bros. & Co., dealers in hats and caps, have discontinued business.

Battle Creek—L. B. Brockett & Sons succeed L. B. Brockett in the hardware business.

Negaunee—Max Herschowitz has sold his furniture and hardware stock to John W. Elliot.

Sault Ste. Marie—The Stottzman Co. has sold its department store stock to J. W. Ford.

West Bay City—J. H. Emery & Co. continue the coal, wood and brick business of John H. Emery.

Coldwater—Frank Kohler has purchased the interest of his partner in the bakery business of Kohler & Co.

Quinnesec—Christanelli & Lynch have engaged in general trade, having purchased the stock of Ida M. (Mrs. L. M.) Packard.

Sherman—W. H. Shaver has sold his furniture stock to R. Plotler, but will continue the undertaking business at the same place.

Flint—G. M. Condon has opened a 5 and 10 cent store at 405 Saginaw street in the building formerly occupied by Hill Bros.

Port Huron—The Geo. C. Luz Co. has engaged in the carpet and wall paper business. The authorized capital stock is \$15,000.

Grand Ledge—Clem Davis will shortly move his grocery stock from Mulliken to this place. He will dispose of his drug stock.

Bear Lake—S. T. and Saul Winkelman have engaged in the general merchandise business under the style of the Leader department store.

Linden—Ginsburg & Weiner, dealer in dry goods and clothing, have added a shoe stock, which was purchased of the Lacey Shoe Co.

Port Huron—Samuel Cooper, dry goods dealer at South Park, has added a line of shoes. The stock was furnished by the Lacey Shoe Co.

Stanton—Chas. D. Youngs has leased the corner store in the Stevens block and will engage in the furniture and house furnishing goods business.

Traverse City—Albert Globensky, for several years with James G. Johnson, has purchased a half interest in the American Drug Co. and will hereafter manage the business.

Alpena—Chas. W. McLean and Fred S. Olds have leased the store building at the corner of Second avenue and Chisholm streets and will open a clothing store therein about Oct. 1.

Belding—Hoyt and Lew Pierce, formerly engaged in business at this place, have purchased the grocery stock of J. H. Henderson and will continue the business under the style of Pierce Bros.

Manchester—Charles Foster, who for the past two years has been connected with E. L. Webb's undertaking establishment, has been taken into partnership by his brother, O. J. Foster, undertaker at this place.

Clare—Jas. S. Bicknell has sold a half interest in his grocery stock to

T. D. Fletcher, of Owosso, who for the past eight years has been manager of the Stevens Lumber Co. The new style is Bicknell & Fletcher.

Lansing—John A. Rose, a pioneer shoe man of Ovid, and Jos. H. Burton, with Newcomb, Endicott & Co., of Detroit, have engaged in the shoe business at 218 Washington avenue under the style of Rose & Burton.

Lansing—Ingerson & Ross, of Olivet, have purchased the New York racket store stock and will continue the business at the same location. Mrs. Knight, who formerly conducted the business, will remain with the new firm.

Beulah—O. E. Barker, U. Barker and Fred Bailey, who were engaged in the hardware business under the style of Barker & Bailey, have dissolved partnership. The business will be continued under the style of Barker Bros.

Greenland—C. V. Priest, of Evart has purchased the interest of Eugene V. Boughton in the general mercantile firm of Sayles & Boughton. Mr. Boughton will go to Ann Arbor this winter, where he will take up the study of law.

Kalamazoo—The grocery business at the corner of North West street and Kalamazoo avenue, formerly conducted by H. T. Morgan & Co., has been purchased by H. V. Allen & Co., who will continue the business at the same location.

Scottville—Fisher Bros., general mercantile dealers at this place and at Hesperia and Shelby, have purchased the Scottville department store stock of Olney, Aubrey & Mustard. The store will be under the management of W. C. Freedy.

Wayland—L. F. Wallbrecht has sold a half interest in his lumber and coal yards to Lee Deuel. The new firm will erect an elevator for the storage of grain and will operate a feed and buckwheat mill in connection therewith. The new style is Wallbrecht & Deuel.

Kalamazoo—John D. Young, who has been connected with the grocery business for the past seven years, the last three years with the Co-operative Grocery Co., has purchased a half interest in the grocery stock of Jacob Donker, at the corner of Frank and Church streets, where the business will be continued under the firm name of J. Donker & Co.

Hillsdale—George J. Kline, who has been engaged in the dry goods business in Hillsdale for twenty years has sold his stock of goods to a company, the principal factors in which are F. L. Masters, present county clerk, and F. A. Roethesberger, President of the First State Savings Bank of Hillsdale. It is understood that a stock company will be formed and the stock of another merchant purchased and the mercantile business carried on on a very large scale.

Manufacturing Matters.

Detroit—The National Can Co. has increased its capital stock from \$100,000 to \$250,000.

Manistee—The Concordia Land & Timber Co. has been organized with a capital stock of \$25,000.

Battle Creek—The Malt-Too Flake Food Co., Limited, is succeeded by the United States Food Co.

Adrian—The Gibford Manufacturing Co., manufacturers of razor strops, has increased its capital stock from \$25,000 to \$35,000.

Jackson—The Globe Fence Co. will shortly remove its plant to Hudson, where work on the factory buildings will be begun at once.

Howard City—Lovell Bros. have purchased the old stone process Porter flouring and feed mills, four and one-half miles southwest of town.

Sturgis—The Sturgis Cheese Factory Co. is erecting a factory building, which it expects to have completed within the next ninety days. An ample supply of milk is in sight for the successful operation of a factory.

Shabbona—The Shabbona Creamery Co. is a new company at this place, having a capital stock of \$5,000, held by Wm. F. Ellis, 66 shares; James Ryckman, 62 shares; Thos. W. Stitt, 62 shares; Burton C. Bullock, 62 shares and James McQueen, 62 shares.

Pontiac—The Oakland Manufacturing Co., composed of A. G. Griggs, C. A. Buttolph, M. W. Gray, Wm. H. Morgan and J. P. Peabody, has been organized to engage in the manufacture of carriages and wagons. The authorized capital stock is \$10,000, held in equal amounts by the stockholders.

Saginaw—A new enterprise has been inaugurated at this place to engage in the manufacture of beet har-

vesting machinery under the style of the American Beet Harvester Co. The capital stock is \$15,000, held by Ezra Rush, 500 shares; Geo. F. Connon, 500 shares and Benj. W. Gubtil, 500 shares.

Lansing—The Peerless Motor Co. has been organized to manufacture gas and gasoline engines and other kinds of machinery. The capital stock is \$13,500. The principal stockholders are A. S. Bement, 250 shares; L. L. Sattler, 100 shares; A. Simon, 100 shares; Lawrence Price, 100 shares and Albert P. Walker, 100 shares.

Flint—The Flint Custom Pant Co. has been formed to engage in the manufacture of pants and vests. The new company has been capitalized at \$10,000, the principal stockholders being Otto Sachse, 125 shares; Henry F. Schlieeter, 250 shares; Willis O. Knowles, 250 shares; Chas. F. Jeffers, 250 shares and Bert Graves, 125 shares.

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

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

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

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.

Sugar—The raw sugar market continues unchanged in price, but with a strong upward tendency. Holders are very firm in their views regarding price and are offering but very little stock for sale. Refiners are ready buyers at present prices, but it is believed that higher prices will have to be paid for any large lots. In the refined market there is a moderate demand for supplies for immediate needs, but it is generally stated that the canning season this year will not come up to the average in view of the poor fruit crops.

Canned Goods—Continued rains and cool weather keep the tomato and corn market in a state of uncertainty. Nothing new is reported in either and nothing very definite regarding the outcome of the crops can be stated as yet. Reports from all sections say that everything depends upon the weather from now on, and no one seems to care to make any predictions as to the outcome of the pack. Packing has begun in a small way, but raw stock of desirable quality is difficult to obtain and canners are compelled to curtail operations in consequence. Present indications point to the balance of the month being quite active among canners. Reports from Baltimore state that the pack so far, as a rule, shows remarkably good quality, although small yield per acre, and it is not likely that net results of the season will be above the previous estimates and may possibly fall below. There is quite a good demand for tomatoes at an advance of 2½c per dozen. Packers, however, are not very free sellers, being anxious to pack enough to fill their orders before they offer any more for sale. Some will not offer any at all for this reason. The outcome of the corn crop is just about as uncertain as the tomato crop and naturally very little is offered for sale at the present time. Prices show no change this week. Peas remain unchanged and are meeting with moderate demand. There is a continued good demand for canned fruits of almost all kinds, but sales are few, as stocks are so light. There are a good many enquiries for gallon apples, but few sales result. The demand for peaches still keeps up, but has to go unsatisfied on account of lack of supplies. There is a continued good demand for sardines, with the market very firmly held. The recent active demand for salmon continues and Red Alaska grades have again been advanced 5c per dozen. Considerable interest is manifested in the opening price to be made by the Association. The canners all feel sure that there will not be enough red salmon to go around, so they will probably be reluctant sellers, even after prices are named. There is not much prospect for an advance on pink salmon, for the run is now exceedingly heavy, and even although many canneries are shut down there will be plenty of this cheap fish to go around.

Dried Fruits—The dried fruit market presents no particularly interesting features and the general situation is one of firmness, and holders are not disposed to part with stocks without getting good prices for them. Raisins supply the principal feature, as they have since the announcement of prices on 1903 crop. There is a determination to hold all prices steadily up to quotations and offers a shade under are steadily refused. The carry-over of old stock is now all cleaned up, leaving the market in good shape for the new crop. Sales of the new crop during the past week were not heavy, prices causing buyers to hold back temporarily at least. Trade in prunes continues fair for this season of the year, with a firm tendency to prices, but with no change noted. Apricots are in quite good demand, with prices showing a continued firmness. Peaches are decidedly dull, there being practically no demand for them at all. Currants are unchanged, but are meeting with good demand. Figs are meeting with a fair demand, but dates are very dull. Evaporated apples show no change. There are but very few evaporators running on the early fruit, which is considered a good thing for the market, as this fall fruit is quite unsatisfactory in some respects. Very soon, however, the winter stock will begin to come in, when a number of dryers will begin operations. The demand at present is practically dead. There is some enquiry, but few sales result.

Rice—Spot stocks of rice are small and are being held at firm prices in view of the small supplies coming from New Orleans. Receipts of new crop are still small compared with this time last year.

Molasses—A slightly improved demand for molasses is noted to cover the requirements of the early fall trade. As dealers carry only small stocks, offerings are light and sales are made at full values.

Fish—The fish market is very firm on all grades. Although there are no actual changes in price this week, there is a continued good demand for mackerel and codfish also is moving out very well.

Nuts—According to the statements of those in position to know, the prospects for an active trade in most of the leading descriptions of nuts this season are exceptionally bright. Enquiries are reported fully as large as usual and early sales have been heavier than for years. These trade indications confirm statements made that the consumption of nuts is increasing very rapidly year by year and that unless production increases more rapidly than it has done for some seasons past, there will be a perpetual shortage in a number of the principal varieties. Pecan prices have advanced and are now held high. The shortage in pecans has undoubtedly benefited peanuts. Both are extensively used by confectioners and bakers and a shortage in one variety would be likely to increase the demand for the other. All varieties of peanuts are firmly held and prices tend upward upon those most want-

ed. California almonds have sold freely, particularly the cheaper grades, which are wanted by confectioners and bakers. Grenoble walnuts are in good demand and the market remains firm. Supplies are light and holders expect to see them cleaned up at advanced prices. The situation abroad is unfavorable and promises no fresh crop nuts until too late for the holiday trade here. Brazil nuts are firm and moderately active. This season's crop is over. While it is too early to undertake predictions regarding the coming crop, up to now it appears favorable.

The Produce Market.

Apples—The demand is light, on account of the crop being large in most of the apple producing sections of the country. Eating stock fetches \$2@2.25 per bbl. and cooking varieties from \$1.75@2 per bbl.

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 19@20c for candled, 17@18c for case count.

Egg Plant—\$1.25 per doz. for home grown.

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

Grapes—Niagaras fetch 18c per 8 lb. basket; Wordens command 15c per 8 lb. basket; Delawares fetch 12c per 4 lb. basket.

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—California, \$3.50; Messinas, \$4; Verdellis, \$4.50.

Lettuce—Leaf, 50c per bu.; head, 65c per bu.

Mint—50c per doz. bunches.

Muskmelons—Home grown Bay Views fetch \$1 per doz.; osage, 85@90c per doz.

Onions—Home grown command 65c per bu.

Oranges—California late Valencias, \$4@4.50.

Parsley—25c per doz. bunches.

Peaches—The wet, sour weather has served as a damper on the crop, making dealers very cautious in handling offerings, due to the losses they sustained all through the season as the result of the fruit cracking and deteriorating in transit. Ruling prices for the principal varieties are as follows: Ingalls, Mammoth, \$1.40@1.60; Crosbys, \$1.25@1.50; Crawfords, \$1.50@1.75; Old Mixons, \$1.35

@1.50; Chilis, \$1@1.25; Smocks, \$1.50@1.75.

Pears—Clapp's Favorites fetch \$1.25@1.50; Sugar, \$1@1.25.

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

Plums—Green Clauds fetch \$1.50 per bu. Other varieties have been marketed.

Potatoes—Local dealers pay 40c and find ready outlet on the basis of 50c.

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—60c per bu.

Turnips—40c per bu.

Watermelons—10c for home grown.

Wax Beans—75c per bu.

Warning Against Fraudulent Collection Agency.

The National Association of Credit Men is sending notices to Michigan business men warning the merchants against a new phase of the old directory swindle which has come to light recently.

The information being sent out states that the old crowd of directory swindlers, headed by Lee Morris, Bowen, and other noted crooks, including Charles E. Dailey, who just died in jail at Rome, N. Y., combined and brought out the fake International Collection Bureau, World building, New York, to protect themselves by having their collections made by an apparently innocent instrument, thereby avoiding arrest.

The men who go around representing themselves as collectors are among the smartest and shrewdest of these swindlers, and have the nerve to put on the air of injured innocence and bluff off the police. They deny all knowledge of fraud and apparently are innocent of having been parties to the change of the contracts by chemicals.

Three of these men have just left New York with \$250,000 worth of these fraudulent orders to work Michigan. They are prepared to make a killing this fall.

At the annual meeting of the stockholders of the Fox Typewriter Co., Ltd., held last evening, the financial report disclosed net earnings of 6 per cent. on the preferred stock and 6 per cent. on the common stock as well. The dividend on the preferred stock has already been paid. It was decided to declare 1 per cent. dividend on the common stock and pass the remainder of the earnings to the surplus account.

PILES CURED

DR. WILLARD M. BURLESON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

THE HOTEL RUNNER.

He Clings To His Victim Like Porous Plaster.

Written for the Tradesman.

When I showed a hotel man what I had written about his tribe he shook his fist at me and said: "I'll murder you."

I suppose he intends to do it by persuading me to board at his hotel. However, I am warned; and I am not to be intimidated by the flourish of a fountain pen—not even a fountain pen that stutters and leaks and throws ink like a devil fish. I, who have eaten at Omaha lunch-counters and Denver restaurants—yea, even at Colorado Springs hotels—have nothing to fear from a plain, ordinary two-dollars-a-day-and-up Michigan hotel. However, I respect its deadly possibilities and appreciate its uses. I gaze up the street at the multitudinous swinging signs of the physicians and realize that it is an ill wind that blows nobody good.

I am reminded of what the mouse said to the maltese. The former was about to be consumed by the latter. The cat had absorbed some of the wisdom of the head of the house. In the woodshed one day she had heard the father of the family say to the son of his bosom:

"Johnny, I hate to do this—but it is for your own good."

So the cat, about to devour the mouse, said to the captive:

"I hate to do this, but it is instinct."

And the mouse replied:

"Yours is good logic, but somehow it don't appeal to me."

I rejoice in my Darwinian discovery that the numerous physician is the missing link between the numerous hotel and the numerous undertaker; but my rejoicing is the purely scientific joy of the student and lends no exaltation to my personality as a regular boarder.

Men, it has been said by some fellow who moved in better society than that in which he was entitled to move, are known by the company they keep. It might be said that hotels are known by the company—by which I mean guests—they keep; were it not that so few hotels succeed in keeping guests. So I shall reverse the adage and say with truth that men are known by the hotels they keep.

Show me the hotel that has a gold-braided runner at the depot and a free bus and I will show you a landlord whose hospitality is tinged with commercialism, nine times out of ten. If you are a hotel man and employ these things I propose to keep peace with you by assuring you that you are the tenth landlord and the exception. This ought to demonstrate that I am a diplomist as well as a writer; in fact, if more proof as to my diplomacy is necessary, I can exhibit my diploma. One can not be married many years without learning something of the art diplomatic.

We realize that the hotel man is in the hotel business for his health. We may doubt this sometimes when we see him eating at his own head

table, but it is nevertheless true. There is nothing so unhealthy as abstinence from food, if too long continued. The landlord is in the hotel business that he may eat and, therefore, for his health.

Nevertheless we weary travelers like to have the idea that the hotel clerk's handclasp is genuine and the landlord's smile one of welcome instead of satisfaction. We like to think that when the hotel clerk hands us a bad pen and shoves an advertising register at us that it is because he is anxious to know whether we are from the sacred precincts of Albion or the downtown precincts of Detroit, and not because he wants to have a claim on our baggage. Some hotel clerks and hotel landlords have the faculty of leaving this impression. True, they often do not leave us with much else; but a good impression is something, sayeth the printer.

In contrast is the hotel runner—whom I salute as the abomination of the age, the terror of the ruralist, the nerve racker of the globe-trotter and the temptation of the peaceful in spirit. He hangs about the union depot seeking whom he may devour. He sticketh like a brother, yea, like a porous plaster. He clings to his victim like a cold in the head and feels worse. And at the last he stingeth like an adder. This may not be entirely correct from a biblical standpoint, but it has the merit of sincerity.

Dismounting from a train in a city which I shall not name for fear the hotel runner may have embarked in some other business that might permit him at this date to retaliate, I fell into the hands of one of these hotel runners. He seized my grip before I could say "Boo," and did not let go when I said several things else. He grabbed me by one arm, like a youth at the circus breaking away through the crowd by pushing his sweetheart ahead of him, like a G. R. & I. engine shoving a snow plow.

I protested that I was going to the home of friends, that I was going to another hotel, that I was sick with smallpox and even told the truth as a last resort, but to no avail. My merciless captor shoved me forward, meanwhile assuring me that it was, "This way for the Grand Hotel, two dollars a day and up, bath, electric light, health food, hot and cold water—"

I caught him on the point of the jaw with the blow that made Fitzsimmons famous. He described a parabola and some other place mentioned in Milton, but he clung to the grip and came up smiling with:

"—and a gymnasium on the seventh floor."

For bulldog tenacity the hotel runner has the life insurance agent panting for breath before the get away. Like the Old Guard at Waterloo, he dies but never surrenders. He has a mission to perform; and the traveler who would escape from his clutches has more than a mission to perform if he would escape from his grip—he has a surgical operation.

"Let no guilty man escape," saith

the prophet. "Let no traveling man escape," saith the hotel runner. "You may go to some other hotel, but it shall be over my dead body."

Here we come to the circumstance of two or three hotel runners assailing one man. Thus far we have spoken of the hotel runner as an individual; now we are to consider him as an army. But here the pen fails, the tongue falters—and the writer takes to the woods.

Douglas Malloch.

Labor-Saving Device.

Cut this card out, paste it on a board, and hand it to people you know when you return from your vacation:

Yes, I'm back.

Yes, I had a good time.

Yes, I caught a lot of fish.

Yes, I enjoyed the bathing.

Yes, the beds were hard as ever.

Yes, we had to fight for our meals.

Yes, I gained ten pounds.

Yes, I feel much improved.

Yes, I got badly sunburned.

Yes, I'm proud of it.

Yes, I'm glad to be back at work again.

Thank you, thank you, thank you.

T. L. Brundage Co., commission merchants, Cleveland: We appreciate your publication very much and wish to congratulate you on the great success that has attended you.

ate your publication very much and wish to congratulate you on the great success that has attended you.



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

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

GRAND RAPIDS, MICH.

GROCERS DOUBLE THEIR SALES BY HANDLING



JENNINGS'



Flavoring Extract Lemon

It is a natural extract freed by our Cold Process from the terpenes or insoluble parts. The True Aroma of Lemon Extract is destroyed when the terpenes are combined. We solicit trial orders and fully guarantee the trade in selling our product.

Jennings Flavoring Extract Co., Grand Rapids



THE IDEAL 5c CIGAR.

Highest in price because of its quality.

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



PREPARED MUSTARD WITH HORSE RADISH

Just What the People Want.

Good Profit; Quick Sales.

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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

New Filet and Old Netting.

Some of the modern imitations of the medieval filet, enhanced either with darning or lace stitches, and often supplemented with deep fringe, certainly offer but very little attraction. On the contrary, the truly artistic netting work continues to hold its own among the wealthy, where it is highly esteemed for the trimming of some of the expensive garments of the smart women, or of various accessories, of recherche furniture, or again, for church linen. It is quaint, uncommon, but not sufficiently showy to be appreciated by the million. For instance, only connoisseurs could admire and guess at the cost of an unpretentious gown daily worn recently by a tall, slim belle at a watering place. Six white bands, three or four inches wide, of unique netting enriched the clinging skirt in black satin foulard spotted with white pastiles, and four squares of the same mesh work, but decorated with lace stitches and placed diamond wise, were conspicuous on the sleeves of moderate width toward the waist and shoulders, while the deep square yoke, through which gleamed white satin, was made of a single piece in the flat reprise style.

Elegant boudoir cushions as well as downy pillows for bassinets and perambulators of the rich display likewise specimens of the exclusive antique work. On one specimen, wholly white, a mythological scene curiously enlivened a large square cover delicately bound with puffings of white silk muslin, in keeping with the four large choux at the angles.

On another sample the arrangement consists of detached medallions of filet guipure in contrast with others in reticella lace, separated with short linen bands of openwork streaked with guipure bars and edged with fine broad torchon lace. The same treatment is carried out for some of the linen cape collars. However, in the very latest innovations in netting, more within the scope of to-day's workers, the classical though monotonous dice or lattice device is forsaken, in preference for the fanciful notions where the meshes are cunningly lengthened, shortened, twisted, and even looped up at will with coarse silk. In this wise a skilled netter recently displayed a set of dress garniture consisting of a yoke, inserted epaulettes, neckband and chatelaine bag, which she donned to smarten up a white muslin frock figured with green. As a change, according to the hour of the day, the clever young lady adds a crape lining, either white, green or some contrasting color, or dispenses altogether with any backing. This originality being so prevalent, deft workers have only to use a little imagination to evolve some tasteful and inexpensive ornament for their toilette and the setting off of their loveliness.

Discovery of a Model Saloon-Keeper.

Down at Walker, in Vernon county, Missouri, is a saloon-keeper named Hook, who deserves a wider reputation than he enjoys. Hook's place, which is called the "Gun Club," is unique because of the precautions

its proprietor takes to keep within the laws and prevent brawls on his premises. A strange patron is surprised to have his beer handed out in a tin cup.

"If you read the newspapers," Hook explains, "you must have observed that a large per cent. of the fights in bar-rooms originate over some imaginary insult, which is resented with a blow with a beer glass or a thrown beer glass, which inflicts a bad wound. You can't hurt anybody with a tin cup."

There is not a movable piece of furniture in the place, chair, table, stoveleg, or anything else, that might be used as a weapon.

"If anybody is ever hurt in the Gun Club," says Hook, "it will be with weapons brought in or with nature's own tools." On the walls are these mottoes: "Profane language will not be tolerated in this house." "Minors will not be served and can not loaf in this room." Both are lived up to. Hook will not stand profanity and he will not sell to a minor, even although he has the parents' legal consent.

Furthermore, he never sells on credit, he discourages men of small means from patronizing him, and he will not allow a confirmed toper on the place. The model saloon-keeper seems at last to have been found.

How To Gag a Jackass.

The late Harris Cohen—the "only original Cohen," of Baxter, New York—used to like to tell how he once won a bet of \$50.

"I was on a gunning trip with some friends," he would say, "and in a field close to the house where we slept a jackass pastured. This jackass kept us awake with his braying a good part of the night. My friends, do what they would, could not put a stop to his noise.

"I happened to know a good deal about jackasses. They abound, you know, in Posen, the country where I came from. So I said to my friends:

"I bet you \$50 that I can stop this animal's noise so that to-night he won't bray once."

"They took the bet, and that evening I treated the jackass for a minute or two. The result was that all night long he was as silent as the grave. My friends in the morning paid me what was due, and they examined the animal. They found a heavy stone tied to his tail. That was all. They could not understand why this should have kept him from braying, so I had to explain the reason to them. A jackass, to bray, has to have his tail elevated until it is level with his backbone. As long as it hangs down he can make no sound. My heavy stone, therefore, served the purpose of a first-class gag."

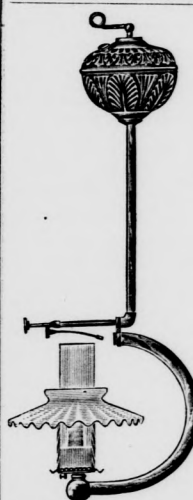
Wholesale Rates.

Neighbor—Your little Dicky seems very unwell; his cough is quite distressing. Don't you think he ought to have medical advice?

Mrs. Flyntskyn—Well, yes, I suppose he ought; but, you see, the winter's coming on, and some of the other children are almost sure to get a bad cold or something, and it'll

be almost as cheap to have the doctor in for two or three as to call him in for only one.

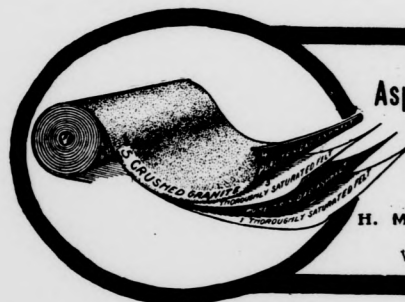
Home estimates of one's ability save many of us from being fools.



THE
"CROWN"
INCANDESCENT
Gasoline Lights

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

The
Whiteman Mfg. Co.
Canton, Ohio



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.

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.

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.



Devoted to the Best Interests of Business Men

Published weekly by the
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Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY - SEPTEMBER 16, 1903

STATE OF MICHIGAN } ss.
County of Kent

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

I am pressman in the office of the Tradesman Company and have charge of the presses and folding machine in that establishment. I printed and folded 7,000 copies of the issue of Sept. 9, 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 twelfth day of September, 1903.

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

"THE OLD FOLKS ARE GONE."

'Tis an old song, now seldom sung, "The old folks are gone." The picture that it recalls is of a home bereft of its builders, vacant armchairs and a desolate ingle nook. Here and there in every quarter of the land the original may be found, some vine-clad cottage or some statelier mansion breathing loneliness because the old folks are gone. So it has been from the beginning and so it will be to the end. The old earth, wheeling through its own shadow, grinds out the lives of men; but each generation in its turn holds in tender and reverent memory the elders who made with love a shelter for its infancy and taught it there the wisdom and beauty of purity and peace.

Round the old nest the young bird will still lovingly linger; but when can it die, that home-feeling? The home-sickness of the boy or girl sent to school, the heart hunger, the longing for the good night kiss—all that returns to the worn and weary soldier in life's battle from time to time at some reminder that the old folks are gone. Where now in all this dark world and wide is the solace or the cheer—like the light in the window, like the fire on the hearth—of the old home? These things are forgotten sometimes. Men seem to be weaned away from the safe simplicity of their humble beginnings when success has introduced to the struggler the pomps and vanities of a more artificial existence; but in the inmost heart, sweetest of all to the conquering hero is the applause of the home circle. When the great orator lives over in thought that grand moment when a senate or some vast popular audience was overborne and swept onward by the storm of his

eloquence, he has one regret: Would that mother had seen; would that father had heard him then! Once at least in his life all the power of his manhood had found a full expression, but there was one thing lacking: The old folks were gone.

The years add themselves together to complete the century's total and now and again it is said that the world is living in the light of a new era; but still the present reposes upon foundations laid deep in the past. Lord Bacon, in one of his Apothegms remarks that "Alonso of Aragon was wont to say, in commendation of age, that age appears to be best in four things—old wood best to burn; old wine to drink; old friends to trust and old authors to read." The world is only fascinated by the new; it gives its heart to the old. It is so in literature and art. There are books whose wisdom has grown mellow with time. If one reads an essay of Lord Bacon's he finds not only pithy quotations from the ancients, but things said by that great man himself which, although they relate to familiar and well-worn themes—

Truth, Death, Adversity, Envy and other subjects equally as common—still bear the stamp of originality and preserve an air of perennial freshness. The same glad surprise awaits him who reads a chapter from the works of Plato, of Tacitus or of Plutarch. It is no small part of the good fortune of the young that it is their privilege to read the great old books of the past now for the first time. So much true happiness has been reserved for them! The teachings of the immortal observers and thinkers who wrote long ago have been tried and proved by time. A great deal has been built upon them and they have been an inexhaustible source of suggestion and inspiration. And there are books which one loves, most of all, in age because he loved them first of all in his youth. Ardent young people are apt to have their own especial literary heroes—writers who, although the current of their thought is fed from distant fountains of truth and beauty, speak the language of their own time and give voice to the aspirations of contemporary life. But as the reader in his turn grows old, he finds himself, very likely, more and more unable to enjoy the works of new men just coming into vogue. He clings with a sense of personal devotion to his Carlyle and Emerson, his Ruskin and Matthew Arnold, his Thackeray and George Eliot, his Tennyson and Browning—the authors who taught him to see the world and made him feel himself alive—until one by one they fall silent, and once more the saddening consciousness comes to him that the old folks are gone.

The Bureau of Forestry of the Agricultural Department has a corps of experts in its employ whose chief duties are to inspect the wooded lands in private ownership and recommend to their owners how the forests may be reproduced by natural methods or by planting and the most economical course to pursue.

GENERAL TRADE REVIEW.

What with the excessive rainfall and stormy weather doing immense crop damage in the West and South, and the intensifying political storms in the Orient it is not strange that further depression should characterize the trading in Wall Street. Indeed, the fact that these influences are met with so little of demoralization in view of the low ebb in values and activity argues that under normal conditions a decided recovery would have been in evidence. But with reports of hurricane destruction in the South and heavy snow storms in the Northwest, with the persistent rain interfering with harvest and injuring products elsewhere, the prospect of diminished receipts in transportation and lessened returns from agriculture there is certainly reason for hesitation in deciding upon securities values. The serious disturbances in Asia Minor would have little of concern for our markets were it not that foreign stock buying is largely controlled by it.

The other principal factor influencing the industrial situation is the constantly accelerating cost of production. Wage scales are being forced to a height beyond precedent in other than war times and, of course, this means a constant acceleration of the cost of all products in which wages figure. The wonderful prospects of expanding industries have brought plans for an enormous outlay in all directions, but in view of what seems such an artificial condition in the cost of materials hesitation is developing in pushing many of these projects. Some industries, as the cotton goods trade, are already much demoralized, wholly from this fact. Operators are unable to put the price on the goods which the cost of production makes imperative, the markets will not stand it, so there is no choice but to stop production. The same causes are affecting many other industries more or less, and yet the tide of activity seems almost undiminished. Of course it is impossible that the cost of production can be pushed upwards indefinitely and there is a sentiment developing that a halt must be called and many of the more conservative are turning attention to the question of more reasonable bases of production.

THE FAIR SEASON.

State and county fairs are at their height. The dates are selected with reference to the season when the crops will have good samples for exhibition and when the farmers will have leisure to attend the show. The harvest this year has been somewhat belated because of the tardy spring and the subsequent excess of moisture, so that the average farmer is busier now than he usually is at this time of the year. Few of them, however, are too busy to take a day off, when they and their families can see the county fair that is nearest their home. It is a great opportunity not only to note what others have done in an agricultural way, but also to visit with the people of adjoining towns. Thus the opportunity is afforded for exchanging views on all

subjects from potatoes to the currency question and from peaches to the Hay-Pauncefoote treaty. The women enjoy it not less than the men, and the county fair is three or four gala days in succession.

There has been something of an evolution going on in recent years in these county fairs. Formerly the competitions in various products, with races between local horses, were depended upon to attract and entertain the crowd. Recent years have seen the introduction of a great amount of freak, not to say fake, business in the way of shows. Every fair tries to have various attractions in the way of balloon ascensions, diving horses, etc., and shows are given license to exhibit for an admission fee. It is all supposed to go for and contribute to amusement. The county fair is becoming more a place to have fun than a place to get instruction and inspiration from the mammoth vegetables and the choice samples of agricultural and domestic skill. The fair affords the chance to have a good time, and as such it is very generally improved.

Sanford B. Dole has been the boss of Hawaii for about ten years. He became President of the independent government established at the time of the revolution in 1893. When the islands were annexed by the United States he became governor, and has held the position since. Now it is announced that he is weary of the cares of office and intends to retire. Mr. Dole has experienced much of the strenuous life. He has been the subject of a great deal of criticism and ridicule, but he is probably content in having accomplished the Americanization of the islands, which, in view of their location in the Pacific ocean, are decidedly valuable possessions for this country.

A writer in the Railroad Gazette expresses the opinion that men in the railroad service are not so well off as they used to be. "In the good old days," he writes, "there were good jobs in the railroad world. Men did not grow old so fast. They did not get so much money perhaps, but neither did they work so hard. Now, there seems to be a race of railroads to see which can make the best time and which can get the largest engine, and haul the largest number of cars in a train. Responsibilities have increased and the work is harder and more trying. Yet the wages have not increased in proportion; and the end is not yet."

Under the law passed at the last session of Congress authorizing the exclusion of imported food products containing adulterations, the Department of Agriculture has examined over one hundred samples from cargoes, but in no instance has anything been found warranting the denial of admission to the goods. Apparently foreigners took timely warning and proceeded on the theory that there was no chance of evading the law. What is wanted now is a federal law that will stop the adulteration of food products that are of domestic origin.

A VERY NASTY LOT.

Publicity is a tremendous factor in human intercourse as is invariably demonstrated by the man, woman or institution that receives unfavorable mention in the daily papers. Even President Roosevelt appreciates the value of publicity in regard to the great industrial and commercial trusts. And yet it must be that people do not read the papers thoroughly or, at least, do not remember what they read.

Otherwise it would not be possible for industrious, thriving, intelligent communities like Benton Harbor and St. Joseph to accept as neighbors and without murmur the so-called religious community known as the "Flying Rollers." And, on the other hand, these ignorant, vulgar and crafty fanatics who pose as religionists would travel far and near without gaining recruits and all their belongings, if people really read the papers and remembered what they read.

The court records in Detroit contain an abundance of evidence as to the pretense, lasciviousness, brutish practices and chicanery in business of the "Flying Rollers" and, at the time of the proceedings, the papers were filled with the disgusting details. The reports exposed numerous cases of domestic disruption—wives separated from husbands, parents deprived of their children, children shaming parents and husbands abandoning wives, all through the machinations of the "Flying Rollers." Numerous were the cases when, through religious frenzy, men and women assigned every bit of property and all the money they possessed to this grafting community, traveled long distances to join them and then awoke to the dreadful realization that they had been most cruelly deceived and swindled and were helpless among strangers.

All of these things were published in the Michigan papers until the title "Flying Rollers" had become, it seemed, a perpetual stench. And there were the then leader of the sect, who was known by his victims as "Prince Michael," and his no less depraved mistress. They were tried for detaining and seducing a 14-year-old girl and "Prince Michael" was convicted, sentenced and served a term in the State Prison at Jackson, the girl meanwhile being placed under the guardianship of one of the leading merchants of Detroit. And this was published in all its nauseating details throughout the length and breadth of Michigan. For all of this, however, the "Flying Rollers" and, for all that is generally known, the unprincipled scoundrel, "Prince Michael," under another name, as the leader, are thriving and comfortable as factors in the record of two of the most attractive and prosperous cities in Michigan.

And the shameless sect is spreading, as is shown by a report from Everett, Mass., that a strange new religious lot known as "Flying Rollers" has made its appearance there. Under a blue and white sign above the door of its headquarters appears a warning "Extract from the Flying

Roll" announcing the millennium next year. There are forty disciples who proclaim that hair-cutting, shaving, tattooing and other disfigurements of the flesh are unseemly and cardinal sins.

When an American shoe store was opened in Berlin in April, 1901, the Germans were indignant. The American invasion had become impertinent, they declared. The managers of the store were for a time in danger of violence, but they were not discouraged, because American shoes were selling well. There are now four American shoe stores located in leading German cities and they are all highly successful. Appealing in vain to national prejudice, the German manufacturers have resorted, with some success, to the imitation of American styles and methods, but unless they can get a prohibitive tariff they can not keep American shoes out of the German market.

The ill-considered action of the labor unions identified with the building trades throughout the country is beginning to produce the expected effect. There is a visible slackening of construction enterprise, and it is commencing to tell on the iron manufacturers, whose orders for structural steel are shrinking. It is a genuine case of killing the goose that lays the golden eggs. Pretty soon the men who are now figuring as obstructionists of work will be eagerly hunting jobs at any price. Then they will realize that interference with production invariably entails a serious penalty.

Queer things happen to newly married people. An Indianapolis bride on a honeymoon in Chicago was obliged to leave a hotel barefooted. Her husband in his anxiety to catch a train had packed her shoes and stockings in a trunk and sent it to the railroad station. The young wife was much embarrassed, but on the way to the station her husband was obliged to procure her a new outfit of footwear.

A New York livery stable keeper, who attached an elephant to secure payment of claims against a circus, has discovered what it means to have an elephant on one's hands. Literally "the elephant eats all day and the elephant eats all night." The cry is still "more hay," and the livery man is wondering if he really was shrewd in procuring that attachment.

The boy is father to the man. Many a man carries a curious collection of articles in his pocket just as he did when a lad. In an Ohio town the other day a man was knocked down by a car and died within a short time. Upon investigation it was found that a ten-penny nail which he had in his pocket had penetrated the thigh, severing an artery.

Turkey seems to have little in her make-up to entitle her to be reckoned among the powers of Europe. A nation unable to guarantee the safety of the ambassadors of foreign powers in her capital has little excuse for existence.

HOLD DUTY PARAMOUNT.

The physicians suggest most of the new sanitary rules and regulations. They examine the drinking water and, telling what it contains, warn the people not to use it. They look over the sewer system, denounce it and demand through the board of health that it be improved. They are constantly studying how to conquer this, that and the other disease. Once they find out some new treatment or remedy they write an article about it, to be read at some county or state convention or else they have it published in some medical journal. A piece of gossip is not more eagerly bruited abroad at a sewing circle than scientific information which the doctors get as the result of long research and study. They are working, of course, against their own interests all the time. The more people there are sick, the more the doctors will have to do, and hence the larger income. They are constantly telling folks how to keep well, and thus taking money out of their own pockets.

In our land this gracious generosity on the part of physicians has brought none of them to starvation. A skillful surgeon and a competent doctor can always find plenty to do and at good prices. In England, if the London Chronicle is to be believed, it is different. That paper gravely and seriously alleges that the English doctors are gradually bringing about their own extinction. The improved sanitary conditions which they have recommended, having been adopted, have lessened disease and postponed dying. The British physicians, so the Chronicle says, actually find it hard work to get the funds wherewith to pay their grocery bills. Formerly the average annual income of an English doctor was a thousand dollars. An investigation has recently been made, and the figures show that the average income now is only five hundred dollars. The medical fraternity in the British Isles apparently has practiced medicine to such good purpose that its own business is the principal sufferer. That is the view editorially and seriously taken of the situation by the London Chronicle, a long-established and exceedingly reputable journal. American doctors practice preventive medicine as much as their English cousins, but are in no manifest jeopardy of extinguishing their profession. The doctors both here and there will live for many years to make wrong diagnoses and also to help their fellow men to prolong their earthly existence.

No man gets rich on a salary, it is said, but the statement is open to question. It depends upon the amount of the salary and what is meant by riches. There are many men in this country whose salaries would be accepted as fortunes by persons of ordinary desires. S. C. T. Dodd, general solicitor of the Standard Oil Company, is said to receive \$250,000 a year. S. R. Callaway, President of the American Locomotive Company, gets \$100,000. So

does Henry O. Havemeyer, President of the American Sugar Refining Company. There are many heads of railroad corporations who receive \$75,000, and many more who receive \$50,000. Plenty of lawyers and some doctors earn from \$50,000 to \$100,000. The average man who works for a salary does not become rich. It is the exceptional man who has the ability to command compensation that enables him to rank with the rich.

It is said, the old-fashioned carpet bag and gold brick farmers have vanished. They never were as numerous as the comic newspapers have represented, but there were in the country many of the types made familiar by the cartoonists and caricaturists. The farmers of to-day are not so isolated as their predecessors were. Increased facilities for transportation and communication enable them to keep up to date, and every observer is aware that the contrast between the city man and the country man is not nearly so great as it used to be. Farmers have shared largely in the current era of prosperity, and their condition is on the whole quite as satisfactory as that of any class.

A telegraphed item says that 100 pounds of ambergris has been seized at Seattle under suspicion of being stolen property. It is valued at \$48,000. This is a substance sometimes found in sperm whales and sometimes it is found floating on the sea. It is used largely in making perfumery, although the books say that at one time it was used to a limited extent in cooking. For the purposes of comparison gold is often used as a standard. As a matter of fact ambergris is very much more valuable. A hundred pounds of gold would be worth only about \$33,000. If the confiscated property at Seattle was actually stolen, the thief must have been a man who knew his business.

There is a veritable craze among young people in Ireland to come to America. Although better times are at hand there they are eager to try their fortunes here. In many sections of Ireland labor has become scarce in consequence of the constant exodus. Wages have advanced, but not enough to stop immigration. It is predicted that some of these days, if Ireland becomes prosperous under the new order of things, there will be a great procession of Irishmen returning to their native land. Ireland has, however, been so long known as "the most distressful country," that this event will not be witnessed by the present generation.

"Morose, sullen, selfish, complaining people do more general harm than the assassins whom we can imprison or hang." So says one of the summer lecturers at Chautauqua. With the advance of civilization people who are persistently unhappy and who make others unhappy will perhaps be put out of the way. Happiness is a duty and unhappiness may eventually be viewed as a crime. Cheer up!

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—The buyers are finding it a very hard and rocky market in which to deal. Their effort to secure goods at even a fraction below the current level on the strength of the break in the price of cotton, is met with a firm refusal on the part of the agents, and they are so independent that their prices are finally adhered to, including the higher prices on several lines reported last week. Sheetings and drills have been moving rather slowly, but there have been a number of enquiries received by buyers for export, which have given sellers much encouragement for future business, even although in the question of prices they are not altogether agreed. Four-yard sheetings are being sold more freely and there is practically no difficulty in obtaining top prices for spot goods. Drills are difficult to obtain and have been affected greatly by the curtailment of production. Denims are scarce, particularly in eight and nine-ounce weights, and although overall manufacturers are said to have moderate quantities on hand, they are substituting wherever possible. More enquiry has been noted for bleached goods.

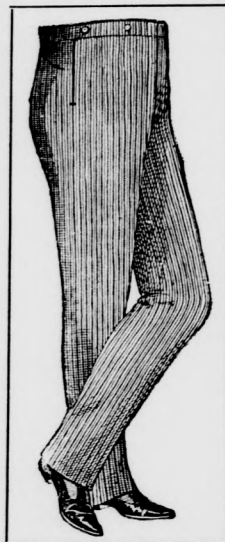
Prints and Gingham—The demand for printed cottons is showing a shrinkage now almost daily and it is said that in certain instances it is possible to secure slight concessions. Stocks are not large at first hands, however, and although it is claimed by certain retailers that the stock recently bought is large enough to keep them for some time the requests from a number of jobbers for quick delivery would seem to show that the supplies are not very great.

Wool Dress Goods—Practically every line of spring dress goods has now been opened, and staple fabrics have for the most part been open to the buyer's consideration for some little time. Fancy and novelty effects are nearly all open; in fact, they probably all will be on the counters by the first of the coming week. The buyers have not yet shown any unusual degree of activity, although a fair amount of business is being transacted, and in a few lines orders are said to be exceedingly good. The buyer is acting in an exceedingly cautious manner, scattering his orders over a considerable field, although here and there where a pattern or fabric appeals to him as having some particularly strong feature or features, he has purchased very respectable quantities. There seems to be no danger of his overbuying or overestimating his needs in any way, although he can not be said to be unduly timid in sizing up the market in general. It is gratifying to note that the transactions point to heavy market conditions and when the initial business has been completed it will undoubtedly compare favorably with that of a year ago. The season promises exceedingly well for novelty effects and fancies, but just how

the piece-dye goods will stand is yet to be determined. It is believed that they will be of important features, but it will take some time to determine how important. The manufacturer of plain goods does not seem to be disturbed by the strength of the fancy situation, and he states positively that solid colors will be sought with considerable interest by jobbers and garment manufacturers, in all tones. There is no doubt that plain effects will continue to hold a leading place in the amount of business transacted, although perhaps the load will be somewhat less than in the last spring season. Plain broadcloths, Venetians, mohairs, chevots, thibets, tricots, sackings, etamines, veilings, canvas cloths, etc. are all represented well in the ordering up to date. There is a diversity of opinion in regard to the standing of broadcloths, some claiming that they are much less of a factor than a year ago, while others say that they have received a very satisfactory business, which indicates an excellent season in these lines. They claim that the highest class of trade upholds the demand and that they see no reason to believe that they will recede from the strong hold that they have had in the market for some time. Among those lines which have proved especially attractive are those that have a somewhat mannish appearance. Chevots seem to touch the popular fancy and are shown in a handsome variety of styles, including threads of mercerized cotton or silk. Much is expected of mohairs from the early business, and some handsome effects in both rough and smooth fancy creations are offered. Zibelines are also promising and sheer fabrics in both plain and modest novelty effects promise well.

Underwear—The market is passing through a very quiet period. Orders are small and seem almost like retail trading in both branches. The agents are complaining of the dull business and buyers evince little interest. The latter have returned home for the most part and apparently have finished up their initial spring orders. The very few that remained are merely filling in spots and taking odds and ends, influenced occasionally by what appear to them to be attractive prices. It seems to be the general feeling that the buyers have prepared but scanty supplies of lightweight goods and that they will be obliged to enter the market again for more. Be this as it may, one thing is certain, the buyers have made up their minds to take no more than is absolutely necessary, calculating on lower prices. This calculation is based on promises of lower cost of raw material and the break in cotton serves to confirm their move even if it has not had any special effect on prices yet, and as a matter of fact further reductions will be necessary before such is a fact. It is probable that agents will visit the trade before long in the interest of spring goods and perhaps when they do, they will be able to increase their business. The buyers on their return home may be in a

A GOOD FIT



Is essential to the sale of men's trousers. We sell the good fitting kind.

Prices are \$9.00, \$12.50, 13.50, 15.00, 17.00, 18.00, 19.50, 21.00, 24.00, 27.00, \$30.00 and \$36.00 per dozen.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Mich.

HOME INDUSTRY

\$12 TO \$20 WEEKLY



EASILY EARNED KNITTING SEAMLESS HOSIERY, Etc., for us to sell the New York market. Machines furnished to trustworthy families on trial; easy payments. Simple to operate; knits pair socks in 30 minutes. Greater and faster than a sewing machine. Write today and start making money; our circular explains all; distance no hindrance. Address

HOME INDUSTRIAL KNITTING MACHINE CO.,

HOME OFFICE, WHITNEY BLDG.,
DETROIT, MICH.

Operating throughout the United States and Canada.



WRAPPERS for Summer, WRAPPERS for Winter, WRAPPERS for Spring, WRAPPERS for Fall, But some merchants try to do business Without any wrappers at all.

But the merchant who wants "something doing"

And desires to provide for his trade

Will make judicious selections

From the very best wrappers that's made.

We have them, you need look no further,

For experience proves this to be true,

That the "LOWELL" outranks every other

And will bring in good dollars to you.

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

Lowell Manufacturing Co.

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

somewhat better position to size up the situation and after thinking over the matter calmly, examining stocks and considering the purchases they have made, may find that they are considerably below their immediate requirements. As a matter of fact the spring business has run considerably below that of a year ago, anywhere between 20 and 40 per cent., and perhaps more, according to the figures of several men prominent in the underwear business. Of course, various theories are advanced to account for this, but it is principally a question of price and possibilities of the future. It must be remembered that the advances this season were small compared with the increasing cost of manufacture, few advancing more than 5 per cent. and many not that much. It does not seem as though this increase was enough to make buyers hesitate any great length of time. Probably the most important factor has been the exceptionally cool summer this year and last. Last year's summer did not affect the buying to any great extent for this year, but the season following has undoubtedly had a considerable influence. It meant this season a good many cancellations, reducing originally good orders to very moderate sizes, and it has undoubtedly retarded business to a great extent this season. Still, from such reports as we can gather from various parts of the country, it does not seem that even now, with the purchases made stocks can be anywhere normal for the season of 1904 and it is probable that the light buying this year is merely a matter of caution engendered by the two factors, the moderate supplies on hand and the possibility of another cool summer.

Hosiery—There has been a little business in progress in the hosiery market from day to day, but still the trading is light and the market has been a dull one. The sellers claim that they can not understand why it should be so. There have been a good many buyers in the market up to the present time and agents had a great deal of hope to continue business, but now the majority of the buyers have returned home and those who remain seem to be showing but little interest. They do not seem to think, for some reason or another, that the present price quotations are to be seriously taken and believe that lower prices are possible in the near future. Although it was stated that the prices for the spring hosiery would be advanced sharply, the final opening showed that no advances of great consequence were made and many were opened at the old figures.

Carpets—Carpet manufacturers continue to experience the same conditions as have been in evidence for weeks past, and from the outlook of things there will very likely not be any decided change in existing conditions until after the duplicate orders begin to appear in October or the last of this month. Just now mills which have been able to hold the business taken in May last are extremely busy, and some will find

little time for anything else except business for the balance of the season, from the amount of goods they contracted to turn out by that time. Practically all the Eastern mills have taken more than the ordinary amount of initial business, and when it comes to contracting for duplicates within the next three or four weeks, jobbers will no doubt find plenty of trouble in getting all their needs filled. While the mills in operation may be working harder than ever they did, it must be understood that a large percentage of them were closed for several months on account of labor difficulties and a number of them are still idle. In 1900, according to figures compiled by Government experts, this country produced nearly 80,000,000 square yards of carpet, which shows it to be the greatest carpet manufacturing nation in the world. The value estimated on that year's production of carpets is about \$40,000,000. In Philadelphia alone over 40 per cent. of the country's production in 1900 was turned out at a value of \$21,000,000, including values on rugs other than rags. Now when it is taken into consideration that fully 40 per cent. of the carpet machinery of the country has been shut down since June 1 to date, it can be better understood why such a great amount of activity has been displayed for the past month or two by the mills outside of Philadelphia, or those comprising the other 60 per cent. These Eastern mills have had things pretty much their own way, but just as soon as the spring season opens in November, the Philadelphia weavers will be able to get a fair hold on their old trade. Until then things will be in a rather unsettled state with them. Orders taken now can not be of a very heavy volume, as the season has progressed too far for them to be of much use to jobbers, when filled. The jobbing trade are doing only a fair to good business. For this time of year retailers are not as interested in carpets as they might be. Buying has been done along very conservative lines, and will continue so until retailers get a better idea of their needs. Good lines of ingrain are pretty well cleaned up, as are tapestries of standard makes. Brussels and Wiltons are receiving a fair amount of attention.

Rugs—Weavers are doing a fairly good business in rugs of pretty nearly every description. Wiltons and Brussels of the large carpet sizes are attracting a very large amount of attention, especially in grades that retail from \$35 to \$70. Small and large-sized Smyrns sell very readily.

Not Cure, But Hope.

"I'll get some of the stuff if you can assure me from your own experience that it will cure my baldness."

"Well, it won't absolutely cure it, but it will mitigate it greatly."

"How mitigate it?"

"It will make you sort o' hope it will cure you, and you always feel better, you know, when you can hope."

Buttons Made of Milk.

Compressed milk buttons are now one of the latest productions of the West. They are not to be eaten or dissolved, but are considered the correct thing on up-to-date summer clothes. These buttons, of course, are not made of cream or best milk. The manufacturers buy the curds and buttermilk from the creameries, and this material is thoroughly hardened by a chemical process. The buttons made their first appearance in Wisconsin a few weeks ago. Manufacturers at Prairie du Chine, on the Mississippi River, are turning them out by the carload. A small number have already reached the East and are greatly in demand by dealers.

How to Test Eggs.

"There are many ways to test eggs," said a local grocer the other day, "but the one I have found best is as follows: Immerse the egg in water; if fresh it will sink and lie horizontally on the bottom of the vessel; when from three to five days old it will rest at a slight angle—the large end uppermost; if eight days old it will assume an angle of about 60 degrees; if three weeks old, about 70 degrees, and after four weeks it will stand upright on its small end. If bad, it will float."

DO YOU DESIRE to SELL OUT Your Business?

A clear and complete statement of the facts from our auditing and accounting department, duly certified to, could be relied upon by the would-be purchaser and greatly assist you in the deal. Write for particulars.

The Michigan Trust Co.

Grand Rapids, Mich.

ESTABLISHED IN 1889

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.

GLOVES AND MITTENS



GLOVES

Canvas, Muleskin, Calfskin, Dogskin, Buckskin.

MITTENS

Canvas, Muleskin, Calfskin, Dogskin, Buckskin.

Also a large line of Yarn Gloves and Mittens.

Ask our agents to show you their line.

P. Steketee & Sons,

Wholesale Dry Goods,
Grand Rapids, Mich.

AUCTION SALE.

THE BAKER MERCANTILE CO. will sell at auction TO THE TRADE, beginning at 10 a. m., **Friday, September 18, 1903**, \$5,000 worth of seasonable merchandise, consisting of Dry Goods, Notions, Groceries, Tinware, Wall Paper, Crockery, Chinaware, Fancy Goods, Toys, etc., including also 50 original cases of Staple Groceries, 50 Step Ladders, 300 lbs. of Rice, 500 lbs of Coffee, 1,000 pairs of Gloves and Mittens, 1,000 pieces of Underwear, 250 Sweaters, Carpets, 2,000 lbs. of Candy. Sold in lots to suit buyers. Merchandise on exhibition the day before the sale. We will hold an auction sale every Wednesday, beginning Sept. 23, '03, when we will offer a line of Fancy Goods, quantities of Hosiery, Pearl Buttons, Corsets, Men's fine Shirts, Mittens, Gloves, etc. Watch for further announcements. We have come to stay. Goods sold at private sale. Jobs in all kinds of merchandise.

We solicit all kinds Merchandise on consignment.

Baker Mercantile Co.

110 South Division St.

Grand Rapids, Michigan

LIVE POULTRY.**Some Rules to Be Observed in Shipping.**

Shippers should see that the coops are in good condition before using, so that they are not liable to come apart while in transit, as they are roughly handled sometimes. The coops should also be high enough to allow whatever kind of poultry is shipped room enough to stand up. Low coops should not be used, it not alone being cruel, but a great deal of poultry is lost every year by suffocation. For turkeys higher coops than for chickens should be used.

Coops may be loaded heavier in cold than in hot weather. Do not overcrowd the coops. Putting too much stock in a coop at any time is wrong, but in hot weather especially do not crowd too much stock into a coop. This should be carefully attended to in order to prevent any more shrinkage than possible. Coops often arrive with a good deal of dead stock. Do not blame the commission merchant for heavy shrinkage or poultry smothered in transit through carelessness in overcrowding coops.

In hot weather do not put more than 100 pounds live old hens in a regular coop; in cold weather about 120 pounds in regular size coops. Of spring chickens, when small, about 50 to 60 pounds and large, 70 to 90 pounds.

Keep different stock separate as much as possible. If a shipper has sufficient stock to fill coops, it is best to ship the hens, spring chickens, roosters, turkeys, ducks and geese separately. Of course, if a party has not enough stock of each kind to fill a coop separately, mixed coops can be sent.

Spring chickens weighing less than one pound should not be shipped as they become a drug on the market. Pound and one-half to two pound chickens sell best, and later in the season over two pound weights are preferred. In the early spring, when chickens first come in, some small chickens will sell, but as soon as chickens begin to be plentiful, then the small ones are not wanted. Later in the summer, when chickens are bought to place in freezer, one and a half pound to two pounds are preferred, so take it the year around, two-pound stock, or as near to two pounds as possible, sells best.

Attention is also called to the fact that dark-feathered ducks are not as desirable as the white feathered, chiefly for the reason that they do not dress out as white and clean as the white feathered stock.

Poultry should be shipped so as to arrive on the market from Tuesday to Friday. Receipts generally increase toward the end of the week and there is enough carried over stock on hand Saturday to supply the demand. Merchants, rather than carry stock over Sunday, would sell at a sacrifice, as the stock, when in coops, loses considerable in weight by shrinkage, and does not appear fresh and bright. Besides Monday is usually a poor day to sell poultry.

Tags with the name of the commission merchant and the shipper

should be tacked on the end of the coops. Tack two tags, one on each end, so that if one gets destroyed the other is likely to remain all right.

Never tack the tag on the tops of the coops.

Be sure and write your name and address on the tag. Your name alone, or the town alone, will not be sufficient, as the commission merchant receiving your shipment could not tell to whom or where to send the pay for the stock.

Suggestions on the Marking of Packages.

Shippers of produce would do well to carefully observe the following instructions, which will be advantageous to both the shipper and the commission merchant.

Articles which are sold by weight should have the gross and the tare marked plainly on each package, and those sold by count should have the number.

In shipping dressed poultry mark each package with the various kinds and quantity contained in each package, both the weight and number of each kind.

Tag or stencil each package carefully and send an invoice of the shipment by mail. It is a good plan in shipping dressed poultry to put an invoice in the package under the cover.

Commission merchants will furnish you tags or marking plates called stencils on application. The tags have the name of the commission house printed on them to whom the shipments go, and also a place for the shipper to write his or her name and address, so that the receiver can tell from who the consignment comes. By a stencil is meant a brass plate with the name of the commission firm and a number cut in it. This stencil is for the purpose of marking packages. The firm keeps a record of the number on the stencil and to whom the stencil is sent, and when a shipment is made with this stencil mark on it, no tag is necessary, as the number on the stencil will indicate from whom the shipment comes.

If tags are used, never nail them on the top of the coops or top of other packages, as they are more apt to get torn off and the writing obliterated than if nailed on the ends.

Remember, nail tags on the ends, and by placing tags in two places would save receivers much trouble and annoyance at times. If one should get destroyed the other might come through all right.

An Iowa man mortgaged his farm to buy his wife a pair of diamond earrings. The wife took in washing to pay the interest on the mortgage, but on the first job she lost one of the "sparks" in the suds, whereupon she tried to hang herself in the barn, but the rope broke and she fell on a Jersey cow worth \$150 and broke its back. Her husband then undertook to shoot the cow to end its misery, but the gun burst and destroyed his eyes, and his wife ran away with a lightning rod peddler. The mortgage is still on the farm.

Time is Money

Our
Loose Leaf Devices
are money savers
because
they save time

Write for
Catalogue

Grand Rapids Lithographing Co.

Lithographers, Printers, Binders,
Loose Leaf Devices for Every Imaginable Use

8-16 Lyon Street
Grand Rapids, Michigan

SHAKER SALT

IS A WONDER.

THIS WAY NOT THIS WAY

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

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

A ONE ARMED MAN CAN USE IT.

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

How the Retail Baker May Advertise.

The progressive baker uses his head as well as his hands, and thereby advertises himself and his shop in numerous ways. Especially does he seek the good-will of his customers so they will voice their pleasure of his friendliness, as well as the excellent quality of his bread. He knows that by catering to their whims he is instilling thoughts into their minds which will hold their custom and promote trade by their telling their friends where the best shop is for them to buy. Hence, by studying the individuality of his customers he becomes a student of human nature and treats each of them in a way he knows will surely please. This is advertising, pure and simple. It reaches the heart, as well as the stomach, and is lasting.

Personality in itself is good advertising. It does not require particularly that the baker be a well-educated man, but rather that he be sufficiently sociable and cordial to show customers he has a friendly regard for them and appreciates their trade, however limited it may be. In his remarks he is timely, that is, he makes it a point to talk about that of which they are thinking, rather than to talk at random about one thing or another which may not interest them at all. He expresses sympathy for a sick mother or child or pleasure when good fortune has visited a home. The bashful little boy is given a cookie or cake cut animal-shape or a tart with jelly. He will come again, probably bringing other boys, and the progressive baker always has something toothsome to give him or sell him. Likewise, the mother of a son so nicely or thoughtfully treated is likely to confine her trading to the one shop.

A good introduction for the progressive baker is gained by taking an interest in general matters about town, and in certain spheres he may even be popular, yet he should avoid becoming at all radical. Being a member of a church, lodge or club will not only invite trade but furnish recreation as well.

Scientifically, it has been said that whatever the action taken in any matter, there will be a reaction. The reaction will likely be beneficial if the action first taken is of the right kind, but where it is not, the outcome may easily be surmised. From wrong action there result remarks from customers such as, "He is so slouchy," "His hands are dirty and he smells of tobacco," "His shop is dingy and dirty," "He is unsociable—snappy," "He is stingy."

The progressive baker knows it will never do for him to be sarcastic or to become "miffed," even although he be tired, discouraged or sick. Hence, as much care should be exercised in handling customers as in baking or keeping the shop clean. A dingy or poorly ventilated shop should be avoided; rather, it should be so pleasant that customers enjoy their visit while they trade. They are sure to notice a fly-specked showcase and likely to imagine that the

bread laid there first. Everything should be kept under cover, even when netting is all that can be afforded, and an effort made every night or morning to rid the shop of dust, flies and any stale or unsalable bread-stuffs.


As bread is to a large extent "the staff of life," likewise in the main advertising is the life of trade. Judicious newspaper advertising brings publicity, which is a great custom-bringing power, keeping, as it does, all people in direct touch with just what the baker is able to do for them. It is in the line of progression and helps build up a larger business. It is the baker keeping his name and goods ever before the people that increases his trade and brings him to the top rung. Showing one's earnings into a pocket brings no interest, makes no friends and certainly does not invite publicity. The best action a baker can get on his money is through the channel of advertising and increasing his shop facilities as he progresses. Progression naturally means changes in the way of improved machinery, the installation of power and the addition of show-cases, shelves, etc.

Doubtless in a small town everybody knows where a certain bakery is located; but perhaps some of them do not know whether it is better than any other shop. The baker should tell them what he can do for them, and while statements should be truthful, facts may be embellished. Stingy advertisements bring small results. The only place a small advertisement will prove effective is in the local news column. Here the baker may say such things as he knows will appeal to folk in his locality or neighborhood, as, "Hot bread every morning," "Hot waffles," "Corn bread," "Jelly rolls," "Cream puffs," "An excellent assortment of cakes," etc., etc.

Aside from advertising by studying customers and supplying their wants, or inserting notices in the local newspapers, there are many other ways of advertising. Souvenirs, especially those which suggest something of a bakery and are useful to folk in general or to the housewife in particular, make customers feel that they have been well treated. Fence signs, barn signs, advertising or trade-cards, and so on, serve well when placed in conspicuous places.

Some bakers have the notion that as long as they are doing fairly well there is no need of soliciting additional business; yet it is simply in the line of progression and the baker who is always striving for trade will increase the number of his customers, the size of his shop and the thickness of his pocketbook, as well as put himself in line of holding his trade; whereas, by dawdling along, some progressive baker might see how he could get the trade by starting in as a competitor, which of course he would not think of doing with a shop already at the top rung.—Rees Elmond in Bakers' Helper.

Dishonesty is a poor peg on which to hang any advertisement.



"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.

McCollom Manufacturing Co.
Chamber of Commerce, Detroit, Mich.

Honeysuckle Chocolate Chips

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

Putnam Factory
National Candy Company
Grand Rapids, Mich.

MEYER'S RED SEAL BRAND SARATOGA CHIPS
Have a standard reputation for their superior quality over others.



MEYER'S Improved Show Case

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

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

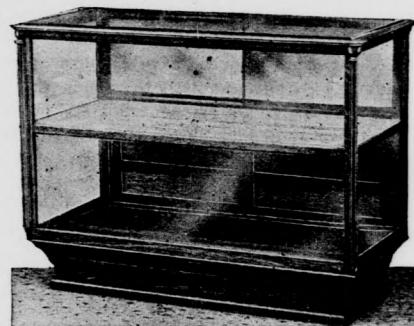
Order one through your jobber, or write for further particulars.

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

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

Grand Rapids Fixtures Co.

A
new
elegant
design
in
a
combination
Cigar
Case



Shipped
knocked
down.
Takes
first
class
freight
rate.

No. 36 Cigar Case.

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

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

THE LOWER JAW.

Strength and Weakness Disclosed by the Chin.

If you are skeptical as to the significance of facial signs throw your prejudices aside just for diversion's sake and study the faces about you. Study your own as well. You will learn that whereas no one feature should be taken as significant of an individual's character the weakness of an undeveloped feature may be balanced by the strength of the remaining features of a face.

Beginning with the chin, which is an important feature, you will soon agree that a weak chin is a poor enough inheritance. I have yet to see a weak-chinned man or woman who has ever done really great work.

If with a weak chin there is also a retreating forehead it is useless to look for a very great mental capacity.

I have seen retreating chins that belonged to men of powerful intellect, but they were big chins, and the subject had always a big nose and a fine head.

The prettiest chin in the world, not the strongest, is the "cleft" chin. It is found often in sweet-tempered, mirth-loving, easy-going women with artistic tastes. The girl with a cleft chin will not have an atom of malice in her disposition. She loves to be loved and is here apparently to be a pet. Men love her and so do women, and her entire existence is bounded by her affections. She is not always constant, by the way, but she is never vicious.

The girl with the talkative chin has been a magpie from babyhood. She is good-natured but rather inconstant, changes her mind often about people and things.

She loves a joke, is usually a mimic and often has a very musical speaking as well as a singing voice. She is romantic, and does not save much money, and she does love to hear the sound of her own words.

The strong chin of self-control is rather broad and square and announces great constitutional strength and unlimited will power. The woman with this chin, unless her other features are singularly weak and inefficient, will accomplish anything she makes up her mind to do. She knows no such word as failure. She is a loyal friend and a bitter enemy.

The man who marries her wins a treasure, but he will lose her if he deceives her.

The thrifty chin is long and rather narrow, and projects more or less. Its possessor always has something in reserve.

She is never financially bankrupt and mentally she never exhausts her store for the benefit of her audience.

Let a man who courts a girl with the money-making chin never fear for the future. The tendency of the money-making chin is toward avarice, therefore a close-fisted man should avoid them, for the union of two of these chins would be apt to result in a pair of misers, to say nothing of the effect upon succeeding generations.

The long, narrow chin is known as "obstinate." Girls with this type of

chin are physically rather fragile, mentally self-willed. They are very loyal about love affairs and can not be bought.

Money the narrow-chinned girl understands is essential to comfort, but no amount of money could win her hand from the man to whom she has really given her heart.

This chin denotes obstinacy in affairs of friendship and affection as well as in other matters.

If, according to a well-known writer, the chin is small, weak or retreating, we do not look for much love, devotion or force of attachment, broad or generous social and domestic instincts, or vital power. Love expresses itself in many ways, in eye and mouth, but pure, true, warm, vigorous love is radically impossible with a defective chin.

A good, well-formed chin is essential to creative genius, energy and enterprise. "The heart sign," and, of course, of a good circulation, is indicated by a large, full and projecting chin.

"Want of heart" is proclaimed by, among other things, a weak, narrow and contracted chin. Feeble chins denote a feeble circulation. Small-chinned people are, as a rule, physically feeble.

They are weak in mind, having no great executiveness or "go." Such persons have little reaction under difficulties, and "give way" under trifles, lose their mental balance, succumb to disease and any courage they possess is of the hysterical order.

Healthy kidneys are indicated by the chin. Simms, the physiognomist, places the sign of the kidneys in the chin, immediately in front of the angle of the inferior maxillary bone. Dr. Redfield locates at the same point his physiognomic sign of ardent love. They are both right. Long life, love and good kidneys are simply impossible with weak and defective chins. Manly men and affectionate women have good and well-formed chins. Dudes, simpletons and idiots have none to speak of.

Broad, full chins exhibit love of physical beauty, the outlines of figure and perfection in form which gratify the eye as the intelligence, grace or goodness should the mind. King David must have had a chin of the broad, full order.

The broad, full chin with the face in harmony, with full red lips, will respond to a good development of the social faculties and the enjoyment of health. As women possess, as a rule, more of the vital temperament than men this sign is generally large. Social people have broad chins. Narrow and selfish people will have narrow chins. Weakly people will have retreating chins. Courageous, bold and energetic people will have protruding chins of the pugnacious order. They will lead and advance. Retreating chins fall back, shuffle out of the fight of the duties and toils of life and their possessors will whine when they have a chance about their ill luck. Firmness, resolution or strength of will is shown by a good square jaw. Wellington,

Napoleon and Washington are good examples.

Pugnacity sends the chin out. It protrudes and dares. Thoughtfulness sends it down and out. Imbecility and cowardice cause it to retreat. Intelligent men or women with retreating chins are generally maneuverers. I do not know a better word to express their small diplomacy. They lack straightforwardness.

When there is flabbiness in man or woman there is subserviency. The subserviency will be greater or less as the loose skin is greater or less around the windpipe and under the jaws. The fulness is akin to the double chin, which is both acquisitive and subservient.

Animals have no chin to speak of.

A well-defined chin is a characteristic purely and solely human. In animals the jaws are prolonged, carried forward and beyond the "face," including the brain. In man the jaws are foreshortened and crushed backward, a chin is formed, or ought to be, overshadowed by a prominent and well-defined brain. "Survival of the fittest" is a conflict between jaw and brain. In man brain wins; the animal and animal natures retain the jaw.

One View of It.

"Englishmen are forever saying that 'the sun never sets on the British Empire.' What do you think of that?"

"I think they say that because it's so foggy in London they really can't tell whether the sun sets or not."

Little Gem Peanut Roaster



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

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/2 lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers, Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, 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."



The Burning Issue

The experience of last winter and the steady increase in the cost of fuel should be a lesson to every one whose fuel bill is so high not to repeat the same dose this coming winter. A first class steam or hot water system properly installed is easily

A 15% Investment

with the ordinary heater, but with a "Rapid" we can go you at least "10 better." The Rapid Heater saves 10 to 25 per cent. in fuel over any other heater we know of now on the market. You're a business man; think a bit, then you'll send for one of our catalogues telling all about how it's done. IT'S FREE. It'll soon be winter. Write to-day.

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

Hints on Advertising.

We do not contend that the language of advertisements should conform with models of style, or that the sentential construction should be in keeping with the niceties of syntax, or that the rules of rhetoric and prosody should be strictly adhered to, but what we do contend is that big words to express plain thoughts concerning common things add no force to the advertisement, and are an abomination unto him that uses them. We also contend that the necessity for slang words and common colloquial expressions to add pith and force to an advertisement does not exist. The advertiser should not belittle the goods he advertises by going into the gutter for the language of his advertisement.

Selling goods is an honorable business. There is nothing in the business that makes slang necessary to success. Everything the merchant has for sale is presumed to serve a special purpose; it is an article of utility and not an article that needs dragging through colloquialisms and slang to get people to realize its utility. When the advertiser has anything to say to the public about his goods, he should use the words of good repute, plain English that every English reader can understand. By so doing he does not only bring his goods to the attention of families, but he brings to them good English, which makes him a benefactor as well as an advertiser.

The language of an advertisement is intended to convey to the reader the advertiser's thoughts that have reference to the kind of matter presented. The words used are the stepping-stones to a realization of the thoughts expressed, or the signs of the ideas that are combined to form the general notion comprehended in the thought. To think correctly, therefore, is to bring the necessary ideas into their proper relation so as to give unity and simplicity, clearness and symmetry to the thought in its completed form. If we regard words as the wings that carry the thoughts home to the recipient mind of the reader, the importance of selecting the right words becomes apparent.

The attempt to dignify little and commonplace thoughts by the use of big words produces a grotesqueness abominable as it is contemptible. The beautiful gems literature affords are dressed in plain words, and yield their contained thoughts without the reader's having to pore upon the words to extract their meaning, or to call to his aid a dictionary. Here is an extract from "Pilgrim's Progress," which for style is unexcelled: "Then Apollyon straddled quite over the whole breadth of the way, and said, 'I am void of fear in this matter. Prepare thyself to die; for I swear by my infernal den that thou shalt go no further; here will I spill thy soul.'" Contrast this with the following, selected from an advertisement, and note the differences: "We inaugurate a most stupendous rebuilding sale." The thought uppermost in Bunyan's mind was grand

and sublime, but he found simple words to express it. The thought of the advertiser was very commonplace, but he found it impossible to express it in plain and simple language. The language of Bunyan added force and dignity to his sublime idea; that of the advertiser reduced his commonplace idea to an empty hollowiness.

Every word of an advertisement should mean something, and that meaning should not be ambiguous. Every sentence should be a model of perspicuity, so that the image the words and the sentence bring to the mind of the reader be clear and definite.

Some people seem to have an idea that an illustration used in an advertisement is a convenient method to attract attention to the production, and if that end can be attained, its relation to the next matter is of no importance. The idea is founded upon the erroneous conception that once the eye is turned to an advertisement the production will be read. We have repeatedly reverted to the habit of endeavoring to gain the attention of the reader through a play of deception. Such methods are usually short-lived, but while they last they cost money, and good money that brings no return for the outlay. The method is fun for the printer and sorrow for the advertiser. In the use of diagrams to illustrate printed descriptions of work to be done no such mistakes should occur, as the diagrams are used for the sole object of making clear to the mind what the printed matter described. The same principle should hold when a cut is to be selected to vivify the printed matter of an advertisement.

The question frequently asked to what extent should illustrative designs be used in advertising may be answered by saying that nearly all forms admit of their use. It is a rarity to find a production that a good and appropriate design would not add to its effect. Nearly every advertisement contains some thing or some idea that could be vivified and emphasized by the use of a suitable illustration. The cut need not be a large one, but it should be appropriate. Some prominent advertisement writers seem to hold to the idea that the cut is of special value "to catch the eye," and apart from that its use is a waste of space. "Eye catchers" that suggest nothing in the production, we conceive to be an abuse to illustrative advertising, as we have previously stated in this article. It is common for some patent medicine man to write an article on some subject of interest, and then at the close wind up with their advertisement. Nine out of every ten will turn from such an advertisement in disgust.

Take it home to yourself. You feel that you have been lured by the article into a trap; and that feeling produces a revulsion from the methods employed. It is much the same with what is called the "eye catcher," for the eye that is caught turns from the luring object the moment the recognition comes that the "eye catcher" has no relation to the matter

of the advertisement. In a sense the cut of any advertisement is used to attract attention, but when it is used correctly it not only attracts attention, but inspires attention with interest in the matter of the production. The idea in the design of the illustration should blend with the matter and language of the advertisement. If no such blending follows its use, better omit it.

The faculty of invention is not given to all alike, and some seem to be destitute of it. For one that lacks in such faculty, to invent is a difficult task, and should that one by dint of hard work manage to evolve something that might be termed a production by way of advertisement, the product is apt to resemble the knottiness of the oak without its strength. We aim to help the retailer, not to supplant his ingenuity for originality.

The fall season is one of the periods when everybody is looking out for advertisements as they are looking for new clothing, hats and furnishings. You will do well by considering the matter carefully so as to present neat and timely productions. Use a good design to strengthen the effectiveness of your advertisement whenever and wherever you can. The idea of a good design combines with the idea of the thing advertised, and thus gives to the mind a more vivid realization of the matter of the production.

Good advertising is the fuel of trade.

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

W. FRED McBAIN, President

Grand Rapids, Mich.

The Leading Agency



They Save Time

Trouble

Cash

Get our Latest Prices

THE OLDSMOBILE

Is built to run and does it.

\$650



Fixed for stormy weather—Top \$25 extra.

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

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

ADAMS & HART

12 West Bridge Street Grand Rapids, Mich.

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

Some Don'ts For the Observance of Clothes Wearers.

Clothes, like those who wear them, require an occasional vacation. If you subject them to incessant usage they sag, wrinkle and lose their freshness. It is genuine economy to have two suits or more and to wear them in turn. The rest gives a garment a chance to escape from the creases and resume its pristine smoothness. A little care judiciously bestowed will double the life of a suit, cravat, boot, hat or glove. That aspect of being always tidy and well-groomed which the uninformed attribute to a long purse is frequently but the result of intelligent and methodical watchfulness. Here is a list of clothes don'ts supplementary to what has been printed in this department:

Don't carry heavy articles in the jacket or trousers pockets while a garment is in use. If you can't avoid it, be sure to empty the pockets before the garment is put away.

Don't wear the same jacket during business hours that you wear in the street. Slip on an old one.

Don't be parsimonious in the quality and quantity of your clothes. It's "saving at the spigot and wasting at the bung."

Don't suspend a pair of trousers by the buckle. Shapelessness is the inevitable result.

Don't wear the same boots two days in succession. It's better for the boots and better for the feet.

Don't neglect to brush jackets and trousers, hats and cravats, before laying them aside. They'll appreciate your thoughtfulness.

Don't use a whisk broom on soft cloth. It wears down the nap and wears in the dirt. Use a brush.

Don't forget to wrap a garment in newspapers, freshly printed, if possible, before putting it away. The smell of the ink is a better rough-on-moths than camphor balls.

Don't overlook a stain in the hope that it will disappear somehow. The older a stain, the harder it is to remove.

Don't fool with stain-removing preparations unless you know what you are about. Consult a tailor.

Don't plunge your foot into a sock and then wonder why it loses its shape. Putting on a sock requires patience and skill. First turn the upper part of the sock down so that it laps over the lower part. Then insert the foot gently, pull easily and work your way in.

Don't suspend a jacket by the loop in the back. Drape it over a hanger or a chair.

Don't habitually stuff your hands into your pockets if you expect your clothes to keep their shape.

Don't treat a silk hat as though it were a rough and ready panama. Brush it with a soft brush, polish it with a velvet cushion and have it ironed once a month.

Don't tug at the toes of your socks to get them off. Remove them gently from the calf down.

Don't have white waistcoats iron-

ed so that they are stiff. Have them starched but little and left pliable.

Don't permit the laundress to roll your collars. Have them ironed flat.

Don't crumple your gloves into a ball and toss them into a drawer. Smooth out the wrinkles and flatten the fingers.

Don't fancy that you save money by patronizing some dingy pressing and cleaning establishment down the alley. Better pay a trifle more and go to a tailor. He will respect your clothes.

Don't wear the same cravat several days in succession. It is hard on the cravat and hard on your reputation.

Don't sprawl and tie yourself into knots unless you are in a bathing suit. "Man makes the clothes" more often than "clothes make the man."

Don't get into a temper because a 14½ collar won't take kindly to a 14 neckband. If you can't get the right collar in half sizes, try quarters.

Don't wear a new coat unbuttoned or it will acquire a hang-dog look. Keep it buttoned for at least a week, so that it will adjust itself to the peculiarities of the figure.

And, finally, don't dress as if you were a fire horse harnessing for duty. Take your time.—Haberdasher.

Edison Fears the X-Rays.

In a recent interview, Thomas A. Edison is reported to have said that he has given up experimenting with the X-rays. For several years he has been trying to perfect a commercial fluorescent lamp, and during his experiments has used the Roentgen rays continuously. He finds as a result that the sight of one eye has been affected. The chief sufferer, however, is his assistant, whose numerous burns, instead of responding to treatment, changed into a cancerous growth which finally necessitated amputation of his arm.


Two physicians in the radiograph department of London Hospital have also fallen victims to its baneful influence, with the result that they had to take an enforced holiday and that the use of the rays for direct examination of injuries has been temporarily abandoned.

The first symptom of X-ray poisoning is a troublesome inflammation of the hands, accompanied by swellings resembling chilblains, depression of spirits and insomnia.

The nails, too, are affected, a ridge forming down the center, in which pus is generated. After the matter has been removed the nail seems partially to perish, the injury to the matrix impairing the future growth. The trouble is chiefly noticeable in the finger tips, decreasing toward the wrist, but slight evidences are generally to be found on most parts of the body. The eyes, also, are apt to suffer from the ray flicker.

Regarded pathologically, the results of the X-rays seem to be cumulative, being up to a certain point, which varies, highly beneficial and beyond that the reverse.

In advertising lies the secret of business success; but not in advertising lies.



"The Kady"

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

**The Ohio Suspender Co.
Mansfield, Ohio**

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

Made To Fit And Fit To Wear



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 Mnfgr. Co.
MILWAUKEE, WIS.**

B. B. DOWNARD, General Salesman

**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.



Lot 125 Apron Overall

\$8.00 per doz.

Lot 275 Overall Coat

\$8.00 per doz.

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

Lot 124 Apron Overall

\$5.25 per doz.

Lot 274 Overall Coat

\$5.75 per doz.

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

Lot 128 Apron Overall

\$5.00 per doz.

Lot 288 Overall Coat

\$5.00 per doz.

Made from black drill, Hart pattern.

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

The Why and Wherefore of the Evening Jacket.

With each recurring season it becomes more and more apparent that nothing will displace the evening jacket in the affections of the average well-dressed American. For every dress coat made in the United States to-day there are sold fully ten "tuxedos." At Saratoga and Long Branch this summer and at every smart resort, in fact, save perhaps ceremonious Newport, the evening jacket was worn with the straw hat by men who dress intelligently. Still another concession to its vogue appears in the new waistcoats for wear with "tuxedos," made in grey and pearl tones and white self effects. These were first seen in the Fifth Avenue shops, and are still confined to the upper class trade.

The "tuxedo's" antecedents are interesting, while the very conditions that give it vogue in this country at present are indications that the style will continue. The evening jacket appeared in England some fifteen years ago, and was designed as a semi-dress garment to be taken on yachting trips and for wear at shore functions. Outdoor life was then beginning to make an impress upon dress, and the jacket represented the earliest departure from strict formality. From its associations with yachting it received the name of "Cowie coat," after Cowie, in the Isle of Wight. The garment was so convenient for many kinds of semi-formal affairs that it spread rapidly. Presently the middle classes took it up. This is always the signal for the English gentleman to abandon a mode. Class distinctions over there are very real, and the gentleman has an inborn horror of anything that will cause him to be identified with the "middle classes." To-day the evening jacket is tabooed in England.

When brought to America and renamed "tuxedo coat," after the well-known residential park, it was at once taken up by the exclusive set. The same interest was then being manifested in outdoor recreations, and the garment furnished a happy medium between the informality of outdoor dress and the severity of the frock coat. Presently it passed out of the exclusive set and was adopted by the American "middle classes," where its popularity grew at an amaz-

ing pace. Class lines in America are vague, if they exist at all, and the evening jacket met none of the opposition that had checked it abroad. It was also stimulated by certain social conditions. American society had entered the evolutionary stage that marks it to-day. Increasing wealth, foreign travel and the exploding of many ultra-democratic prejudices against Old World life and manners were producing a society not ashamed to observe niceties and refinements. When a man began to change from the plain democratic caterpillar to the social butterfly, the evening jacket was the first step in the transformation, making the process painless and easy. The evening jacket has been to American society what the cocoon is in Nature. It was a garment needed badly, and this need is stronger to-day than ever before.

Moreover, the "tuxedo" has also much to recommend it in point of convenience. America has no true leisure class. We are all busy, and the idler is rara avis. Not 1 per cent. of the people who make up our society have time to devote to formal dress. The crowded homes in New York make it practically impossible for the average man to keep up an elaborate wardrobe. After a day's mulling at the desk most of us must forego our evening at the theater if it be a matter of formal dress and top or opera hat. Convenience, common sense, and the conditions of our lives favor the evening jacket, which may be donned quickly and makes a man presentable anywhere save at ceremonious functions. The tuxedo is also cheaper—a point that means much—and need not fit so scrupulously as the frock coat. During the summer it is practically the most formal dress, while in the social life of our growing suburbs it is displacing the tail coat. Even in the formal society of the large cities a man will be likely to wear his "tuxedo" twice where the frock coat is worn once. Men who have time and means to observe the formalities will avoid the evening jacket, but they are a minority in America. Our great "middle class" finds the garment most convenient to its means, life and taste, and as a consequence it has grown with us into a permanent institution. Nothing can displace it,

seemingly, short of an upheaval in society and dress, and a return to our original cave-dwellings and garments of auroids hide.—Haber-dasher.

Railroad Ties of Leather.

The manufacture of railroad ties from leather has been begun at Springfield, Mass. The inventor, F. W. Dunnell, has been experimenting with the possibilities of old leather for several years, and leather ties which have been subjected to the severest strain in the West Springfield yards of the Boston & Albany division of the New York Central Railroad do not show any signs of wear after being in service twenty-six months.

Wooden ties deteriorate principally

because the fish plate cuts into the tie, with the result that the rail rests upon the tie itself. In the test in the West Springfield yards the fish plates have not cut the leather.

In the manufacture of the ties scrap leather, old shoes and leather in any other discarded form will be used. The leather is ground by special machinery into a fine mass, and is compressed into the desired shape under hydraulic pressure. The company will also make paving blocks and fence posts. The promoters of the company claim that the ties, although more expensive than wood ties, are ultimately economical, as they are guaranteed to outlast four chestnut ties. The company is capitalized at \$300,000, the stock being held by Springfield investors.

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.

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.

PAN-AMERICAN GUARANTEED CLOTHING



WILE BROS. & WEILL BUFFALO, N. Y.

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

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

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



Quaint Features of a Little Known Industry.

The haberdasher's shopworn and out-of-date stock of cravats is coming in for considerable thought now-a-days, and some very ingenious ways of rejuvenating passe goods are employed. No matter how clever or careful a buyer may be, he is pretty certain to have a percentage of unsaleable stock on his shelves at the end of a season. Soiled collars and cuffs were formerly disposed of at skirmish sales, but now there are manufacturers who launder this stock and ship it back, fresh and new. Another method lately reported is one whereby shopworn cravats are transformed into new, saleable shapes. This business has been conducted about two years and has met with success principally in the West.

A retailer may have a line of four-in-hands, band bows, imperials or any other form of cravat left upon his hands. Originally made to sell at 50 cents, he may have marked them down to 40, 30 and 25 cents, still failing to dispose of them to his trade. The rejuvenating concern takes these undesirable cravats, rips them apart, presses the material and makes it over into shield bows of a late shape, ready to go back on the dealer's shelves as new stock. A four-in-hand will yield from two to six shield bows, according to size and shape and design. A puff yields two or three; an imperial, two to five; an English square, eight to ten; a band bow, one to three; a butterfly or batwing, two. The black silk lining of a four-in-hand will yield in addition from two to four black made-up bows. A de Joinville is frequently worked up into four midget string ties. An imperial can also be transformed into graduated four-in-hands. Even the shopworn shield bow is not without its possibilities in the deft fingers of the rejuvenator, for if large and of good silk it will usually yield two small bows.

Chief among the causes of unsaleability in cravats is an undesirable design or color. Patterns become obsolete in high-grade goods. Where the silk is of fine quality it can be worked over into ties that not only look entirely different from the original cravat, but can be disposed of to a trade that is not exacting as to mode. The process wastes nothing but cheap linings and stiffening. New cotton filling is used in making a soft, filled bow. This work is done upon a basis whereby the dealer pays for the shield bows put back in his stock at an average rate of ninety cents a dozen, according to shapes. The rejuvenating concern sells no by-products of this business, and is thus interested in making the largest quantity of saleable stock out of each lot sent to its factory. The re-made goods ordinarily pay the dealer a profit—sometimes a handsome one. From seventeen de Joinvilles, for instance, there were made nearly a gross of small shield bows. These, selling at 25 cents, brought the dealer \$36, while the total cost of the original cravats and the remodeling did not

come to more than \$20. Sometimes the profit is narrow, and there are cases where it is cheaper for the dealer to have dead stock made up to sell at a slight loss than to try the grab sale method of getting it out of the shop. The firm pays express one way on lots amounting to \$5 or more, and both ways where the order amounts to \$20.

An odd feature of their business worth noting is this: The maker of new goods for the trade watches coming fashions. The rejuvenator, on the contrary, must keep an eye upon the fashions that are going out, as well as the kind of shield bows that will find favor in the current market. The large ties of to-day mean a fine grade of goods to be worked over to-morrow by the rejuvenator. Such a fad as that for the midget tie makes a dull season. In fact, it is of more importance for this concern to have a productive shape of dead stock to work over than to meet changes in shield bows. The latter form of tie antedates every form of cravat now in the market. It has been a steady seller from the days of its introduction and will probably continue to sell for some decades yet to come.

Rejuvenated cravats are shipped to wayside and backwoods stores whose trade is not over-particular and where the teck and the shield-bow reign supreme.—Haberdasher.

The Woman Who Fainted.

The woman fainted, and these are some of the things that the half-dozen men in the room with her did:

Two of them made a dash for the dining-room to get water, and fell over each other at the door of that apartment.

One hastened to a neighboring drug store for a mixture of vichy and ammonia.

In endeavoring to raise the gas two able-bodied and excited masculines put it out and left the party in total darkness for at least a minute, while every one of them fumbled in his pockets for a match.

Four men fanned the invalid with music, handkerchiefs, hats or whatever was at hand.

One held a pot-pourri jar under her nose, under the mistaken impression it would be reviving in its effects, although it wasn't.

Four of the men called her "little woman" and entreated her to be calm.

One put his arm around her tentatively, not sure that the corpse would not sit up suddenly and smite him for his temerity.

Another called the servant man, who had appeared in answer to his urgent calls, "blundering idiot," because he didn't understand what was wanted when he was told to "Run for the nearest hat without any doctor."

This sounds like quite an army of men, but in reality it was only six active ones who did all these things. And just as they were in despair a woman came into the room. She took in the situation at a glance and gave her orders coolly. "Let her lie down," said she, "and stand from around her, so that she may get some air. She'll be all right in a minute.

Take away that whisky and let me have the water. There you are."

And there she was, sitting up and blinking.

Yes, it's just as Dr. What's-Her-Name says, men are much more emotional than women.

John D. Rockefeller's taste for finance does not stop at his office door. The favorite games which enliven the home evenings of which he is so fond are of a sort requiring mathematical skill and quick thinking. As both Mr. and Mrs. Rockefeller are strongly opposed to money stakes, the oil magnate often offers little prizes instead to such players as are clever enough to excel in these financial sports.

Take time while attending the Fair to look over our line of

Blankets Plush and Fur Robes and Fur Coats

We can show you some handsome goods at low prices.

Sherwood Hall Co., Limited
Grand Rapids, Mich.

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

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

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

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.



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.

FEAR OF DEATH

Believed to Be Not So Great Now as in the Past.

That people stand less in awe of death than they did a few years ago is the belief of several undertakers of this city. They say that nowadays twice as many persons make preparations for their own burial as a generation ago. In accounting for this, one of them said:

"It is my opinion that the displacement of the gruesome wooden coffin by the modern burial casket, which is not offensive to the eye, has done much to rob death and interment of their horrors. Some people, when they are sick and are fearful that they will never regain their health, sometimes call an undertaker, or his or her friends do it for the ill one, and make all arrangements for the funeral, selecting the casket and designating what kind of hearse is preferred. It is the same with some persons in advancing years. A well to do man living in this neighborhood went for a trip abroad last year, and before going provided for any emergency that might arise while he was on the voyage. He is still abroad, and, peculiar as it may seem, a few weeks ago I received a letter from him, dated at Amsterdam, telling me that he was still alive. Of course, he did not say it in those words, but, while he wrote me about some trivial affair, I could see plainly that it was simply a pretense under which he informed me that he had not died yet. When he shall die he is to be taken to his native town and there buried in a specified cemetery, and everything will be done in strict compliance with his desires as he expressed them to me.

"Men who are going into hospitals to have serious operations performed frequently make arrangements with us for their funeral and burial, should the operation terminate fatally. Such men seem to approach the subject with entire calmness. But it is different with the man who is in perfect health, seemingly, at least, but who wants to make arrangements for the burial of his body after death, whenever that shall occur, because he has no relatives or near friends who he is certain will look after 'all that is left of 'I,' or because he fears he might not have the money at the end that he has at that time. One day a middle aged man came into my office and approached the subject with manifest embarrassment. I understood what he was driving at, and pulled from my drawer a score or more of contracts such as he wanted to make, and he, seeing that he was not the first to think of such a thing (although he probably thought he was when the object first entered his mind), seemed reassured, and we proceeded with the business in a businesslike manner.

"Some of these contracts I have made for a certain number of years, the amount of money sufficient to cover the expenses and the payment for my services being deposited. And it has happened that when that period has expired the other party to the contract has decided that he is not

going to die, or that he needs the money, and he takes the prepayment and goes on his way rejoicing. It is the same way with those who go into the hospitals to have operations performed. Of course, if they do not die the contract is null and void, and the patients, regaining their health, seem to forget it entirely as they go on their busy way through life."

Ethical Significance of Money.

The institution of private property has been potent for moral development up to a certain point. It has wonderfully developed the economic virtues, industry, frugality, prudence. These, however, have been developed mainly on their self-regarding side, and the morality they have fostered has been merely "embryonic." Such is the character, as Professor Bowne has observed, of the current morality of our present industrial and economic order, which stands now at the parting of the ways, where a choice is urgent between moral advance or moral degeneration. The germinant idea of the moral advance now imperatively necessary is an ethical conception of money.

That money is power no one needs to be told. Everyone asserts to Carlyle's saying: "Whoever has sixpence is sovereign over all to the extent of that sixpence; commands cooks to feed him, philosophers to teach him, kings to mount guard over him to the extent of that sixpence." This, however, is a non-ethical conception. Mere consciousness of power is the spring of tyranny.

It must be moralized into consciousness of power as a trust. This moral advance has already taken place in the political world. The most despotic rulers of the civilized states regard their power as held, not for their personal aggrandizement, but for the welfare of their subjects, with which they identify the greatness of their thrones. This has not yet taken place in the economic world, although many cases of it already appear as morning stars heralding the day. The autocrats of finance and industry are concerned mostly with creating empires by the consolidation of economic principalities under their rule, and the power of the greatest fortunes is applied to the work of creating greater fortunes still.

Get Acquainted With Yourself.

There are a great many men in this world of ours who do not know themselves! They are so busy with the business affairs of every day that they have no time to get acquainted with "No. 1." They do not know what good fellows they really are. So long as they tie themselves down to the routine of business, putting in practically all their time, save what they devote to eating and sleeping, they make automatons of themselves. Their better instincts and finer tastes become quiescent.

They need the fresh air and freedom of the woods, the cheerful songs of the restful rivers, the charms of the sidepaths, and the glory of the hills to awaken them to a realization of what they are, and to an appre-

ciation of the fact that their better natures are dormant, and their real characters are calloused by the exacting selfishness of commercial demands.

Get away from the marts of trade. Wake up! Put business worries aside; shake hands with Nature, and give her a chance to be your friend and companion for a few days! Then, when you return to business you will find that you are not the same man who left it a week or two before. You will like yourself better than you ever have because you will know yourself better.

Corn Is King.

The corn crop of the world last year was supposed to be about 2,500,000,000 bushels, of which the United States produced five-sixths. The crop of this country, loaded in wagons of 50 bushels each, would form a compact train 125,000 miles long. It would girdle the earth five wagons abreast. If in single file, the head of the procession would go five times around the globe before it struck the tail end. If they started out at the rate of six wagons a minute, day and night, it would be fourteen years before the last wagon wheeled into line, and if they traveled at the rate of twenty-five miles per day, rain or shine, the head of the procession would arrive just in time to see the rear depart on its journey of 125,000 miles. It would be twenty-eight years from the time the first wagon started out until the last one was in and unhitched.

John Taylor.

Everybody Enjoys Eating Mother's Bread



COPYRIGHT

Made at the

Hill Domestic Bakery

249-251 S. Division St.,
Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

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

A. B. Wilmink

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.

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

THE BRILLIANT GAS LAMP



Should be in every store, home and farm house in America. They don't cost much to start with; are better and can be run for 1/4 the expense of kerosene, electricity or gas.

**Give 100 Candle Power Gas Light
At Less Than 15 Cts. a Month.**

Safe as a candle, can be used anywhere by anyone. Over 100,000 in daily use during the last five years and are all good. Our Gasoline System is so perfect, simple and free from objections found in other systems that by many are preferred to individual lamps.

BRILLIANT GAS LAMP CO.

Halo 500 Candle Power.

42 State St., CHICAGO.

100 Candle Power.

CALF SHOES.

Why Some Hold Color, While Others Lose It.

Few shoe retailers, or wearers of shoes, for that matter, understand why some colored calf shoes hold and improve in richness of color, while others fade to a light, dirty yellow after being put into the show window or worn for a short period. The reason is plain to persons who have made a study of the tanning and coloring of shoe leather.

In the first place, there are what is known in the leather business as two tannages, out of which colored calf goods are made. These tannages are called in the leather trade the combination or Russia tan and the chrome process.

The Russia is a tan composed of a solution of gambier (or terra japonica), hemlock, oak or quebracho, with perhaps some salt. These are combined in one form or another to suit the ideas of the tanner. This tannage requires about fourteen days to complete its work and is by far the more expensive tannage of the two.

After being in tan about the time stated, the Russia tanned skin, upon being split into two thicknesses, would present about the same color in the center of the skin as on the grain. Now it is an accepted rule in the tanning business that aniline colors, which are used in coloring shoe leathers, must have some tanning acid to which to fasten.

The Russia tan, being practically a tannage composed of vegetable tannins, is a color itself before the aniline is put in, and would produce a color in being exposed to the sun's rays.

The aniline dye, therefore, fastens securely to the Russia tanned skin, and the result is a nice even color, which, on being worn in the shoe, improves in richness of color and does not fade out.

This other tannage is made up of a solution of bichromate of potash, sulphuric acid and salt for the first solution. The skins remain in this a few hours and are then put into a solution of sulphite of soda and sulphuric acid, which changes the skins from a light yellow in first solution to a pale blue in second solution. The skins are then washed and ready for coloring. This tannage requires about twenty-four hours and is much less expensive than the other tannage.

After the skins are washed there is practically no tannic acid contained in the chrome tanned skin. Aniline dyes will, therefore, not fasten to it. To overcome this a weak solution of tannic acid has to be applied before the skin can be colored. An excess of tannic acid on a chrome tan will weaken the fiber. The same kind of aniline dyes are used, and the goods finished in the usual manner.

Now, upon exposing the different tannages to the light for a period of two or three weeks, it will be seen that the Russia tan skin has, perhaps, darkened and becomes richer looking in color, while on the chrome tan the color has faded and begins to assume a dirty yellow appearance.

It can not be otherwise, for the aniline colors on the chrome tanned skin are not, and can not be, as securely fastened as they are on the Russia tanned. The Russia tan will also dress with polish far better than the chrome tanned calf.—Shoe Retailer.

The Chinaman and Insurance.

A childlike faith in the arithmetic confounds all the logic of the schools. This was the experience of a life insurance agent who wrote a policy on the life of a Chinaman.

How the insurance man did it, he alone knows. The Chinaman had no very clear idea. He only understood that if he paid the premiums promptly he would be entitled to five thousand dollars at some time. He began bothering the agent for the money after a couple of weeks had passed, and the agent tried to explain to him that he would have to die before anyone could get it. Then the Chinaman fell down a cellarway and was badly hurt. His friends tried to attend to him without calling in a doctor. When they did call in one, two days later, the doctor was angry.

"Why didn't you call me sooner?" he asked. "This man is half dead now."

Next day the injured man's brother was at the insurance office with a claim for twenty-five hundred dollars.

"You're not entitled to anything on this," said the insurance man, "until the man is dead."

"Doctor say him half dead," answered the brother. "Why he no get half?"

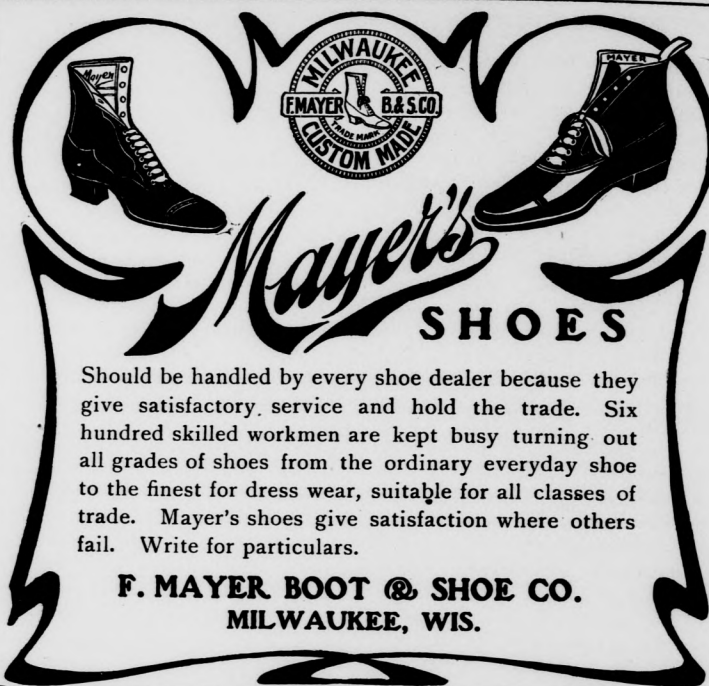
All the World Wants Rubber.

In considering the future demand for rubber, account should not be taken merely of the countries which are now the leading consumers. The whole world will be using rubber goods in time. Practically speaking, the rubber industry had its origin in the United States, and to-day rubber is used in some form or other probably by a greater percentage of the population than in any other country. But one by one the various applications of rubber developed here have become known in Europe, followed by the manufacture of rubber goods there to an extent which now calls for more than half the world's production of raw material.

Gustave Heinsohn.

A New Ball Target.

A novel ball target has recently been placed on the market. It is so constructed as to represent heads of Indians, animals, such as bears, lions, dogs and tigers, Chinamen, darkies and other grotesque figures. The jaw is made so as to stay open, being held in that position by means of the tongue, which catches against the lower part of the mouth. The object is to throw the ball into the mouth, and if successfully done the ball will strike against the tongue and the mouth spring shut, closing upon the ball. This arrangement makes any dispute as to whether the ball struck the target properly out of the question. These targets are made in several sizes, retailing at popular prices.



Mayer's SHOES

Should be handled by every shoe dealer because they give satisfactory service and hold the trade. Six hundred skilled workmen are kept busy turning out all grades of shoes from the ordinary everyday shoe to the finest for dress wear, suitable for all classes of trade. Mayer's shoes give satisfaction where others fail. Write for particulars.

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

**It Takes a Long Time
For Our Shoes to
Wear Out.**



That's the main reason people like to buy them.

They know at once when our trade mark is stamped on the sole that they are getting better value for the price asked than can be had in any other make.

Also the fit and the style of our shoes always satisfies.

We go everywhere for business.

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

The Name

Herold-Bertsch Shoe Co.

on our shoes stands for the highest and best there is in shoes. It guarantees fit, comfort, durability and perfect satisfaction to your customer in every respect.

Herold-Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Michigan

Effectiveness of Persistent Newspaper Advertising.

When our business was founded, city trade was catered to almost exclusively. Small effort was made toward acquiring a following among the country trade. However, after our city business was well established, we turned to the farming community and the people in the surrounding villages for an increase. We pursued the same methods, to some extent, as have been before described in these columns. If we have been unusually successful we think it is because of the persistency of our advertising.

We use the weekly newspapers, of course. They reach their subscribers on Tuesdays and Fridays—the days preceding the farmers' shopping days. We are in every issue with a single-column 5-inch space, in which we describe some shoe which we think will appeal to this trade. We try to tell in a terse and convincing manner why the shoe is better and why our price is right.

We always insert in these advertisements the most recent weather report, printing it in small type up in one corner of our space. These advertisements have been one of our best trade-pullers. Almost every day we receive an enquiry from them, and on Saturdays they come in bunches.

We have used mailing cards, too. We have a list of 900 farmers and they get some literature from us every month. We had good results from a circular letter describing a certain shoe and inclosing an inch-square sample of the leather from which the shoe is made. These samples we obtained from the manufacturer. Sometimes, when these mailing cards fall down, for some reason or other, we follow them up with another and stronger talk, if possible, on this subject. This always brings enough business to more than pay for both cards. It costs us about \$15 a month, sometimes more, depending upon the elaborateness of our mailing cards. It is a most satisfactory kind of advertising and results from it are directly traceable. By a recent ruling of the Postmaster-General the rural delivery lists may be obtained from the local postmaster. We would advise our brother merchants to try it.

Then we have tried a lot of other schemes. Fence signs, bill distributing, gift schemes, offering railroad and street car fare, but the results have never been commensurable with the expense.

We use space in all the interurban cars. We make the cards ourselves and change them every week.

We have built up a nice business with the above-described methods. The country customers always pay cash, and the trade is not as hard to please as city trade. Our appropriation last year for outside advertising was a trifle over \$300, and we believe that from \$12,000 to \$15,000 of our business to-day is country business.—F. A. M. in Shoe Retailer.

Uncle Sam's Task Is a Big One.

The undertaking of the United

States Government to transform the sand hills of Nebraska into a pine forest seems visionary. It is proposed that the Government plant 100,000,000 trees where now is desert. Scientists are certain that these trees will grow and that the sand hills can nourish a forest.

The idea is staggering. At first blush the thing appears impossible, but it may be rational. Gradually the great forests of North America are being destroyed in the interests of the lumber business. Time will come when the supply will fail unless steps are taken to reinforce it from artificial sources. The area to be used in Nebraska is now a waste of sand. Yet it is declared that a few feet below ground is a rich soil, in which the roots of the bull pine, yellow pine or red cedar can find the nourishment necessary to produce a large tree. Beneath the shade of trees the character of the surface soil would slowly change, until eventually, it is believed, the entire area would become rich and productive.

Ten years will be required to plant 100,000,000 trees. Many more years must elapse before the forest can become a reality. But if it be true, as the professors of forestry say, that trees will grow on the sand hills, such an artificial forest will be a great boon to the second or third generation.

When He Took a Hint.

A young American once found himself in an English country-house; he was not a bad young fellow, but he carried the habit of self-glorification beyond the possible point, so that he got himself disliked, and ordinary men said that he was a romancer. A son of the house took him aside and spoke to him delicately upon the subject.

"Well," the American said, "it would hurt me to offend any of your insular prejudices; but the fact is that when I commence to bluff my tongue sort of runs away with me. I'd take it kindly if you'd give me a nudge, or a kick, or something, when you think I'm spreading it too thick."

The son of the house said he would. That night the American took an English heiress in to dinner, and she happened to refer to conservatories. It started the American.

"I had a cousin in Virginia who built himself a green house that was thought remarkable. It was 413 feet long, 90 feet high, and—" Here his shins were barked under the table and the son of the house caught his eye. He rubbed the dent and added, with a sigh: "And about an inch wide."

What Constitutes Union Meat.

"Is it union meat?" asked a walking delegate of a West Side butcher.

"I am not sure, but I will find out," said the butcher.

He took the head into a back room, and when he returned with it, he said: "It is union meat, now."

"What did you do to it?" asked the workman, suspiciously.

"I took out the brains," said the butcher.

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

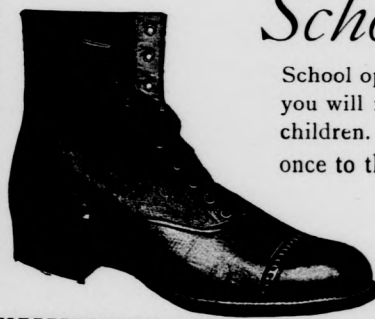
Write us at once or ask our salesmen about our method of advertising.

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

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.

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.

Pertinent Pointers to New Shoe Clerks.

Hardly a day passes but what we notice in shoe stores some very unbusinesslike circumstances.

A case happened the other day where a clerk was serving a couple of young women who were accompanied by a gentleman. He was either the husband or brother of one, or perhaps brother to one and husband to the other, but, any way, he had purchased a pair of shoes for each, then said he would like a pair of patent leather sandals with the extreme $2\frac{1}{2}$ inch heel. The clerk who was serving them had only been in the store a few days and went to enquire of another clerk if they carried these extreme heels. He was told "No," and went back to his customers. Then while showing a few pretty styles, this other clerk, Mr. "Putinsky," comes up and informs these customers "that if they want this extra high heel he could have it put on any slipper they may select for an extra dollar."

The customers looked up at him in amazement. It was not his put in at all. If he had any information of this kind to impart he should have imparted it to the clerk and not to the customers. It showed that the other clerk was new, and customers do not, as a rule, like to trade with new clerks. They have an idea that they do not fully understand the stock. These foolish remarks or bad breaks cause a clerk to lose his prestige.

Another bad thing for an older clerk to do when asked where a certain style shoe is kept is to point his finger in the direction or call out so loudly a customer is attracted to what is going on. He should quietly inform the new clerk and make no great showing of his superior knowledge.

Simply because a clerk has been employed in a certain store for a year or more is no reason why he is ever so much more brilliant than one who has just been engaged. He may know the stock in this certain store all right, but that does not make him a Solomon. Very often when a new clerk will enquire if they have a certain style shoe that a customer may happen to ask for, instead of showing the nearest thing to it, they will say: "Tell them you would not sell a shoe of that kind," or "Tell them they don't make a shoe like that with such-and-such a heel."

Such foolish talk. This clerk who is serving the customer probably knows better than the wise one what to say to the customer. He is not looking for instructions in salesmanship. He only wants to know how he stands in regard to a certain style of shoe. He can make his own speech; but some of these clerks who have been in one store for a length of time have an idea that they are just pre-eminent, a little god as it were, and when they by some reason or another lose their job, they are as helpless as these clerks that they have tried to domineer over.

There are clerks who can go into almost any store and sell goods on

the first day, just as if they were born in the place, but they are few and far between. I know one who went into a store last Saturday and sold forty-three pairs of shoes at average of about three dollars a pair, who had never been in the store before. Very often the proprietor or manager is as much to blame as the clerks for not giving a hand to new help. New help is always being engaged and, as a rule, it takes a little time for one to get accustomed to the ways of a place.

One may be a rattling good clerk, stock-keeper and all around man, but let him go into a new place and there will always be found something different from what he has been accustomed to. A very bad practice often indulged in by these bosses is to set a new man marking a big lot of shoes or shifting a lot of stock. If they would just let him go through the stock and get the lay of it he would not be obliged to ask so many questions and would be of more use in case of a rush.

Often you will hear a manager or some cheap floorwalker call down a clerk for just some trifling little thing, and this usually happens when the clerk is engaged with a customer. This is bad business. It puts the clerk in a bad light. It takes away his interest in his customer. It creates a feeling of discontent. These little outbursts of authority could just as well be given when the clerk is at leisure. There are so many of these sub-bosses who delight in showing that they have a little authority.

These cheap floorwalkers and clerks that have been employed by a firm a length of time should remember that we are all working for a living. God made us all equal, and if one by being in one place a little longer than another instead of hounding the fellow who is down should give him a helping hand, who knows but what in a day or two he himself may get a little saucy to a customer, and this customer go to the proprietor complaining of it, the proverbial "can" may be applied to the very important personage. Then as the wintry blasts begin to blow he will wonder what became of his summer wages.

While in this store, he thought perhaps should anything happen to him, an accident, perhaps death, they would find it hard to get another man who had the knowledge of the business that he had acquired. But pass by that same store while this fellow is looking for a job and you will find just as many people, just as much business. He is a thing of the past, forgotten.

When a customer comes into a store and asks for Mr. Wise and Mr. Wise is out to lunch or has left the store, they will buy from Mr. Newman just the same. Sometimes they will say Mr. Wise always knew just what I wanted, but that is only guff.

If you ask the customer how long it took them to pick out the last pair or how many pairs they tried on, they will tell you Mr. Wise tried on ever so many pairs before he found a pair to suit, so that shows that

Mr. Wise really knew no more what they wanted than you do.

It is just to have something to say to lead you to believe that they are a favored customer. All you want to do is to cater to them and they are easily won. People, as a rule, are vain. They like to impress upon clerks that these shoes are just to wear to the office. This office business is a great gag. Let a fellow get a job weighing coal in some two by four coal office, they will tell you what happened as they were going to the office. They have an idea that if they give you the impression they are connected with some office they are so much better off in the world than you are. There are plenty of young men who work in offices that get nine dollars a week and less, where others work in buildings and get four dollars a day, but don't tell this to your customer. Just listen and look wise and you will get the money.

Heard a customer ask a clerk yesterday where they kept Hanan's shoes in this town. He was told just where he could get them, but he bought a pair of \$3 shoes just the same, and never attempted to go buy a pair of Hanan's. He wanted just to impress the clerk that he was in the habit of wearing \$5 or \$6 shoes, but the clerk was wise and knew that the customer was just as well aware where these shoes could be bought as he. Such is life. It is all a case of jolly.—Shoe Trade Journal.

Certificates of Deposit

We pay 3 per cent. on certificates of deposit left with us one year. They are payable ON DEMAND. It is not necessary to give us any notice of your intention to withdraw your money.

Our financial responsibility is \$1,980,000—your money is safe, secure and always under your control.

Old National Bank

Grand Rapids, Mich.

The oldest bank in Grand Rapids

RUGS FROM OLD CARPETS THE SANITARY KIND

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

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

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.

Four Kinds of Goupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

THE DAY WE CELEBRATE.

Costs as Many Lives and Injuries as a Battle.

The Journal of the American Medical Association, published in Chicago has been investigating the evil results of the American method of celebrating a national holiday and finds that on the Fourth of July, 1903, the killed and wounded, so far as could be ascertained, reached the formidable total of 4,440 persons. The number of deaths from tetanus was 496. In addition to the mortality from tetanus there were 60 deaths from other causes; 10 persons were made blind; 75 lost one eye; 54 lost arms, hands or legs; 174 lost one or more fingers, and 3,670 received other injuries.

The Journal has taken a great deal of trouble to get at the facts in order to make as impressive a showing as possible, but it is convinced that its endeavors have not resulted in getting at the whole truth. The exhibit is bad enough, however, as it is, and an industrious dissemination of what it has learned may have a wholesome effect if the lesson is taken to heart by parents. There is no hope of reaching boys by a direct appeal, for, as the Journal remarks, if "Young America" could be shown 200 other boys dying from lockjaw, and if he were then given a quarter and the Fourth was near at hand he would go out and buy himself a toy pistol and a box of cartridges.

Unfortunately, most American fathers refuse to take a proper stand against the growing evil. Many allow themselves to be swayed by the sentimental consideration that they were once boys themselves, and still more shirk their duty by assuming that "boys will be boys" in any event and that it is useless to attempt to check their senseless practices. As a result, every "Fourth of July" furnishes a greater mortality report than an average modern battle. More harm has been done to young Americans within the borders of the United States during the past five "Fourth of July" celebrations than has been done to our troops in the Philippines since the revolt began in those islands.

Unless something effective is done to curb the evil it will grow with advancing years. There is a constant increase of injuries due to the greater use of the cannon cracker and the blank cartridge used in the toy pistols. These are deadly additions to the boys' armament and account for 2,461 of the 3,825 injuries reported by the Journal of the Medical Association for which causes were assigned. Of course, as the country grows in wealth and as the facilities for turning out the cheap deadly toy are enlarged, we must expect the mortality list to swell until at length it reaches proportions that will make the losses of an Austerlitz or a Waterloo seem small by comparison with the destruction which we shall bring upon ourselves on every national birthday by persisting in a barbarous mode of celebration.

Curiously enough, the elaborate article from which we have quoted makes no reference to the undoubted

ill effects which the noisy mode of celebrating the "Fourth" has upon nervous persons. Perhaps more harm is done through nerve-racking than through the blowing off of hands and the putting out of eyes. The persons who suffer from the latter classes of injuries are usually themselves blamable for their disasters; but the wretched owner of nerves, or those made ill by apprehension of fire, are generally sufferers under protest. The only gleam of hope that presents itself is that the Iliad of woes will at length become so long that it will force itself on the attention of a careless people and compel reform.

Fame and Tobacco.

To some men tobacco is so much fuel which stimulates their wits and seems to enable them to run their mental machinery at a better speed than they can without it. Others, by devoting a large part of their strength to the consumption of tobacco, are able to get along with very little other outlet for their energies. It is the busy man's stimulant and the lazy man's helper.

Some great modern workers of supremely active minds—as Gladstone, Charles A. Dana and Roosevelt—have not been smokers. Others have. Bismarck was a constant smoker. Gen. Grant smoked all the time when his mind was not occupied. DeWitte, the famous Russian minister of finance, has been described as smoking cigarettes incessantly over his work. Most artists smoke; tobacco seems to stimulate the imagination. Most writers smoke, although Mr. Howells does not and Dr. Holmes finally abjured tobacco and denounced it as a thief of time. Tennyson's clay pipe and Kipling's briar tell of the tie between tobacco and poetry. Stevenson's cigarettes may have shortened his life, but it was a frail life at best.

Among the financiers there is that prodigious worker Mr. Morgan, an earnest consumer of long black cigars much vaunted in the newspapers. How about Mr. Harriman, George Gould, Mr. Cassatt, Mr. Belmont? We guess they all smoke a good deal—all they dare—and somehow we guess Mr. Rockefeller does not have to and probably nowadays tobacco would disagree with him. In the Wall Street district there is a pretty large and steady consumption of pretty good cigars. The tension is high there. Nerves need steadying, and there is no part of the country, not even Park Row, where imaginations are more active.

Guilty, All Right.

Marshall P. Wilder let drop the remark that "Sir Thomas Lipton intended to protest the yacht races the Shamrock had lost."

"What for?" asked a friend.

"Why, he claims the Americans put something into the water which prevented the Shamrock's winning."

"How absurd! What could it possibly have been?"

"Why, the Reliance, of course."

And then the friend paid a man to put something in the glasses.



The First Step

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

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

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

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

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

Save three Pennies

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

Ask Dept. K for catalogue.

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

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



Moneyweight



OLD CASH DRAWERS.

Losses and Failures They Are Responsible For.

Now, I hope no clerk is going to get snuffy about what I'm going to write this week.

I mean no offense and if any clerk who is inclined to take offense will think a moment he will see that.

I am moved to say what I am going to by the large number of reports that have come to me during the last six months from grocers who have lost money through the dishonesty of employees.

The point is the imperative necessity of putting a check on everybody. It is the only safe way, for while the honest clerk will never take advantage of the absence of a check, the dishonest one will, and you have therefore got to aim for the good and bad together in order to catch the bad.

There are a great lot of loosenesses in the retail grocery business, but the loosest of all, I think, is the failure to put enough of a check on employees who handle your cash.

I am pretty well acquainted with a lot of grocers and their methods and I will bet I can count a hundred one after the other, if I stopped to, who have the old-fashioned bell-ringing money drawer that all the clerks use and who have absolutely no check on cash sales so they can see whether the sum in the cash drawer at night is the sum that should be there or not.

The old money drawer would not be so bad, although it is not much better than an open box, if there was a check system to go with it.

But it is just as I tell you—I will guarantee to name a hundred grocers, without half trying, who use the old money drawer and no check whatever.

I had just as soon keep my money in an open soap box on top of the counter.

I know a grocer who has a large store in a country town. He employs four clerks, which with himself and his brother makes six men in the store.

This place has two old money drawers—the kind that open with three fingers and a thumb, or something like that.

This store has a big trade with farmers and the proprietor was sure he was making a profit on nearly everything he sold, but his business was not making any money. There seemed to be no explanation for it, but something struck him in the head one day and he set a watch.

He found that every man in the store was taking money out of the cash drawers. Not stealing it, simply borrowing. He found they had been doing it for years. At first they had borrowed a little when they were short and had straightened up the account by putting I. O. U.'s in the drawer. These sums they would pay back, when they chose to. Later on, there seemed to be no obstacles, and they took the money and mostly neglected to leave any memorandum. When they thought of it and had the money they would pay it back.

The whole four and the proprietor's brother had been doing this as openly as all get out—they were not pilfering; at least, they were not intending to. When asked about it by the aroused proprietor they all admitted it, rather sheepishly, but not guiltily at all. Asked how much they owed, they did not know; "not much." Their memories were confused. Asked how long since they had paid anything back, they did not know exactly; "not long."

What could the grocer do? He scared them all stiff by telling them exactly what their borrowings amounted to, and then he bought a cash register and threw out his old drawers.

I will bet that fellow lost thousands of dollars through the borrowings of his clerks. Still, it is his own fault—he should have had some system.

You are going to hoot at what I am about to say now, but I tell you it is the gospel truth that I know a store that used to have not even money drawers. Each clerk and member of the firm had a pocket in his trousers in which he was supposed to put all the firm's cash that came in on transient business. When the pocket got too full, it was taken to the safe and emptied. There was not any check; no memorandum of the sale to tally the cash by; when a clerk said \$5.91 was all the cash he had taken in that day there was nobody to contradict him or prove him wrong, even if he had taken in \$15.91.

As a matter of fact, nobody even knew how much anybody else put in the safe.

Could anything on earth be more loose than that? Yet the store has made money; both of the owners are rich men. Yet it has succeeded in spite of its weak system, because it did a big business. That is the reason. If an account had been exacted of every cent, the owners might have been half as rich again.

I know another case—that of a butcher and provision dealer. He had a clerk with him for about twenty years, never making over \$10 a week, and he had a family to support.

After about twenty years' service the clerk withdrew and opened a better shop than his employer had ever had. He was a poor man; his father and mother were poverty-stricken—where did the money come from?

I will bet his employer's unchecked cash drawer could tell. I will bet that old drawer should have been a silent partner in that business.

The employer has not hesitated to make charges against his former clerk, but he could not prove anything, so the matter has dropped.

I knew still another grocer who had a fine store in the richest part of one of the richest small cities of New York State. He sold the best people of the place, sold them at good prices and got his money when it was due.

Yet he was not making any money and could not see where he had been making any for several years. He could not find any leak—he knew what his expenses were, and the goods were going out at profit

enough to take care of all expense and leave a lump of several thousand dollars a year.

This man, like hundreds of his foolish brethren, used no check on his cash. He had a cashier, who scooped in all moneys paid. On nearly all the cash trade done in the place there was a totally inadequate method of tallying, so that the cashier had the whole thing in his own hands. He was a youth of good repute, but it seemed the only place in the store that was not taken care of, so the grocer set a watch and found that the fellow was stealing a good deal more than his salary, which was \$15 a week. He had not known much about his life outside the store, and when he looked him out he found that he was keeping an expensive family, besides a servant and two horses!

The clerk was fired. He was a thief, but his employer could not prove it, so he had to content himself with kicking him out.

The profits of practically four years eaten up—think of that—and no redress! But he had nobody to blame but himself.

He has a cash register now. The lesson cost a lot, but it has been mighty well learned; do not forget that.—Stroller in Grocery World.

Shakers are declining throughout the country in numbers and wealth. At one time there were as many as 5,000 "believers," in different parts of the United States; now there are less than a thousand.

McLachlan University

Summer School; Summer Rates; Best School

100 STUDENTS

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

D. McLACHLAN CO.

19.25 S. Division St.

GRAND RAPIDS.



A Handsome Book Free

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

Petoskey Bay View
Wequetonsing Harbor Point
Oden

Mackinac Island
Traverse City
Neahawanta
Omena
Northport

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

Grand Rapids & Indiana Railway
(The Fishing Line)



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

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

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

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

THE FEMININE FANCY.

The Wise Merchant Will Assiduously Cultivate It.

Written for the Tradesman.

At this late day the business man who does not realize that the women of the country wield an influence that is powerful is away behind the times. He fails to grasp the idea that dominates present day merchandising. He is unconscious that the feminine portion of the country's population is the dominating half. Perhaps the merchant could learn something were he to study the ways of modern newspaper making and the respect in which the fads and fancies of woman's mind are held by the leading editors of the country. The leading papers to-day instruct the men who have charge of the news end to develop anything and everything that will interest women. At least two of the big Michigan papers tell their representatives throughout the State to keep a sharp lookout for that which will appeal to the feminine mind. The editors state that a news story that is of a pathetic nature, concerning a love affair or the description of the doings of a little child, is of far more importance to the average feminine mind than a big war in a foreign country. These are papers that appeal to the common people for support, and they are the ones that have the greatest circulation and make the most money. They look well after the women and children and build up enormous circulations.

In the same manner it is the plain duty of the merchant to cultivate the woman customer. It is always wise to word retail advertising in such a way that it will hold the attention of the feminine members of the family. Especially is this so where the merchant aims to catch the trade of the rural population—and scarcely a store exists that does not get a large amount of money from this source annually. I believe it will be profitable for any merchant to keep his ears open whenever he happens to be where women congregate. To the man who does this will come a lot of valuable information regarding what the women like and what they do not like.

Let the merchant go into the country and attend a quilting bee or a farmers' gathering of any kind and let him keep his ears open while there, and if he does not learn something of value regarding what women like and dislike it will be because he is not a student of human nature, a kind of man who has no business trying to conduct a business of his own. When the women get their heads together they always talk about bargains.

As an illustration of the influence of the house as regards the purchasing of merchandise we have but to watch the average farmer when he comes to town to buy himself a suit of clothes. In most cases his wife or daughter will be with him. Watch him closely as he looks over the various suits offered for inspection. He will invariably ask the woman what she thinks is the best looking suit, which she thinks will wear longest and which

will show the dirt the most. And after the various suits have been looked over he will generally take the one the woman likes best.

Another thing noticeable to the person studying the ways of people is that many times the woman of the house buys all the men's socks, ties, etc., and sometimes shirts and underwear. From this it will be seen that if the merchant can appeal to the woman he will get the bulk of the trade of the family. The woman seldom allows the man of the house to purchase goods for her, so it is evident she does the greater portion of the buying. Men, as a general thing, are not given to shopping any more than they have to. They enjoy far more the debate over taxes and the price of wheat than they do nosing around in search of bargains and generally do this while the woman folks buy the goods.

Failure to appeal to the taste of the women has been the cause of many a failure in advertising. Women have an admiration for the artistic as a general thing, but some men who write advertisements seem to forget all about this trait in the feminine character. I have seen illustrations in advertisements that were enough to drive one away from the store. We all recall the old style advertising cut. It pictured a man or woman standing straight as an arrow, with an attitude about as graceful as a wheelbarrow and a countenance like a hubbard squash. While these old style cuts are not so plentiful as they were at one time, some merchants still use them. Such cuts will not attract women when placed alongside of an advertisement containing modern illustrations as prepared by the leading engraving houses of the country. It should be the aim of every man who prepares an advertisement to make it appeal to customers, and to this end these old fashioned cuts should be left out. Good cuts, however, are a great help in drawing the attention of readers of the newspapers, as is evidenced by the fact that the most successful stores in the country are the ones that use good cuts. The picture of a woman clad in up-to-date garments always attracts attention from feminine readers, and so also does an attractive cut of any other kind. It is profitable to use good cuts.

The merchant who can get the women folks talking about his store will soon be living on Easy street, providing he understands how to keep them interested. There will be no need to advertise to catch the men, as the women will never let them forget the wonderful bargains being offered. There is nothing in all the world that delights a woman more than an opportunity to talk about her recent purchases and the wonderful values she found at So-and-So's. Let a woman get a new apron and she won't rest until it has been shown to every other woman in the neighborhood. It is wonderful how the feminine mind runs in the direction of bargains. Thus it is plainly evident that the wise merchant will cul-

tivate the feminine fancy. Get the women coming to a store and success is assured.

Raymond H. Merrill.

"Druggist Be Hanged."

Much of the crime now prevalent among the lower class of negroes is due to the cocaine habit. In place of hanging the negroes the inhabitants of towns had much better hang the white druggist(?) who sells the vile poison that induces acts of the most horrible and brutal crime. A saloon-keeper, with all his alleged faults, is a paragon of virtue when compared to a druggist who knowingly and for purely mercenary motives sells a most dangerous remedy that induces every manner of public immorality and crime.—Lencet-Clinic.

The Banking Business

of Merchants, Salesmen and Individuals solicited.

3½ Per Cent. Interest

Paid on Savings Certificates of Deposit.

The Kent County Savings Bank

Grand Rapids, Mich.

Deposits Exceed 2½ Million Dollars

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.

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.

THE BEGINNING OF MAN.

A Problem Which Never Loses Its Interest.

The human race has always been interested in the problem of how it began and where it came from. All ancient peoples of whose ideas we are able to learn anything would seem to have speculated a good deal on this matter. The results arrived at may be amusing to us, but they were doubtless fairly satisfactory to them, and taken by them in all seriousness. At any rate, they did the best they could with the great problem, and it is interesting and instructive to study their notions.

The sacred literature of Jews and Christians has something to say upon the subject of man's origin. When ancient peoples put their ideas into writing, as the early Hebrews did, and the collection of early writings becomes to later generations a body of sacred literature, then it always happens that every sort of idea contained in the writings is regarded also as sacred. The value of the collection of writings which caused it to be regarded as sacred was not the value of the notions held by the writers on subjects of astronomy or geology or biology, but the moral and religious teaching. It is not easy for the majority of people to discriminate between these two sets of ideas, and the consequence is an immense amount of useless and troublesome discussion and bitter enmities, all resulting from an absurd notion that, if one accepts and reveres the ethical and religious teachings of certain writers, he is bound to accept and defend every other kind of teaching, and even incidental speculations and individual notions and guesses that the author or the redactor may have set down.

But to come to our story. The ancient Hebrews, from whom most of us who read these lines inherit our religious conceptions, had two slightly varying traditions in their folk lore of how the world was made and how man happened to appear upon it. One of these accounts has come down to us in the first chapter of the Bible, and the other in the second chapter. It is probable that the editor, when he came to write down the traditions of the people, found two accounts which seemed to be of equal authority, perhaps prevalent in different districts of the country, and, not wishing to discriminate, wrote them both down. These poem pictures, similar, as we shall see, to those of other nations, differ from each other in several important respects, including the name of the Deity, and the mode and order of creation. The second account, which is far older than the first (dating from about the time of Solomon, while the first belongs to the fifth century before Christ), tells us that man was created out of the dust of the earth, and the breath of life was breathed into his nostrils. Then he was put to sleep and out of one of his ribs woman was made. This word "ribs," as our ordinary English translation has it, means "sides," everywhere else in the Bible, and it is probable the ancient He-

brews understood it to mean "sides" here. They believed that man and woman were created back to back, joined together, and that afterwards they were separated.

While the Hebrews were captives in Babylon the Persians, who were their rulers, had a similar story of the creation of man. A plant grew up out of the earth and produced such a double being, joined at the back. The great god, Ormuzd, took the man and woman from the plant and cut them apart, making male and female. The Chaldeans had a similar legend, and also the Hindoos, in their Bible, the Rig Veda. Some people have thought man grew out of the ground like a cabbage; others that he came out of a hole or cave in the ground; others, still, that he was descended from some animal by slight variations. American Indians believed they were descended from bears, or turtles, or foxes, each tribe claiming a different animal for its ancestor, and making a picture of this animal as a crest or totem. The Australian bushmen have a tradition that snakes were changed to men by the blessing of God—a story just the reverse of that in the Hebrew Bible, where the snake used to walk and talk, but, being cursed by God, was compelled to crawl. In Egypt the Great God made the Egyptians on a potter's wheel, the same one with which He had formed the earth itself, while foreigners were made by the lesser gods, who did the best they could, but succeeded poorly in their imitations. From the beginning of the world until the last half century substantially the same ideas have been held concerning human beings. In other words, all races have believed that man was at some time in the history of the past made much as a sculptor might fashion his clay.

In the last few generations men have begun to decipher the characters of the handwriting in a greater Bible, written in the rocks and stars. They have not read the whole story, but they have read far enough along to make out that man, like all other creatures, has been evolved from lower forms of life. The evolution hypothesis to-day, in the minds of all competent students, is quite as firmly established as is the law of gravity or the Copernican theory in astronomy. All things have their own place in the great onward procession of life that is forever advancing onward and upward. We do not know when the first living organisms appeared; we do not know how they appeared; we do not know why they appeared. We only know that sometime, somewhere in the childhood of the world, on the strand of a summer sea, they swam in the water or crept and crawled in the sand. Then they lifted themselves up and took to themselves wings and flew through the air. Then came the larger forms of life, roaming the jungles and fields. And, by and by, came man—man, the culmination of this development of animal life. At first only an animal himself; at last developing powers of thought which made him king over all the world. Then developing

heart power, affection, spiritual faculties, until he dreamed of God and another life and called himself a child of the Creator. Thousands on thousands of years the race has been climbing up out of the lower into the higher, through reptile and bird and mammal to savage man, to civilized man, to the heights of Homer and Shakespeare. But man has not yet got rid of all the animal in his nature. There are survivals of the beast, vestiges of tiger and fox and snake and ape, and they come to the front in certain individuals at certain times.

As for connecting links in the process, the fossils have revealed a good many of them, and we may hope for others in the future. The sponge family, which is near the original protoplasm, is a connecting link between vegetable and animal. The lancelet, perhaps the first of the backbone tribe, connects fishes and mollusks; the amphibians connect fishes and mammals; the archaeopteryx connects birds and reptiles; the kangaroo connects egg-layers and milk-givers; but between man and the ape there is no living link. Nor can there be if evolution is true. The fossil remains of manlike apes, such as Haeckel's pithecanthropus erectus, come very close to supplying the missing link. But they do not weld man directly with any existing man-ape, with gorilla, chimpanzee or orang. These highest existing apes are side branches of the ancestral tree, which developed contemporaneously with our own ancestors, but

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.

A GOOD SELLER

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.

Every Cake



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

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

Wall 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.

they are not themselves of the royal line.

Man has become superior to every other creature simply because he has struggled to improve harder than any other creature. Life has been a long contest, in which victory and higher life came only to the one who proved himself worthy of it by vanquishing his rival. It was the fish that conquered in the battle of life that grew into a reptile. It was the reptile which surpassed all other reptiles that grew into a bird, and afterward to a quadruped, and it was the quadruped which showed the most energy and skill that got upon its hind legs, used its fore legs for hands, and finally grew into man. Man has climbed up a long way, and now, while the scientists tell us the body will probably undergo very little further development, being already fairly well suited to its environment, there is plenty of room for brain development and heart development, by which we mean, of course, finer intellectual, moral and affectional qualities. Evolution has changed its workings from the body to the mind, heart and moral nature. There is no reason for thinking that man will not progress in the future as in the past, and go onward and upward forever.

Frank Stowell.

Making Comparisons and Running Down Others' Goods.

There are some very fine and acceptable shoes made nowadays, but although the lace shoes may have tongues, they do not sell themselves. Retailers desire to replenish their shelves, but the showing of samples appears to be about as necessary for the wholesaler this season as it has ever been when sales were to be made. "We must rely upon the efforts of our salesmen," one of our best known wholesalers remarked recently, when the various methods of selling were broached.

Wholesalers are inclined to be remarkably sensitive over their business methods, and matters pertinent thereto, and any one who interviews them with the intention of getting information of such a nature that it might prove interesting reading to others who follow the same business realize this. Conservatism is a factor not overlooked when granting a favor in imparting any news by most of them. Possibly this is a mistake on their part, because they broaching of ideas so that others may be enabled to criticize them often brings out reasons for or against the advisability of carrying those ideas out on general lines.

The business of wholesaling as it has evolved from the original condition of trading in job lots of boots and shoes that accumulated in factories has been a gradual development in which many people have been factors. Since the first sample trunk was packed for the earliest traveling salesman changes have been taking place continually, but the progress that has been witnessed is becoming obscured by the many remarkable innovations that the last few years have brought about. The retirement of traveling salesmen has often been

suggested, but when a practical substitute has been asked for, by which samples could be laid down before prospective buyers, accompanied with representative intelligence wherewith to combat any prejudice that might arise to the styles, kinds, or prices, or means of extolling the merits of the goods, the invariable reply is that such matters must be attended to by personal interview. So far as the expense of employing traveling salesmen goes it is to be deplored, but there appears to be no way by which such a satisfactory appeal can be made to buyers as by a man who is worthy the position.

One of the worst faults among salesmen is making comparison of the goods they carry with that of some other house that is a close competitor, because it only serves to draw the attention of customers to lines they do not carry, and which would probably never be thought of by them unless mentioned. Of course comparisons when made are usually with those that have some superior qualities. It is well known that when a salesman represents a really superior line he is no way called upon to speak of any other, and it is as well known that when comparisons are made the salesman almost always cites such superior lines as he wishes his line did more closely copy.

Don't run down another man's line, is another piece of good advice. No good can come from wasting breath and time endeavoring to stilt your own line up in this way. It is all right to claim superiority for your own goods, but be sure you can show to the customer in what way they are superior. You may run across an incredulous man who will enquire into the particular reasons upon which you base your claims, and then it is up to you to be able to convince

him of the statement or to eat crow. A bright retailer may be able to turn the laugh on you and turn you down. —Boot and Shoe Recorder.

Connecticut Made Relics.

A Connecticut firm manufactures sacred scarabel for the Egyptian tourist trade. The little charms are carved and even chipped by machinery, colored in bulk to simulate age and shipped in casks to the Moslem dealers at Cairo. The Arabian guides are the chief buyers, many of them being adepts at "salting" the sands at the base of the Pyramids or about the sacred temples, where they artfully discover these scarabel before the very eyes of the Yankee tourist and sell him for an American dollar an article manufactured at a cost of

less than a cent perhaps within a stone's throw of his own house. For enterprise it beats wooden nutmegs.

Sensational Exposure of Fraud.

A dog was playing a piano in a circus in Yorkshire the other day, when one of the audience called out "rats." The dog immediately vacated his seat and "went for" the rodents. But as the piano kept right on playing there is some question as to the dog's musical ability.

The robes of an empress will not make a woman look imperial unless she has an imperial soul, and an imperial nature would impart something of its own dignity, in the eye of the discerning, even to the garb of a beggar.



"Reserve Strength"

Nutro-Crisp

The Ready Cooked Granular Wheat Food

A Delightful Cereal Surprise

The workingman's muscle is his capital. He will have reserve strength if he eats Nutro-Crisp, the great Muscle Builder.

School children require generous nourishment. Give them Nutro-Crisp. They love it. "Benefit" Coupon in every package.

Proprietors and clerks' premium books mailed on application.

Nutro-Crisp Food Co., Ltd.
St. Joseph, Mich.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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

Reforms a School for Happiness Could Carry Out.

This fall an enterprising and philanthropic Frenchman will open a novel educational institution in Paris. It is called "A College of Happiness" and in it pupils are not only to be given a common school education, so to speak, in the general art of attaining felicity, but eminent lecturers will elucidate the problem of how to be happy although married in a manner so simple that even a bridegroom can understand it.

If ever there was anything devised to meet a long-felt want it is this, for there is no other subject of which we are so profoundly ignorant and concerning which we have so much misinformation and so many unfounded superstitions. Our every idea of happiness is all wrong and lop-sided. We pursue it through a lifetime as if it were a will o' the wisp, across bogs and arid deserts and up mountain sides, without ever being able to grasp the hem of its garment, while all the time it is sitting waiting by our doorstep like a homely friend for us to take its hand. We believe it to be some rare, air-hung orchid that must be fed by every favoring and caressing wind of prosperity, while in truth it is a hardy annual that grows best in a sheltered kitchen garden. Any school that can enlighten this ignorance, any system of philosophy that can teach men and women how to extract

the sweet instead of the bitter out of life, how to make the most of now and here, instead of pining away with ineffectual longings for the unattainable, will be a benefaction to the entire human race.

To the majority of people the thought of a school where one will be taught how to be happy, as one might be taught how to paint or dance, will appear the wild fantasy of a dreamer, but after all, what is there that is impracticable in the scheme? There is not a one of us who can not see the silver lining of our neighbor's cloud. Why should not we acquire sufficient intelligence to see the bright side of our own? More than that; we could teach other people to be happy. We could point out, for instance, to the silly, romantic Asterisk girl, who is breaking her heart over young Jones' defection, that Jones was a poor enough sort of fellow, and that there are just as good husbands still left in the matrimonial sea as ever were caught. We could inform Mrs. Pushem, who is miserably unhappy because she is on the outskirts of society, that the people she wants to know are just as tiresome and as great bores as the humble people she does know. We could tell the poor that black care rides in automobiles just as often as it dogs the footsteps of the pedestrian; we could tell the striving, struggling, ambitious, that fame is thirst that is never quenched. We could point all of these to the nice, quiet, sensible, placid course that

would lead to happiness, but strangely enough, we can not find the way ourselves.

Yet, for all of that, happiness is a matter of volition and not of outward circumstance. Nobody in the world is so fortunate as not to have some shadow to dim his sunshine, and perhaps no one is so unfortunate as not to have his rifts of light, and the art of being happy consists in so sitting that we will get the most of the sunshine, and the least of the shadow. We do not do this, and what we need is a school to teach us how to do it, for as a matter of fact, if we devoted as much time trying to be happy as we do in making ourselves miserable, the world would be filled with laughter instead of tears. We are like the fairy princess—we spend our time hunting for the crumpled rose leaf under our forty mattresses of ease. We minimize our blessings and exalt our woes; we hug our sorrows to our breast and turn the cold shoulder on the pleasure we might have had.

This is particularly true of women. Women are never ready to bury a grief, and if they have a wound they can not be happy without they are forever tearing it open to see if it still bleeds. This is the reason they do not get over things, and why one good, robust grief will last them through a lifetime, without even showing signs of wearing out around the edges. I do not know what the French idea of teaching the art of being happy is, but if I were running the school, I should start my kinder-

garten class to learning how to forget things.

One hate will poison a life and no enemy is worth so much attention. If a wrong has been done you, if a friend has been unfaithful, if you have gotten treachery where you looked for loyalty, and ingratitude where you deserved appreciation, forget it. Do not think about it. Do not talk about it. I have known people who kept old letters whose every word was a stab, and who would every now and then read them over again, just to turn the knife in the wound, it seemed to me. I would no more keep in my possession anything that had power to wound me, or even to recall an unpleasant incident, than I would throw away a rose and keep the thorn to pierce my flesh.

In India travelers tell us that there is a sect who reflect upon the idea of Buddha until they pass into a kind of ecstatic trance, and I am convinced that it is possible to hypnotize ourselves into happiness by merely keeping our minds unalterably fixed upon that idea, and determining, that we will be happy, that we won't let the little things of life rob us of our right to enjoy. I have a friend, a brilliant and cultured woman, who has had every kind of misfortune almost to which humanity is heir, but who has kept her gayety, her dazzling humor and her keen enjoyment of things unchanged. Once, in awe and admiration of such courage, I spoke to her of it and she turned upon me with a radiant smile: "Pouf,"

Gentlemen, Be Fair To Yourselves

Perhaps you think you don't need a National Cash Register.

Consider for a moment the great mass of proof which we have of the value of these machines.

We can refer you to hundreds of merchants who say that before buying a cash register they thought—even as you, gentlemen, may now be thinking—that they didn't need a register; that the few mistakes they made didn't amount to much. Our machine showed them their error. It helped them to discover and stop leaks of which they never even dreamed.

We can also refer you to hundreds of other merchants who say that by stopping such leaks the register has more than saved its own monthly payments.

Consider the fact that our sales are rapidly increasing. Last year we sold 32 per cent. more "Nationals" than the year before. More than 300,000 merchants are now using our machines. Would this have happened if the "National" wasn't a good thing?

Every retail merchant needs a cash register. We guarantee to sell better cash registers, for less money, than any other concern in the world.

We make 393 styles, adapted to the requirements of every conceivable line of retail trade. Can't we send you prices and full information? Mail us attached coupon with your name and address.

A
Fine
Booklet
Posted
Free

NATIONAL CASH
REGISTER CO.
DAYTON, OHIO.

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

Name _____
Mail address _____

National Cash Register Company
Dayton, Ohio

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

she cried, "do you think I am going to be cheated out of my happiness? Not I. There is too much to enjoy in life to let a few misadventures spoil the feast. I have willed to be happy," she went on, "and I am. I would no more allow myself to think of my troubles than I would deliberately sip a poison that would throw me into convulsions."

Work. That is the magic philter of happiness, after all. It is the idle people who suffer most. Men, as a rule, are far happier and enjoy the world more than women do. The reason of this is that they are occupied. They have something to do besides sit up and think of their own misfortunes, or aches or pains, or disappointments. If a man is unfortunate in love, instead of nursing a broken heart he gets out and hustles up the grocery business. If he has a slight indisposition he still has to keep going, and nine times out of ten he works it off. If he loses one he loves by death he must put aside his grief and concentrate his mind on the market instead of having some friend come and fall on his neck and weep and harrow him up by reminding him of his loss.

It is the idle, also, who suffer most from ill health. A fashionable doctor said not long ago that it was the boarding-house women that enabled physicians to ride about in carriages, and that after a woman gave up housekeeping and went to living in a hotel or boarding-house he never gave her more than two years before she became a chronic invalid, with half a dozen imaginary and profitable diseases. The reason of this was that she sat with her finger on her pulse all the time. She had nothing to do but to imagine symptoms, and it was no trouble at all for her to get into the state of illness which our colored friends describe aptly as "enjoying poor health." The same thing may be said of the idle so far as mental troubles are concerned. It is the people with nothing to do who are afflicted with the national disease of divorce. The man who has to work eight or ten hours a day and the woman who does the washing and cooking and sewing for a family have no time for analyzing their own heart throbs and discovering that they are mismatched. If the 400 had to hustle as hard to make a living as their grandfathers did there would probably be as few divorces among them as there were among the old fur traders, and hotel-keepers, from whom they descended.

According to the prospectus of the "College of Happiness," much attention will be devoted to teaching people the art of how to be happy, although married. I do not know what the French idea of this will be, but a good American one is to teach them to make the best of their bargain. Without doubt, many men and women find, when the glamor of the honeymoon begins to pale, that they have made a mistake in the selection of a life partner. They are filled with disappointment, and forthwith they dwell on the sorrows of their lot and spend their time magnifying

every fault and weakness of the one with whom they are doomed to travel through life.

Inasmuch as marriage is an open contract, into which we go of our own accord, it always seems to me that one should be game enough to take one's losses without whining, but aside from this, no matter how grievous one's mistake, nor how bitter the disappointment that marriage brings, it would seem that the most elementary common sense would suggest that bickering and quarrels only make a bad matter worse, just as pressing on a tender spot will make an inflamed sore in time. On the contrary, one can teach oneself to overlook the little faults, to turn aside the barbed speech that wounds, or duck from under the avalanche of fault-finding and complaining. Before marriage one should be all eyes for the faults of the other. After marriage one must wear blinders if they would be happy. In that lies all the law and the prophets.

These are, of course, only a few suggestions of the practical reforms that a school for happiness could carry out, and I, for one, bid the intrepid Frenchman Godspeed in his work, and wish that he had all the world for scholars. Dorothy Dix.

Needn't Tell a Fib.

A woman's age is her own secret, and it is doubtful if anyone has a right to enquire into it. There are plenty of inquisitive persons—men and women, and especially the latter—who are perpetually trying to find out that secret. One member of the fair sex, with prematurely gray hair, tells how she escapes answering impertinent questions of the character and at the same time conveys the impression that she is younger than she really is. "I think it is a foolish fashion that so many women indulge, that of telling their age wrongly," said she. "I can honestly say that I never practice it, myself."

"No?" said her friend, with many meanings in the monosyllable.

"Well," said the first speaker with a smile—she was a woman with a sense of humor—"the fact is, I don't have to. I have a way of making myself out younger than I am, if I wish to, without telling a fib at all."

"Really?" enquired the other curiously; "in what way?"

"I put the burden of the fib all upon the questioner. You see, when one of my dear woman friends—it is always women who are curious on this point—asks me how old I am I say: 'Oh, I'm a year or two older than you, you know, my dear—at least a year older. Let me see, now, how old are you?' And then she always knocks more off my age than I should ever have the nerve to do myself."

Dreams of the Blind.

"Some odd researches have recently been made," said a physician, "concerning the nature of the dreams that the blind have. These researches have proved, roughly speaking, that they who were born blind dream nothing wherein sight figures, while those who went blind at the age of

6 or over dream as normal persons do. An exception to this rule was a man blinded at 3, who, a year or two ago, got back his sight. This man had used to dream that he could see, and recently he has made some colored drawings of things as they appeared to him in his dreams. The sky, the color of grass, hangs, in these drawings, as low as the ceiling of a room. Streams are as red as blood. The moon, so big it fills half the heavens, is brown. Men and women look like frogs: Altogether, the world that our blind friend saw in his dreams was a very nightmare of a world. He knew the names of colors in his blindness, but his idea of what each color actually was was strangely wrong."

A good necktie and clean linen constitutes two-thirds of a well-dressed man's apparel.

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.

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

JAR SALT

The Sanitary Salt

Since Salt is necessary in the seasoning of almost everything we eat, it should be sanitary

JAR SALT is pure, unadulterated, proven by chemical analysis.

JAR SALT is sanitary, encased in glass; a quart of it in a Mason Fruit Jar.

JAR SALT is perfectly dry; does not harden in the jar nor lump in the shakers.

JAR SALT is the strongest, because it is pure; the finest table salt on earth.

JAR SALT being pure, is the best salt for medicinal purposes.

All Grocers Have it—Price 10 Cents.

Manufactured only by the

Detroit Salt Company, Detroit, Michigan



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

LOVE AT FIRST SIGHT.

How the Pretty Widow Tripped into a Bachelor's Heart.

Written for the Tradesman.

One of the handsomest houses in town was the residence of one Mr. Jonathan Chase, who, however, only honored it with about a quarter of his time, living in New York for all the year except two months in summer and a week or two at Christmas.

But the place was beautiful at all seasons, as much so in December, when the cordial glow of its fires reddened the snow beneath its windows, as when in June its stately old walls were embowered in the green branches of its maples.

Its front, approached by a wide stone walk from the gate, was broad and dignified. No garnish tints of lemon or blue had ever invaded its sacred precincts, but a rich shade of deep crimson gave the necessary touch of color among the dark shadows of the trees. In the center was the portico with its swinging iron lamps and broad stone steps.

Somewhat similar to his house in architectural outlines was its owner, Jonathan Chase. He was broad and rosy like the house, hospitable and aristocratic, and if he was not quite so old, still he was no longer young, and so avoided even in this respect any unpleasant contrast with his dwelling.

Mr. Jonathan Chase was a bachelor. He was so from choice, for although not at all crabbed or crotchety, he had never found just the sort of woman to suit him. Perhaps he had not looked in the right place, but let us wait and see.

Mr. Jonathan Chase's housekeeper was dead, and besides her having been a very worthy old soul, whose departure he honestly regretted, Mr. Chase was very much perturbed in spirit concerning her successor, who was to arrive late in the afternoon of the day on which this story begins.

"A woman, Chimmie," he remarked to a brindled bull dog who reposed in the hammock by his side—it was June, and the day was warm—"is never to be relied upon. She is bad enough, or rather, well enough when she is quite irresponsible as far as you are concerned, but when she is in charge of a good half of your possessions, and by far the noblest half, my Chimmie, and when she has a child, she is a problem, a pretty serious one at that."

Mr. Chase had done the best he could to find a woman of the proper age and answering other requirements without encumbrances, but his choice lay between one of sixty-five, who looked a hundred and kept a parrot, and this Mrs. Raymond, who said she was forty and had one child. No one had mentioned the sex of this latter, but Mr. Chase felt that it must be a boy, and had braced himself for the worst. He hated boys.

When Mrs. Raymond came, Mr. Jonathan Chase was surprised. She did not look forty—rather more like thirty-five, although her abundant brown hair showed streaks of grey

at the temples. She was neatly dressed in black, and she had that air of finish which we associate with a society dame rather than with a housekeeper. She was very business-like. Her voice was low and sweet, and the child was a girl. Her name was Marjorie, and from the first time he felt her plump arms about his neck Mr. Chase loved her.

He remained only a few days, to see Mrs. Raymond established comfortably and inform her as to her duties, but in those days things happened.

First he discovered that the little Marjorie was quite unspoiled and delightfully intelligent. Hence he surmised that Mrs. Raymond must be intelligent, too—indeed, she seemed to be from the manner in which she laid hold of her duties—but she gave him no chance of discovery in other ways. She was reticent.

Now Mr. Chase's fundamental theory with regard to women was that they were all chatterboxes, and this discovery in consequence nonplussed him.

Next, she was business-like. Her work was systematically arranged and well performed, and especially she did no more than she had agreed to do in her contract. As Mr. Chase's former experience had been of women who do twice as much as they agree, and then pout if no one notices their zeal, this trait was also surprising. She had a certain rich fund of childish spirits and a sense of humor which were delightful. Mr. Chase had watched her reading "Alice in Wonderland" to the little Marjorie in the garden one day; she was beautiful, and not vain.

He said to himself that that was a woman whom he could have loved, and that night he went to New York.

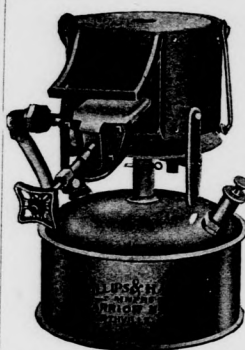
Mrs. Raymond filled her place in a most exemplary manner. She was happier there than she had been for many years. She learned a deep and tender veneration for the beautiful old house whose custodian she was, and when she thought of its kind and courteous master, her veneration extended in a certain way to him.

And Marjorie loved him so. Three times during that fall had boxes arrived from New York addressed in the most grown-up manner to Miss Marjorie Raymond, which when opened were found to contain the cream of the New York toy shops.

When Marjorie's quaintly worded letter of thanks reached Mr. Chase, accompanying the daintily written business-like report of her mother concerning the welfare of the place, he laid the two letters side by side on his desk and looked at them with far-away eyes. He folded them finally into his vest pocket, and wished he could have known that woman earlier.

Mrs. Raymond wrote him just before Christmas that she must give up the place. A distant relative of hers had died and left her a small fortune, and while for herself she would be quite contented to continue in her present capacity, she felt that it would not be fair to Marjorie that she should continue in a position

THE No. 1 "WARRIOR" FURNACE



for Tinner 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 Cast-iron 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

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Phi 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.



FLETCHER SPECIAL HAMMERLESS

Is the best gun on the market for the money.

We carry a complete line of Sporting Goods, Ammunition and Hunters' Supplies.

If you (Dealers only) are interested, write for our new catalogue "A31" and special net prices.

Fletcher Hardware Co.

Detroit, Michigan

which—. But Mr. Chase did not bother with the rest of the letter. He arrived at his beautiful old house late that afternoon, when Mrs. Raymond and Marjorie were decorating the great hall with Christmas greens.

"Mrs. Raymond," he said, flinging his coat to one side and dashing into his subject with unusual precipitation, "I am glad you have had some money left you, for now I know you will at least give what I am going to suggest your serious consideration, which you probably would not have done before. Mrs. Raymond, you must not go away. I love you, and I want you to stay, you and Marjorie. You know no place is half so beautiful as this, and no one could possibly love you as much as I. I have been alone all my life, and you are the only woman I ever saw whom I wanted for my wife. Mrs. Raymond, will you stay?"

When he had finished the widow raised her dark eyes and looked him full in the face. "Mr. Chase," she said, "you have treated me very kindly since I have been here, but, of course, that has been a very short time, and I hardly think"—just then her eyes fell on Marjorie, who had stolen to Mr. Chase's side and was clinging to one of his hands, rubbing her golden head affectionately against his arm. A great wave of color swept over Mrs. Raymond's face, and her eyes fell.

"Don't say it, dear," he said, "don't say it! Why spoil all this for me?" He glanced around the beautiful hall and down at the shining head of the child. "What would this place be without my Marjorie and—her mother? Marjorie wants you to stay, don't you, little one?"

The child looked at her mother with serious, wistful eyes. She did not understand precisely what was going on, but when appealed to, she answered courteously, as she had been taught. "Oh, mother, please let's stay."

Mrs. Raymond turned and caught the little girl in her arms. "I guess," she said, with something very like a sob in her voice, "we'll have to stay, if you and Marjorie both want it so."

Helen Choate Streeter.

Ribbon Sellers Should be Psychologists.

According to Dr. Silas S. Neff, of Philadelphia, a poor salesman can become a good salesman if he only exercises mental influence on the buyer. In other words, salesmen should be psychologists.

Dr. Neff is telling salesmen how to sell.

"Abstain from all negative influences. Do not think of evil, crime, anger, hate, revenge, or worry.

"Let your mind dwell on hope, ambition, love, friendship, sympathy, art and music.

"There are three predominant types of women shoppers—intellectual, the woman who thinks; emotional, the woman who feels; volitional, the woman who decides.

"This is the way to tell them apart: Intellectual woman—logical in mind, fixed expression of face, and not vol-

atile; emotional woman—a mellow, varying voice, large, sympathetic eyes, shows outward influences; volitional woman—firm walk, talks quickly, decides quickly.

"If the woman belongs to the intellectual class, she must be shown the advantages of the purchase. She must be convinced by reason. If she belongs to the emotional class, she is a 'sure sale,' as things which appeal to the eye and the emotions catch her.

"All the talking in the world and all the winning smiles in the universe won't make the volitional woman buy a penny's worth more than she wants. Her mind is made up, and the clerk will employ his time better by devoting his attention to the next customer."

"How would you advise a salesman to treat a woman of wealth?"

"The woman of wealth is proud of the fact that she does not need to enquire the price, and the clerk who falls in with her idea of independence will be the most successful. He may talk style, quality and everything, but omit the cost.

"The woman of limited means is dangerous. Do not try to decide for a woman like that. Be accommodating, and she will buy what she needs."

"And the woman who is undecided?"

"In that case the will of the salesman must decide for her. If he has judged her correctly, he can lead her to a decision."

"What about the bargain hunter?"

"Show her the best bargains and recommend them."

The Logic of Union Labor.

A Springfield, Mass., boarding house mistress settled an incipient strike all by herself. She hired a paperhanger and then discovered that the room to be papered needed painting. A clergyman who had lodgings in the house volunteered to do the work. He was swinging the brush with the skill of a veteran when the irate paperhanger took off his apron and demanded of the clergyman, "Where's your union card?"

The clergyman said he was merely assisting a poor woman. "Well, I'm not in the charity business," said the paperhanger. "I won't work with a scab, and here's where I quit."

"Would it make any difference if I did the painting?" meekly enquired the boarding house mistress, who had listened to the conversation.

The paperhanger reflected a moment and answered, "No, you can paint your own house if you want to; but you can't have it done by non-union men."

The boarding house mistress took the brush from the clergyman and was soon plying it dexterously over the woodwork, while the paperhanger donned his apron and resumed work with the satisfied air of a man who has risked martyrdom for a righteous cause.

Neither male nor female convicts in British prisons are permitted to see a mirror during the period of their incarceration.



White-Seal Lead and Warren Mixed Paints

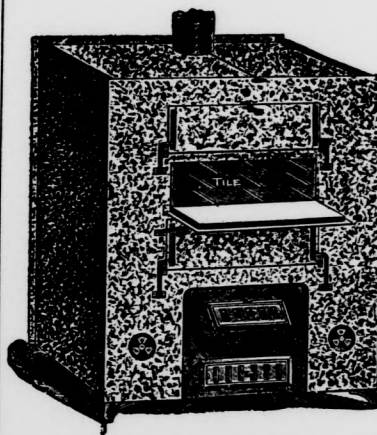
Full Line at Factory Prices

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.



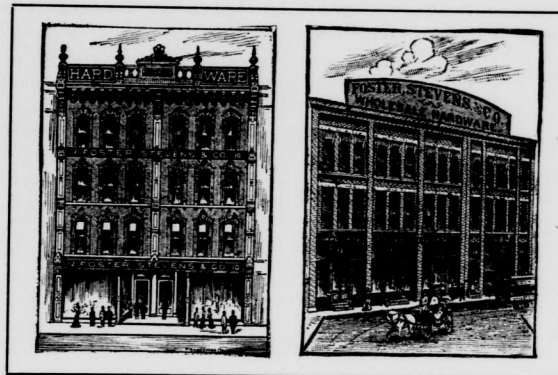
BAKERS' OVENS

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

Foster, Stevens & Co.



Grand Rapids, Michigan

Printing for Hardware Dealers

Some Peculiarities of the Meat Trade of Syria.

Mutton constitutes by far the principal animal food consumed in Syria. Goat meat is used to some extent in the interior, while foreigners residing in Syria prefer beef and poultry. Fish is scarce and of inferior quality. Hardly any game seems available. The natives of this country use but little, if any, beef, in fact, the average person gets no meat at all but on Sundays and feast days.

As to cattle in Syria, there are three breeds, besides the buffalo; they are, as a rule, used for plowing. Little attention is given to the breeding and raising of cattle except in the Hauran and the plains of Damascus, also in Bekaa, where fair pasturage exists for six or seven months in the year. No rain falls from May to October, and where the land is not irrigated, vegetation dries up. In the Lebanon mountain regions the cattle are generally left to graze on the hills during the summer season and consequently become very thin. In the autumn mulberry and grape vine leaves are gathered and given for food to cattle, while during the winter they are fed with wheat and barley straw, cut fine, and dry leaves of various kinds.

More success follows the sheep and goat husbandry, as it more or less takes care of itself. In Beirut alone are killed in a year some 75,000 sheep. They are brought in droves to our market from the Homs and Aleppo regions by agents, sent here, who in return sell to retail dealers and private parties.

In killing cattle, sheep and goats a long sharp knife alone is invariably employed. At Beirut there is a special slaughter house under the control of the municipality which places an officer there on daily duty to inspect the animals intended for slaughter. In times of epidemics he is assisted by the municipal doctor. All diseased animals are thrown into the sea. No goats at all are allowed to be slain in the Beirut slaughter house; their meat is supposed to be unwholesome. Nor are pigs allowed by law to be butchered. Moslems are just as strict as Jews with regard to the porker.

The slaughter house is usually rented by some wealthy merchant who seeks to furnish the number of sheep needed for the market to retailers at a price fixed by the municipal council. The wholesale price for mutton varies during the year from 13 cents to 26 per oke (2 4-5 pounds), while consumers pay 21 cents to 37 per oke. Beef costs at present 26 1/4 cents per oke, on the basis of a whole ale price of 19 1/4, but meats are rather high these days.

As to the shops of the retail meat dealers, they are very poorly equipped. A walnut table is used for chopping and mincing. In front or more rarely on the walls of the shop, which is of diminutive size, the slain sheep hang on hooks. No system is used in cutting the carcass; it is largely a question of "first come first served." A few knives of different sizes, a hatchet or an ax and a sharpener,

usually attached to a chain to the waist of the keeper of the butcher shop, constitute all the instruments in vogue. Prominent on the body of the sheep, as it hangs in front of the shop exposed to flies and insects (no refrigerators, cellars or other depositories are used), is the seal stamped on it by the slaughter house inspector. Butchers who kill sheep outside of the slaughter house must pay a fine of some 60 cents per head. In Syria neither sheep, nor cattle, nor poultry intended for the general market are fattened.

Sheep are fattened, but in such case mostly for the sake of the tail. A man will buy a sheep weighing, for example, 42 pounds, for, say, \$4.75. Syrian sheep are mostly of the flat tailed variety. Now the man's wife or daughter will take charge of the animal and first of all give it a thorough cold water bath. It is then fed, without assistance, on mulberry leaves. But as soon as it stops eating, the woman will set to work stuffing it, employing for such purpose mulberry leaves in the form of small oblong rolls. When the creature refuses to eat the food, force is resorted to, and the rolls are pushed down the animal's throat. In that way a whole basketful of mulberry leaves will be absorbed by the sheep, and this process is repeated four times a day. A bath is administered once every twenty-four hours, and after a lapse of two months the sheep has doubled in weight; the tail alone weighs from 30 to 40 pounds. In some cases, on account of the heaviness of the tail, the sheep becomes unable to walk, and a little cart is attached to it, and the tail placed thereon. The fat of the tail is cooked and used by the natives in lieu of butter.

It may not be amiss to state in this connection that the United States is a good customer for the proceeds of the Syrian goat and sheep husbandry. We buy in Turkey in Asia wool for something like \$600,000 a year, besides mohair, skins and intestines for large amounts.

G. B. Ravndal.

New Label for Inspected Meat.

Contracts have been let by the Government for several millions of new labels monthly. The new label is said to be a composition of turpentine, tar, beeswax and other ingredients on a ground or base of tarlatan. The new means of stamping meat that has been passed upon by the inspectors is said to be sure to meet with the approval of all purchasers, and it is claimed the new process has many features of improvement over the old system of marking the meat. One of them, it is stated, is that it does away with the possibility of tainting the meat as some claimed was the result of stamping with the former device.

The Cause.

"What made her faint?" asked the sympathetic old lady.

"Madame," replied the sour-faced misogynist, "there was a good-looking young man standing right behind her."



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.

We will buy your

Honey, Beans, Butter and Eggs

at highest market price.

JOHN P. OOSTING & CO.

100 South Division Street, Grand Rapids, Mich.

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

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

Printing for Produce Dealers

How to Dress and Ship Poultry.

In the first place, poultry should be well fed and well watered, and then kept from eighteen to twenty-four hours without food before killing. Stock dresses out brighter when well watered; it adds to the appearance. Full crops injure the appearance and are liable to sour, and when this does occur correspondingly lower prices must be accepted than obtainable for choice stock. Never kill poultry by wringing the neck.

To dress chickens, kill by bleeding in the mouth or opening the veins of the neck; hang by the feet until properly bled. Leave head and feet on and do not remove intestines nor crop. Scalded chickens sell best. For scalding chickens the water should be as near the boiling point as possible without boiling—160@175 deg. Fahrenheit; pick the legs dry before scalding; hold by the head and legs and immerse and lift up and down five or six times; if the head is immersed it turns the color of the comb and gives the eyes a shrunken appearance, which leads buyers to think the fowl has been sick; the feathers and pin feathers should then be removed immediately, while the body is warm, very cleanly and without breaking the skin; then "plump" by dipping ten seconds in water nearly or quite boiling hot, and then immediately into cold water; hang in a cool place (or better place on shelves in the shape you wish them to appear when cooled—hanging draws the breast muscles and makes them look thinner when cool and harder to pack) until the animal heat is entirely out of the body. To dry pick chickens properly, the work should be done while the chickens are bleeding; do not wait and let the bodies get cold. Dry picking is much more easily done while the bodies are warm. Be careful and do not break and tear the skin.

To dress turkeys, observe the same instructions as given for preparing chickens, but always dry pick. Pick when warm to avoid tearing. The tail feathers come off with a twist—a straight pull will "set" them. Dressed turkeys, when dry picked, always sell best and command better prices than scalded lots, as the appearance is brighter and more attractive. Endeavor to market all old and heavy gobblers before January 1, as after the holidays the demand is for small hen turkeys, only old Toms being sold at a discount to canners.

Ducks and geese should be scalded in the same temperature of water as for other kinds of poultry, but it requires more time for the water to penetrate and loosen the feathers. Some parties advise, after scalding, to wrap them in a blanket for the purpose of steaming, but they must not be left in this condition long enough to cook the flesh. Do not undertake to dry pick geese and ducks just before killing for the purpose of saving the feathers, as it causes the skin to become very much inflamed, and is a great injury to the sale. Do not pick the feathers off the head; leave the feathers on for

two or three inches on the neck. Do not singe the bodies for the purpose of removing any down or hair, as the heat from the flame will give them an oily and unsightly appearance. After they are picked clean they should be held in scalding water about ten seconds for the purpose of plumping, and then rinsed off in clean cold water. Fat heavy stock is always preferred.

Before packing and shipping poultry should be thoroughly dry and cold, but not frozen; the animal heat should be entirely out of the body; pack in boxes or barrels; boxes holding 100 to 200 pounds are preferable, and pack snugly; straighten out the body and legs, so that they will not arrive very much bent and twisted out of shape; fill the packages as full as possible to prevent moving about on the way; barrels answer better for chickens and ducks than for turkeys or geese; when convenient, avoid putting more than one kind in a package, mark kind and weight of each description on the package and mark shipping directions plainly on the cover.

To dress capons be sure and not kill them until crops are empty, and that they are fat. A thin capon is not as good as an ordinary chicken, because if not large or a proper capon they are not wanted as capons or chickens either. Leave feathers on neck from head down two-thirds way to the shoulders. Leave feathers on two first joints of wings. Leave feathers on tail and halfway up the back. Leave feathers on legs from knee joint two-thirds up the hips. All the rest of the feathers come off. Feathers that are removed should be saved and will sell if kept dry and clean. Be careful and keep the capon clean. Wrap paper around head. Appearances add to the sale and of course price.

How to Pack and Ship Roll Butter.

Care should be taken in packing and shipping. Country shippers and dealers are in the practice of sending roll butter to this market in every conceivable package, including barrels, pine boxes, etc. These packages should be avoided as much as possible, as pine will have a tendency to affect and flavor the butter, while barrels are too large and not easily handled; besides the weight crushes the rolls. New tubs or hardwood boxes are the most desirable, while half-barrels or kegs will do equally well, and these only should be used. Care should also be taken, before putting the butter into packages, that all the sides and ends of the package be lined with new white muslin, thus keeping the butter from defacement by touching the wood. Another bad practice is putting the butter in paper. This should not be done, as the paper sticks to the butter, and damages the appearance. Each roll should be separately placed in a piece of new muslin cloth, washed in warm water to take out the starch, and thoroughly wet in good brine. The rolls should also be of medium size and not too large. Then again the rolls should be of uniform color, not

packing the light and fresh made with those that have been colored and with old stock.

To Shippers of Eggs.

Eggs should be shipped in 30-dozen cases—that is the standard package.

Some cases are heavier than others, and these should be used where shippers wish their cases returned.

Where eggs are sold, cases included, a lighter case can be used, or even a second hand case, so long as it is strong enough and not likely to fall to pieces.

In packing eggs in cases see that there is plenty of excelsior or something as good in the bottom of each case to keep the eggs from striking the bottom board. Also put excelsior on top of the eggs before you put the covers on. Attend to this and you will have but few broken eggs. Also in handling the eggs and placing them in cases do not put the cracked or leaky eggs in the case with sound eggs, as they are likely to leak and muss up the case and injure the sale. For No. 1 stock put in only good, clean, sound eggs.

Dirty eggs should be shipped separately in case.

Checks likewise should be shipped separately.

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.

HERE'S THE D-AH

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

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

Eggs Wanted

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

E. D. Crittenden, 98 S. Div. St., Grand Rapids
Wholesale Dealer in Butter, Eggs, Fruits and Produce
Both Phones 1300

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.

CLOVER AND TIMOTHY

The new crop is of exceptionally good quality. We are direct receivers and re-cleaners, and solicit your valued orders.

ALFRED J. BROWN SEED CO.

GRAND RAPIDS, MICH.

SALESMANSHIP.

Some of the Qualities Which Bring Success.

Good salesmanship is so essential to all lines of business, and so worthy of intelligent study and execution, that the calling, to my mind, is lifted to the dignity of a profession. First, let me say that the definitions of salesmanship which I shall offer are not my own, but quotations from what I have read; and, coming as they do from salesmen of experience who have been successful, they are entitled to respectful consideration.

1. Salesmanship is the quality in a man—partly inherent, partly acquired—whereby he is able to successfully introduce, interest in and sell a prospective customer any article or commodity.

2. The ability to sell goods, or other property, in a straightforward manner, with satisfaction to all concerned and with the least expenditure of time and money, but having always chiefly in view the benefit to be derived by the person for whom the property is sold.

3. Salesmanship is that quality in a salesman which enables him, in the shortest space of time, to place in the possession of his customer the greatest amount of profits; while at the same time preserving the lasting good will and respect of his customer.

4. Salesmanship is ability to make sales; its attributes are health, honesty, courtesy, tact, resource, reserve power, facility of expression, a firm and unshakable confidence in one's self, a thorough knowledge of and confidence in the goods one is selling.

5. Salesmanship is the science of putting into each day's work honesty in speech, loyalty to employer, the hustle of modern civilization, of watching your weak points, of strengthening them, of not only keeping your customers but gaining new ones, of being at all times a gentleman.

It has been my pleasure to meet many salesmen—in our office, during my travels, and at the jobbers' and manufacturers' conventions—and a more courteous and pleasant lot of gentlemen it has never been my pleasure to become acquainted with. It is a universally recognized fact that the standard of salesmen has been greatly elevated with the march of time—as to character, ability and intelligence—in proof of which it is not necessary to refer to any other fact than that men not possessing these qualifications can not find room in the ranks of any reputable firm's traveling force. Furthermore, many of our largest and most successful businesses are composed of and managed by former traveling men.

None of us will deny that a good salesman must know his goods so well and have such confidence in them that he can convince the merchant that he needs the goods; then he must enthrall him in such a way that, after he does purchase them, he will push them.

Permit me to add that, in addition

to the qualifications named in the definitions quoted, if a man is fortunate enough to possess in a marked degree the following he has, in my opinion, the qualities which go to make up what some men term a "crackerjack": Prudence, magnetism, ability to gain confidence, the art of reading human nature, judgment to comprehend a customer; in other words, the faculty of a quick perception of character.

It has been said that the eye photographs impressions on the mind instantly. Pleasing impressions are always strongest and most lasting; therefore, it is wise for the salesman to attain the strong combination of good dress and good manners, coupled with sincerity, which latter is indispensable to lasting success. A well groomed, courteous personality attracts, sincerity convinces. Cheerfulness is a valuable element in salesmanship; people like it—it appeals to them.

A good judgment as regards credits, while mentioned last, is by no means the least of the desirable qualifications for salesmanship.

Competition is keen; there is a great anxiety to do business. Firms employ salesmen for that purpose, so they are anxious to make sales and make them as large as possible. It never did require much capital to start a store. A merchant should not have all his capital on his books, as he can never figure on prompt collections, but is always asked to meet his maturing bills.

It is certainly wise for the salesman to study the credit feature, to get all the information possible on the point and to impart it to his firm in detail, whether good, bad or indifferent. There is no information that a credit man values higher or that is of more assistance to him in determining upon credits, collections or extensions than that obtained from a traveling salesman. I speak from experience on this point.

Coming in personal contact with the merchant, the salesman can form an estimate of his qualifications for success, his character, ability and condition and extent of his stock, the way he handles his customers, the trade and crop conditions prevailing in the section where he does business. A knowledge of these particulars should be studiously sought after by the salesman and transmitted to the firm he represents. He should express his opinion fully and state on what he bases it. It is a fact that it is the prevailing opinion that few traveling men have the ingenuity or take the trouble necessary to equip themselves as good judges of credits. I have always asked our men to give this their best thought; a hazy account is worse than none—to be ever watchful of a man's condition—whether it be a new customer or one of long standing, for some of our greatest losses have been with customers of long standing, whose condition has changed with time.

The value of the service of any man, be he traveler or office man, is measured by the net results of such service, and certainly the losses on

a man's sales are an important factor.

Quoting from the sayings of a wise man, "The principal thing to strive for is wisdom." Next to that the thing we are all working for is the Almighty Dollar. The salesman is human, he wants his share, and the employer who does not cheerfully give it to him makes a mistake.

Little difficulty is experienced in producing satisfactory clerks in the evolution that takes place from the time a lad begins his business experience in the position of office boy, advancing in rotation—if he is of the right stuff—as vacancies in higher and more responsible positions occur. But few of them develop the characteristics and tact necessary to give them entrance into the ranks of salesmen and fewer still can ever be classed as particularly successful salesmen. We can advertise for a clerk for most any department of our business and obtain enough responses to enable us to select a suitable person.

But our experience, and that of many business men that I have spoken with on the subject is, that first class salesmen are not so numerous and are difficult to obtain; therefore, the employer who has a satisfactory force of salesmen is to be congratulated, and it behooves him to make them satisfied as well as satisfactory.

There is no royal road to success in any vocation. Industry, capacity, power of adaptation, the ability to put forth what is in us, the faculty of utilizing our gifts, will bring success. In the vast majority of failures there is a lack of motive power, a disposition to take it easy.

The easiest way to court failure is not to strive for success. The qualities which bring success to men in their chosen vocations are the qualities which make it possible for such men to make their way into those vocations. The man with ability and grit will succeed. The man who does not get discouraged easily is the boss of the man who does. Enthusiasm is something that can not be bought, because it is priceless.

Opportunities come often in disguise and disclose their possibilities only when a man has made them expand by the force of his zeal and thoroughness. It has been written that "A pound of energy with an ounce of talent will achieve greater results than a pound of talent with an ounce of energy."

A salesman's efforts can be supplemented by the firm employing him. Proper attention and treatment of the customer by the house will certainly strengthen their position. There are so many ways. Setting aside the question of equipping a man with salable goods and proper prices, the attention an account receives by the firm in any and all of the departments of a business has a vast influence on the efforts of a salesman. Modern and thorough business methods suggest so many excellent ways of doing what is right and proper that it must be a careless man indeed who does not give this subject thought and attention.

And the house should not only give attention to those that the traveler sells, but those as well on whom he calls and does not sell. It is certainly important to give attention to prospective customers, and the firm can often put on the final touch needed to supplement the efforts of the salesman and open up a desirable account.

L. D. Vogel.

Our Weights and Measures Years Behind the Times.

Did it ever occur to you that this progressive country of ours was years behind nearly all other civilized lands in the matter of its weights and measures? Well, it is.

A United States consul recently commenting on this said: "We send consular representatives to every quarter of the globe for the express purpose of making possible an extension of our foreign commerce, busy ourselves in an attempt to make such foreign commerce a success, and then retain a system of weights and measures which adds to our own difficulties and makes us mere barbarians to the more progressive nations."

Any storekeeper ought to welcome with joy a system that does away with pounds and gallons and feet and yards and all their variety of unit values, and reduces all to a decimal basis, in which ten of one unit make one of the next higher, and all calculations are as easy as reducing cents and dimes to dollars.

The metric system has been legally authorized in this country for years. The thing to do is to get at it and adopt it. We will some day wonder why we fooled away valuable time, all our lives, trying to remember whether four scruples made one dram, and figuring how many rods there are in a given number of feet, at the ratio of sixteen and a half to one. Our whole system of measuring weight, quantity, length and area is an out-of-date absurdity.

Curiosity Gratified.

"Colonel," the long nosed man remarked, "they say you're purty rich. Would you mind tellin' me how you made your money?"

"Not at all," replied the affable stranger, who was visiting friends in the village. "I made it by dealing in green goods."

"Green goods? Great Scott!" gasped the other. "Buyin' 'em, or sellin' 'em?"

"Selling them," said the stranger. "Let me tell you, confidentially, no man ever got rich buying them."

"Gee! I never heard of the like! You own right up to it, do you?"

"Certainly. What's the use of trying to hide it? You'd find it out sooner or later, anyway. Somebody would be sure to tell you."

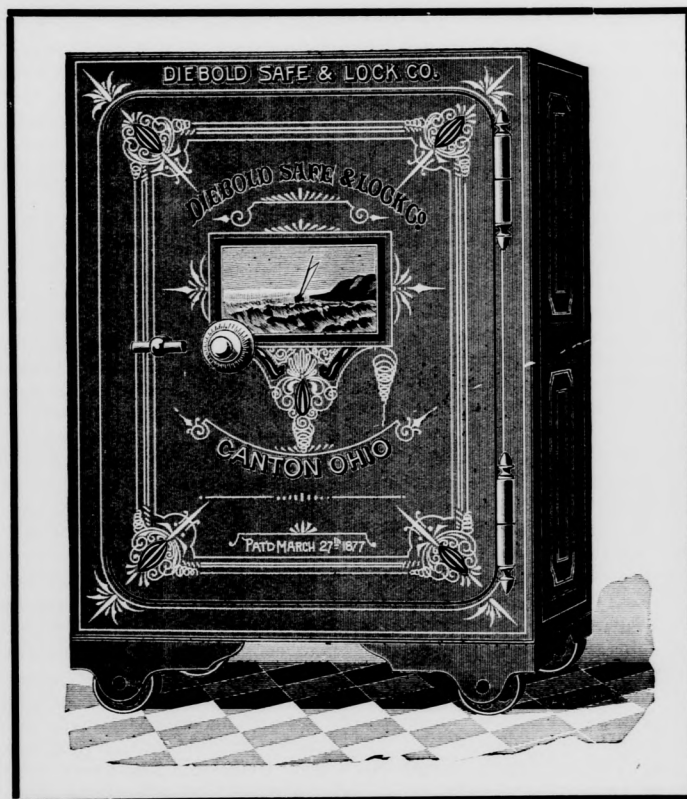
"Where did you operate? In New York?"

"No. Down in Georgia. I've got a watermelon farm down there, sir."

Never write an advertisement when you are feeling blue. If you can not take a rosy view of things, find some man that can, who has the ability to tell your story in a cheery way, and the very reading of it will put new hope into you.

Safes by the Carload

The Tradesman Company has just received a carload of Diebold fire-proof safes from the factory at Canton, being the first full carload of safes ever shipped into Michigan. These safes have been purchased outright at low prices for spot cash and are offered the trade at less than regular factory prices and at



about two thirds the prices ordinarily charged by commission agents. The shipment comprises twenty-three safes, ranging in price from \$54 to \$156, and an inspection of the line and a comparison of our prices with the prices ordinarily charged by others, will convince any one of the advantage of dealing with a house which buys outright and sells at margins heretofore unheard of in the safe trade.

TRADESMAN COMPANY, Grand Rapids, Mich.

THE IVORY NUT.

Trees Furnish Substitute for the Tusks of Elephants.

Do you know of what material the buttons on your coat are made?

Well, perhaps if you did you would never recognize it in the raw, for in four cases out of five it is a material vulgarly known as vegetable ivory. To the trade it is ivory nut. Down on the pier of the Pacific Mail Steamship Company will be seen long rows of sacks made of jute, which bear the appearance of being filled with potatoes. These are stacked at the head of the pier in the open air. There is no danger of them being carried away, for they are as heavy as lead and not extremely valuable, as they are. Potatoes would not remain in that exposed position untouched a single night. The ivory nut, however, is valuable only when it comes from the hands of the manufacturer in the button or the ornamental state.

The ivory nut is grown in the equatorial regions of South America. The principal point of shipment is Colon, on the Isthmus of Panama. Like the banana, the ivory nut is perennial in its native clime, and may be found in all stages from the bud to the ripened nut at all seasons of the year. The nuts grow in great bunches of about fifty incased in a shell, as are chestnuts in the burr, although the shell outwardly resembles in roughness the surface of a pineapple. The entire cluster of nuts in this shell is as big as a man's head. This shell comes off easily after the nuts are ripe. At this stage they fall from the trees—which are fourteen or fifteen feet in height—and are packed on the backs of natives to the points of shipment. The nuts are grouped together within the covering somewhat like chestnuts in the burr, which nuts they resemble in shape. They are about the color of an unwashed last year's potato, and as hard as an elephant's tusk.

The grain of the ivory nut is white and even of texture, so that it is easily carved, sawed and worked into any desirable shape. The ivory nut tree is not farmed or raised artificially, as is the banana tree, but grows in its natural state and after its own manner in the forests, the same as the hickory or the chestnut or walnut.

About 4,000 tons of the ivory nut are brought to this country annually. Owing to the cheapness of the raw material there is not more than \$150,000 per annum involved in the traffic. Perhaps 1,500 persons in New York are employed in the handling and manufacturing of the nut and its products.

"The principal use of vegetable ivory now," said a broker who deals in the article incidentally, "is in the manufacture of buttons. A good many people probably think that the buttons on their spring clothes are made of rubber or bone—and so they used to be. Now, however, vegetable ivory is the principal material used. The nut in its green state is filled with a milky substance, which hardens upon ripening into a fine,

even grain or a tough substance. In this state it is sawed into slabs of the necessary thickness and turned into buttons by machinery.

"Unlike rubber and bone, ivory is not affected by heat or cold, and is not liable to break in the eye. The manufacturers are located in a number of Eastern cities, although the raw material that comes to this country is usually landed at New York. The cost of manufacturing is the principal item of expense. About 80 per cent. of the cost of the manufactured article is in the labor. The greatest production in this country was in 1880 and 1890, but the Germans, having the advantage of cheaper labor, are now able to successfully compete with American manufacture. It is true that most of it is used in this country, but we are now getting a considerable amount of the manufactured article from Germany. The duty is 40 per cent., too—15 per cent. of that being a raise under the McKinley act. With \$150,000 representing the annual outlay on the raw material and 20 per cent. of the American product, you can figure out to yourself the amount of money involved in both the handling and the manufacture.

"In the earlier stages of its use vegetable ivory was principally known in the shape of the ornaments of various kinds. If you will remember some years ago it was extensively handled by train men and street fakirs, who peddled baskets full of little trinkets made from the ivory nut. At present practically the whole product of the ivory nut goes into buttons.

"One of the peculiar features of the material in relation to buttons is its susceptibility to coloring matter. It can be colored anything that is desired by the manufacturers. You will notice that the artistic tailor makes use of this great advantage in his adaptation of buttons to garments. In the Scotch tweed suits of light and mottled texture, or garments of any color whatever where a solid button is used, one in perfect harmony with the material may be selected. The varieties in shape and color are almost countless."

The nuts, when scraped with a knife, emit a rich odor, similar to what is known as the Brazil, or cream nut. Lying there, stacked up on the pier, they are interesting if only as illustrative of the great variety of extraordinary things brought to New York from various parts of the world and the ingenuity of those who have cleverly adapted them to the uses of mankind.—N. Y. Sun.

The Strike Mania Subsiding.

The strike mania appears to be subsiding. Like any epidemic, it probably had to run its course, but, having done so, it is not surprising that intelligent mechanics are sickened by the endless threats and menaces of the venal and unscrupulous leaders who see no other way of magnifying themselves and filling their pockets except to find grievances and make the most of them.—New York Times.

Celebration of the Chicago Centennial.

Chicago is arranging to celebrate its 100th anniversary. No one who visits that city and spends a day or two looking around can fail to be impressed with what a wonderful growth and development it has had in a single century. It is the more remarkable when it is recalled that the 100th anniversary to be celebrated next year is not the anniversary of the city itself, but of the building of the fort which was there several years before anything which could be dignified by the name of a settlement was established. The United States Government erected Fort Dearborn near the mouth of the Chicago River in 1804. It maintained a small garrison there until 1812, when the soldiers and the few inhabitants there were massacred by the Indians. It was not until 1829 that James Thompson surveyed the plat for a town. It was not until 1833 that the people decided to have their village incorporated. In the latter year the Pottawattamie Indians, 7,000 being present at the time, made a treaty by which they ceded all their land in Wisconsin and Northern Illinois to the Government and started for their new home west of the Missouri. That was only seventy years ago.

It seems almost impossible to believe that in 1834 Chicago had only one mail a week and that it was brought from Niles, Mich., on horseback. John Calhoun gave Chicago its first newspaper, dated November 26, 1833, but evidently his enterprise was not very promising, for the second number was not issued until December 3. The favorable location and the enterprise of the first settlers promoted rapid growth and a city charter was secured March 4, 1837, but there was no requirement that 10,000 population should constitute a city, for the census taken July 1, 1837, shows that there were 3,989 white people; and all told, including sailors belonging to vessels owned in Chicago, made the number up only to 4,170. The little city made great gains and soon began to attract widespread attention. The great fire of October, 1871, is recollected by all of middle age. More than 2,000 acres were burned over, 100,000 people rendered homeless and \$2,000,000 worth of property destroyed. The business portion of the city was all gone. Liberal contributions were sent to the sufferers from all parts of the country, aggregating an amount something like \$5,000,000. With characteristic energy and enterprise the people rebuilt and in two or three years all traces of the fire had disappeared and the city had been practically reconstructed. As was to be expected, the new was much better than the old and from that day to this Chicago has kept right on growing and is now one of the principal cities, not only of the United States, but of the world. All this has been done in less than a hundred years from the building of Fort Dearborn, and in less than seventy years from the actual settlement. When the city celebrates the centennial it will have much to

be proud of and it can be depended upon that the celebration will be in every way commensurate with the importance of the event.

Last Stage of the Health-Food Craze.

When stock in health-food manufacturing enterprises goes begging for buyers through brokers, as is the case with certain new concerns at Battle Creek, and elsewhere, it is a pretty good indication that the business is overdone.

Another pointer in the same direction is the growing impatience of grocers under the flood of foods of this sort, and their resentment at the tricks practiced by some of the manufacturers in their frantic efforts to work off goods upon the dealer.

A third straw showing how the wind blows is widespread ridicule of the names and claims of health foods. At first the public was inclined to take these things seriously; to-day it laughs at them or contemplates them with a knowing smile. To be sure, it still eats health foods in great quantity, but it does so without the blind faith of former days. Presently it will even cease to be amused and will become first bored, then impatient, then annoyed, and finally indignant.

Sighting along this line it does not need unusual powers of vision to decry the health-foods' finish—finish, that is, of all save those health-foods which are at once the best-constituted and the best advertised.—Roller Mill.

Recent Business Changes Among Indiana Merchants.

Hecla—J. A. Jontz, dealer in general merchandise, has removed to Middlebury.

North Vernon—Chas. Everett has purchased the interest of his partner in the queensware and racket business of Everett & Beck.

Plainwell—Wm. H. Bunch & Co. are succeeded in the drug and lumber business by Chas. McWilliams.

Savah—E. Edmunds has purchased the grocery stock of John McGreary. Shelburn—W. S. Freeman has sold his general merchandise stock to W. H. Thraw.

South Bend—Ruddick & Co. is the style under which the tea business of Ruddick & Beecher is continued.

Winamac—Hathaway & Co. succeed Hathaway. Dellinger & Co. in the hardware business.

Worthington—East & Co. have purchased the meat market of Barton & Ellingsworth.

Beginning of the End.

"I am like a tree," remarked De Boren as the cuckoo on the mantel chirped the half hour previous to midnight. "I seem to be rooted to the spot."

"Yet you are unlike a tree," replied the auburn-haired girl as she strangled a yawn, "because you do not leave."

And then he proceeded to put forth.

Never expect to make a lasting success in six months—it takes years to put any business on a paying basis that will possess permanency.

They Say

That ignorance of the law excuses no one but the lawyer.

That there is no luck in horseshoes. They never make both ends meet.

That charity begins at home and often ends there, too.

That some husbands are very indulgent, but sometimes they indulge a great deal too much.

That your friends may not know much, but they know what they would do if they were in your place.

That we always admire the wisdom of those who come to us for advice.

That money talks, but often it goes without saying.

That women may not be the greatest inventors, but it is strange how apt they are in discovering wrinkles.

That the aroma of cloves is the breath of suspicion.

That an ounce of silence is easily worth a pound of explanation.

That all men believe in harmony, if you let them run the harmonizing machine.

That when you have the rheumatism, if you put your leg through the window, the pane will be gone.

That you can make some people keep a secret, if you give them chloroform enough.

That the first duty of a citizen is to keep his nerves strong and his digestion in good working order.

That when a man wants to be sure that he is right before going ahead, he generally finds that he has been distanced by someone who takes a few chances.

That you should learn to labor, and to wait no longer.

That an absolute vacuum is a physical impossibility, that it can exist only in your mind.

That a man will promise a woman anything to keep her quiet.

That when a man says he is perfectly contented, it means that he can not see a possible chance to get any more.

That a self-made man is often too proud of his job.

That success is the child of audacity.

That a nickel in the hand is worth two in the slot.

That few people can stand prosperity, but there are many who would like to try it.

United States Using More Tobacco.

The quantity of chewing and smoking tobacco on which tax was paid in the United States for the month of July, 1903, was 25,781,380 pounds, as against 21,827,360 pounds for July, 1902. This is an increase for the month of the present year of nearly 4,000,000 pounds. We notice that the cigarette production, which was on the wane for several years, is making headway once more. For July just passed 328,279,043 were turned out, as against 290,503,085 for the previous July, an increase of nearly 38,000,000, or 13 per cent. Progress is also shown in cigars and snuff. With better business for the manufacturers encouragement is given that actual demand for raw material will before long send up the price of Southern leaf tobacco.

Hardware Price Current

Ammunition			
Caps			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	40		
Musket, per m.	75		
Kiy's Waterproof, per m.	60		
Cartridges			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers			
No. 2 U. M. C., boxes 250, per m.	1 40		
No. 2 Winchester, boxes 250, per m.	1 40		
Gun Wads			
Black edge, Nos. 11 and 12 U. M. C.	60		
Black edge, Nos. 9 and 10, per m.	80		
Black edge, No. 7, per m.	80		
Loaded Shells			
New Rival—For Shotguns			
No.	Drs. of Powder	oz. of Shot	Size Shot Gauge
120	4	1 1/2	10
129	4	1 1/2	9
128	4	1 1/2	8
128	4	1 1/2	7
128	4	1 1/2	6
128	4	1 1/2	5
154	4 1/4	1 1/2	4
200	3 1/2	1 1/2	4
208	3	1	10
236	3 1/4	1 1/2	8
265	3 1/4	1 1/2	5
264	3 1/4	1 1/2	4
Discount 40 per cent.			
Paper Shells—Not Loaded			
No. 10, pasteboard boxes 100, per 100.	72		
No. 12, pasteboard boxes 100, per 100.	64		
Gunpowder			
Kegs, 25 lbs., per keg.	4 90		
1/2 kegs, 12 1/2 lbs., per 1/2 keg.	2 30		
1/4 kegs, 6 1/4 lbs., per 1/4 keg.	1 60		
Shot			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B.	1 75		
Augurs and Bits			
Snell's.	60		
Jennings genuine.	25		
Jennings' imitation.	50		
Axes			
First Quality, S. B. Bronze.	6 50		
First Quality, D. B. Bronze.	7 00		
First Quality, S. B. S. Steel.	10 50		
First Quality, D. B. Steel.	10 50		
Barrows			
Railroad.	13 00		
Garden.	29 00		
Bolts			
Stove.	60		
Carriage, new list.	50		
Flow.	50		
Buckets			
Well, plain.	4 00		
Butts, Cast			
Cast Loose Pin, figured.	70		
Wrought Narrow.	60		
Chain			
Com.	7 c.	5-16 in.	1/4 in.
BB.	8 c.	3/8 in.	1/2 in.
BBB.	8 1/2 c.	7/8 in.	3/4 in.
	8 1/2 c.	1 1/2 in.	1 in.
	8 1/2 c.	2 in.	1 1/2 in.
	8 1/2 c.	2 1/2 in.	2 in.
	8 1/2 c.	3 in.	2 1/2 in.
	8 1/2 c.	3 1/2 in.	3 in.
	8 1/2 c.	4 in.	3 1/2 in.
	8 1/2 c.	4 1/2 in.	4 in.
	8 1/2 c.	5 in.	4 1/2 in.
	8 1/2 c.	5 1/2 in.	5 in.
	8 1/2 c.	6 in.	5 1/2 in.
	8 1/2 c.	6 1/2 in.	6 in.
	8 1/2 c.	7 in.	6 1/2 in.
	8 1/2 c.	7 1/2 in.	7 in.
	8 1/2 c.	8 in.	7 1/2 in.
	8 1/2 c.	8 1/2 in.	8 in.
	8 1/2 c.	9 in.	8 1/2 in.
	8 1/2 c.	9 1/2 in.	9 in.
	8 1/2 c.	10 in.	9 1/2 in.
	8 1/2 c.	10 1/2 in.	10 in.
	8 1/2 c.	11 in.	10 1/2 in.
	8 1/2 c.	11 1/2 in.	11 in.
	8 1/2 c.	12 in.	11 1/2 in.
	8 1/2 c.	12 1/2 in.	12 in.
	8 1/2 c.	13 in.	12 1/2 in.
	8 1/2 c.	13 1/2 in.	13 in.
	8 1/2 c.	14 in.	13 1/2 in.
	8 1/2 c.	14 1/2 in.	14 in.
	8 1/2 c.	15 in.	14 1/2 in.
	8 1/2 c.	15 1/2 in.	15 in.
	8 1/2 c.	16 in.	15 1/2 in.
	8 1/2 c.	16 1/2 in.	16 in.
	8 1/2 c.	17 in.	16 1/2 in.
	8 1/2 c.	17 1/2 in.	17 in.
	8 1/2 c.	18 in.	17 1/2 in.
	8 1/2 c.	18 1/2 in.	18 in.
	8 1/2 c.	19 in.	18 1/2 in.
	8 1/2 c.	19 1/2 in.	19 in.
	8 1/2 c.	20 in.	19 1/2 in.
	8 1/2 c.	20 1/2 in.	20 in.
	8 1/2 c.	21 in.	20 1/2 in.
	8 1/2 c.	21 1/2 in.	21 in.
	8 1/2 c.	22 in.	21 1/2 in.
	8 1/2 c.	22 1/2 in.	22 in.
	8 1/2 c.	23 in.	22 1/2 in.
	8 1/2 c.	23 1/2 in.	23 in.
	8 1/2 c.	24 in.	23 1/2 in.
	8 1/2 c.	24 1/2 in.	24 in.
	8 1/2 c.	25 in.	24 1/2 in.
	8 1/2 c.	25 1/2 in.	25 in.
	8 1/2 c.	26 in.	25 1/2 in.
	8 1/2 c.	26 1/2 in.	26 in.
	8 1/2 c.	27 in.	26 1/2 in.
	8 1/2 c.	27 1/2 in.	27 in.
	8 1/2 c.	28 in.	27 1/2 in.
	8 1/2 c.	28 1/2 in.	28 in.
	8 1/2 c.	29 in.	28 1/2 in.
	8 1/2 c.	29 1/2 in.	29 in.
	8 1/2 c.	30 in.	29 1/2 in.
	8 1/2 c.	30 1/2 in.	30 in.
	8 1/2 c.	31 in.	30 1/2 in.
	8 1/2 c.	31 1/2 in.	31 in.
	8 1/2 c.	32 in.	31 1/2 in.
	8 1/2 c.	32 1/2 in.	32 in.
	8 1/2 c.	33 in.	32 1/2 in.
	8 1/2 c.	33 1/2 in.	33 in.
	8 1/2 c.	34 in.	33 1/2 in.
	8 1/2 c.	34 1/2 in.	34 in.
	8 1/2 c.	35 in.	34 1/2 in.
	8 1/2 c.	35 1/2 in.	35 in.
	8 1/2 c.	36 in.	35 1/2 in.
	8 1/2 c.	36 1/2 in.	36 in.
	8 1/2 c.	37 in.	36 1/2 in.
	8 1/2 c.	37 1/2 in.	37 in.
	8 1/2 c.	38 in.	37 1/2 in.
	8 1/2 c.	38 1/2 in.	38 in.
	8 1/2 c.	39 in.	38 1/2 in.
	8 1/2 c.	39 1/2 in.	39 in.
	8 1/2 c.	40 in.	39 1/2 in.
	8 1/2 c.	40 1/2 in.	40 in.
	8 1/2 c.	41 in.	40 1/2 in.
	8 1/2 c.	41 1/2 in.	41 in.
	8 1/2 c.	42 in.	41 1/2 in.
	8 1/2 c.	42 1/2 in.	42 in.
	8 1/2 c.	43 in.	42 1/2 in.
	8 1/2 c.	43 1/2 in.	43 in.
	8 1/2 c.	44 in.	43 1/2 in.
	8 1/2 c.	44 1/2 in.	44 in.
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New York Market

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 12—It has been a week of slight variation in the coffee market. Reports that for awhile seemed well authenticated were to the effect that the crop prospects were far from good. This had the effect of sending a little firmer feeling through the market and Rio No. 7 even advanced $\frac{1}{8}$ c. Later came cables to counteract the first reports and discomfort again settled on the market, although at the close there is a better feeling than last week and a better business has been done in spot goods. Quite a fair run of orders came in from out of town and dealers are fairly well satisfied with the outlook. At the close No. 7 is worth 5 3-16c. In store and afloat there are 2,482,170 bags, against 2,930,369 bags at the same time last year. There has been a fairly steady market all the week for West India sorts. Good Cucuta is worth $7\frac{1}{4}$ @ $7\frac{1}{2}$ c. The usual business is going forward in East India grades and quotations are steady and without change.

There has been a small run of orders for tea. Supplies are seemingly large enough to meet all requirements without any trouble and buyers are taking only small lots to last over. No changes are observable in rates. Proprietary goods are selling well and grow more and more in popular favor.

There is said to be a very small volume of new business in sugar, most of the trading being of withdrawals under old contracts. Arbuckles, keeping their quotations below the Trust, get the run of the trade. The demand for sugar for canning purposes is disappointingly light.

Stocks of rice in this market are becoming pretty light, owing to strikes in the South, and if a settlement is not reached within ten days or a fortnight there will be a "great to do." Prices are steady and practically without change. Prime to choice domestic, $5\frac{3}{8}$ @ $5\frac{7}{8}$ c.

In spices, pepper is firm, and seems to exhibit a constant tendency toward a higher basis. No special activity is displayed by buyers, however, in making purchases and sales are mostly of very small lots. Cloves are firm and, in fact, the whole range of spices is strongly supported.

There is a steady improvement in the market for molasses and quotations are well held. The supply of desirable grades is limited and, in fact, this is also true of the medium grades, which seem to be closely sold up and the outlook is in favor of the seller. Syrups are in rather light supply and, as is the case with molasses, the tendency is toward a higher range. Prime to fancy in round lots 21 @ 30 c.

In canned goods there has been a good enquiry for tomatoes and some packers have withdrawn from the market. If we can have three weeks of such weather, however, as we are now experiencing, there will be a

crop of tomatoes after all that will cause the hearts of the packers to rejoice. There is a fairly active market for almost all goods in tins, California fruits, especially, moving so well that the Association think they are justified in making some advances in quotations. There is said to be a lot of tomatoes on the market—even more than usual, and the supply is generally quite ample—that one could not tell by looking at the contents what the stuff was. The label makes it plain that the can contains tomatoes, however. Prices vary, of course, and a fair average for Maryland stock is $77\frac{1}{2}$ c, with New Jersey goods about 15c more. Corn is very firm and likely to remain so, even with six weeks of good weather.

There is a fair call for dried fruits and dealers think we shall have a good fall trade. Prices generally are well held and are without change.

The week has witnessed little change in the butter market. Business is fair and a steady feeling prevails. The best grades of creamery are quotable at 20c and possibly in some cases this has been exceeded $\frac{1}{2}$ c. Firsts are worth 18 @ $19\frac{1}{2}$ c and are fairly steady on this basis. As a rule, the quality of arrivals is very good, factory butter working out fairly well at 15 @ $15\frac{1}{2}$ c, with some stock going at 15 @ 16 c; renovated, $15\frac{1}{2}$ @ 17 c.

The cheese market is strong and seems to be daily adding to its firmness. Small sizes of full cream are worth 11c for colored and $10\frac{7}{8}$ c for fancy white stock. The supply of large sizes is light and full rates are obtained.

The demand for eggs is greater than the supply, especially of desirable sorts, and the market is very closely cleaned up. For medium grades the market is a little quieter and the supply is more ample than at last report. Fresh gathered Western extras, 23c; firsts, 22c; seconds, 19 @ 21 c; candled, $16\frac{1}{2}$ @ $17\frac{1}{2}$ c; refrigerator stocks move fairly well within a range of $19\frac{1}{2}$ @ 20 c.

How To Handle Feathers.

In picking turkeys save all the feathers that grow on the tail of the turkey; also those on the two joints of the wing next the body. The pointed one-sided quills that grow on the outside or tip of the wing sell at a low price, and should be kept separate from the others. It would be best to keep each kind separate.

Lay quill feathers straight, in as light boxes as possible; do not stuff them into bags, as it breaks them. Body feathers should be shipped in sacks.

Before packing weigh your boxes with the covers, and mark the weight in plain figures on the side of the box.

Chicken body feathers should be forked over to allow animal heat to get out of the feathers; they should be well dried out before shipping as the dampness mats them together, and they sometimes arrive heated and moldy. Be sure and have no quill feathers mixed in with the body feathers. They can be shipped in

sacks. Dry picked feathers command best prices. White chicken body feathers, dry picked, command big prices, but must be kept dry and clean.

How to Make Coops.

If you do not wish to purchase coops, the following directions to shippers wishing to make their own coops will be of benefit:

Coops should be 48 inches long, 30 inches wide, 12 inches high for chickens and ducks, and 15 to 18 inches high for turkeys and geese. Use lumber as follows: Use 2x2 for corner posts, or 1x2 will answer. If you can not get them, get 1x4 and rip them in two. Cut six pieces 30 inches long and nine pieces 12 or 15 inches long for each coop; nail the short pieces one at each end; one in the center of the long ones (use 10d wrought nails). Make three of these frames, one for each end and the center. For the bottom use half-inch boards or lath; make the bottom tight (use 6d nails); use $\frac{1}{2}$ x2 strips or lath for sides, ends and top; put them $1\frac{1}{2}$ inches apart—the width of lath is about right. Leave two laths loose on top in center, or make a door of them to open, in order to put poultry in and take it out; now nail a lath around the coops, each end and the center (outside the three frames made first). This will keep the lath from coming off, and make the coops stronger. For broilers the coops can be made 10 inches high and 24 inches wide. This will make you a good, strong, light coop.

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.

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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

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

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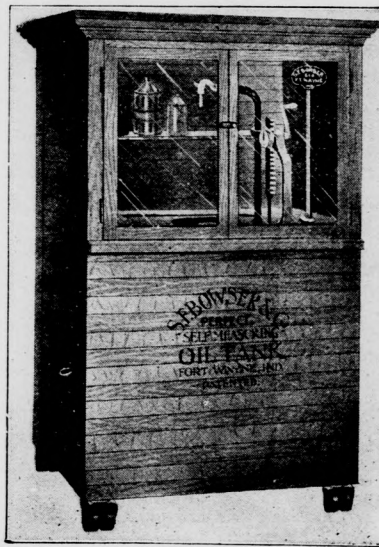
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Oleomargarine Stamps a specialty. Get our prices when in need of Rubber or Steel Stamps, Stencils, Seals, Checks, Plates, etc. Write for Catalogue.

A WISE MAN ONCE SAID



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"IT IS BETTER TO BE SURE OF A FEW FACTS THAN TO KNOW A GREAT MANY THINGS THAT ARE NOT TRUE."

To an ordinary mortal that statement savors of good sense. There are a few things about oil tanks of which we are absolutely sure. We refer more particularly to

Bowser

3 MEASURE SELF MEASURING OIL TANKS

Which We Believe Are

THE BEST OIL TANKS UPON EARTH

The reason for our faith is that we know HOW and OF WHAT they are built. We know the patience, and care, and skill, and honesty that are built into every one of them. We know their accuracy of measurement. We know their value from the standpoint of economy of oil, and of time, and labor. We know they are cheap at the price we get for them. In fact we know all about them and we would like you to know. The best years of our lives have gone into the labor of bringing Bowser Tanks to their present state of mechanical perfection. The labor has been ours—the result is yours. We build them not for ourselves, but for you. All we ask of you is a chance to demonstrate their worth, and adaptability to your needs. This will cost you nothing. Write for catalogue "M."

S. F. BOWSER & CO.,

FORT WAYNE INDIANA

Sulphur for All the World.

And now it is for sulphur—pure sulphur in tons, in carloads, in shiploads—for which Alaska is to become most famous. Hitherto the world's supply of sulphur for the making of powder and in the industrial arts has been coming for centuries from the Island of Sicily, where a dozen vessels at a time are seen loading the yellow material. But that Sicily is not a circumstance for deposits of pure sulphur to Mount McCutcheon, on Unalaska Island, is the report just brought down from there by George Carlson, who is at present and has been for years in the Swedish government employ as a mining engineer, fitting him more specially for passing as an expert on the deposits of Mount McCutcheon. He was for years located at the Sicilian sulphur mines as expert, locating new beds of the stuff and superintending the workings. It was on this account the gentleman's annual vacation from the Swedish service was eagerly taken advantage of by the New Yorkers who hold a claim to the new sulphur discoveries of Unalaska Island, and he was secured and sent up there at once. He spent one month on the mountain with a force of twenty-five men, and recently reached Tacoma on his return trip by the Elihu Thomson, the boat having picked him up at Dutch Harbor.

The Swedish government expert finds that for vast deposits of the purest flower sulphur the Alaskan discovery is without equal in the world. The beds lie in blanket fashion over most of the mountains, thinning out as the level of the sea is reached, but everywhere prevalent in almost unbroken strata. He found the mountain to be 5,000 feet above the surrounding ocean, and covered more than halfway down from the summit with eternal snow. The summit reveals an extinct volcano, with a great crater half a mile wide. The interior of the crater is sunken some hundreds of feet, and the sides are all honey-combed, affording sheltering caves for Mr. Carlson and his twenty-five men for many nights. Owing to there being no timber at all on the mountain, the month spent in the snows was spent for the most part entirely without fire or hot food, but the wonderful revelations more than compensated the traveler. In one spot the removal of thirty feet of snow and ice and some twenty feet of broken shelf rock let the workers into a body of commercially pure sulphur, the extent of which was not discovered, for a shaft of fifty feet had not gone through it, and it was impossible to sink farther owing to the constantly caving sides. In all, the deposits were tapped at sixteen points, and found to be at every point more free from adulterous substances—lava bodies and pumice, which hinder the workings in Sicily—than even the sulphur beds of Ireland. Said Mr. Carlson:

"It can not be said to be an entirely new discovery, since it was staked and recorded five years ago—and then abandoned. But we have done the very first work ever per-

formed on the deposits, and the original staking was done from the showings at the base of the mountains, where Indians have for centuries been digging out more or less of the stuff, for medicines principally. I don't want to say too much about the matter, for while I was there the original stakers of five years ago returned from Seattle and restaked the ground right on top of it. The original staker was De Sata, of Seattle, but the following gold rush into Alaska diverted that company's attention, and the sulphur was never explored, or for a certainty it would never have been abandoned. Then it was staked by the men who have sold it to the New York speculators I have represented, and I have been sent out. I am carrying back my report. If the development of the property would cost a million, it would yet be a proposition of world-wide importance, while as a matter of fact it is close to the waters of the Pacific ocean, but ten miles from Dutch Harbor—as good a harbor at any time of the year as could be desired."

Leipsig's Street Car Lesson.

The fourth city in the empire of Germany, the city of Leipsig, with its half a million of people, is first in its handling of the street railway proposition, as is shown by a recent consular report to the United States Government. There trolley line cars are operated on 40-year franchises, at the expiration of which the properties revert to the city.

After the first two years the trolley companies pay to the city as a royalty for the use of the streets 2 per cent. of their gross receipts and that royalty is increased by 1 per cent. every five years until it reaches 5 per cent.

Both open and closed cars are used and no passenger is permitted to stand in a car of either type. When all seats are filled and a specified limited number of standing places on the platforms are also occupied, a sign is displayed announcing the fact and no more passengers are permitted on board the car until some places are vacated.

The fare for each passenger is ten pfennings or less than two and a half cents and it entitles the passenger to a transfer, gratis. Tickets are sold at the rate of six for fifty pfennings or a fraction less than two cents each.

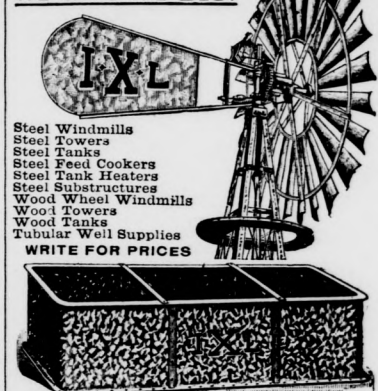
In spite of the fact that the car companies have to pay for cleaning and sprinkling the streets and for the removal of snow on all streets through which the car lines are operated, the companies are paying dividends to their stockholders, the equipment is kept up to a high state of cleanliness and stability and the music students and other citizens do not commit assault and battery on the conductors every few minutes because they are not permitted to pack themselves in the car like matches. On the other hand, also, the citizens of Leipsig do not care to travel to and from their homes as though there was no other five or ten minutes of existence probable.

An Expensive Wrist Bag.

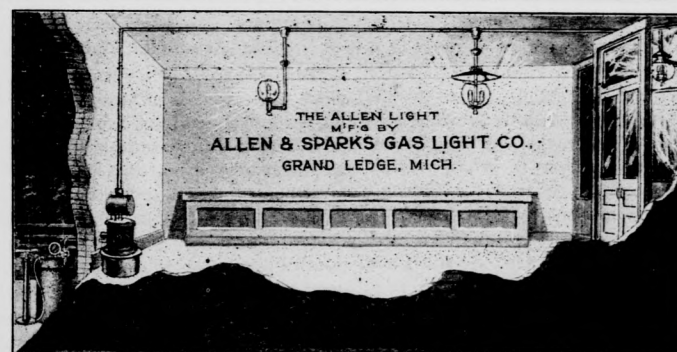
And still the craze for bags prevails. There are big bags and little bags, cheap bags and costly bags, in fact, it's bags, bags, bags everywhere and every place. One woman displayed such a beauty the other day that she drew a sigh of admiring envy from every woman in the room. It was a small, gold bag, caught together with a diamond and sapphire clasp, and what do you think she paid for it?—\$1,500, no less. The bead craze has extended to the bags and the latest fad is to have the handles made of bead chains, instead of links. The bags of imported alligator are very lovely, and those of pale gray, mounted in dull silver, are especially sought.

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What Would You Do With a Million Dollars?

If you had a million dollars what would you do with it? Of course, a good many who read this enquiry have the million and will not be interested in conjecture or speculation along this line. There are, however, in all probability a few who will read it who as yet are not the proud possessors of a million dollars or more and who have now and again fondly wished for wealth. The question asked is not so easy to answer as it looks. There is a good deal of work and worry connected with riches. Most everybody, however, would be quite willing to make the experiment. In this connection it is interesting to note that the other day a Chicago man gave his relatives one million dollars and he assigned as his reason therefor that he wanted to see what they would do with it. He has provided himself with the opportunity for an interesting study in finance. It is an expensive experiment, but a man who will give a million dollars away without winking must be one who has several more millions for his own use. The Chicago gentleman will undoubtedly get a good deal of entertainment out of the donation and the amount of good his relatives will get will depend entirely upon the amount of sense they possess.

Not long since a periodical invited answers to the query, "What would you do if you had a million dollars?" and they published some of the answers, which were decidedly interesting. Thousands of people have wished that they might have that much money, but ask yourself the questions, what would you do with it, how would you invest it, how would you give it away and to whom? There is an old story about a man who, riding along the road on horseback, was met by a fairy who told him that the first three wishes he made whatever they were, would be fulfilled. Immediately he painted pictures of great wealth and happiness and he hurried home to tell his wife of his good fortune. The horse went too slow to suit him in his excitement and in anger he said: "I wish you would break your neck." Immediately the horse fell and its neck was broken and one wish was gone. He took off the saddle, put it on his arm and walked home and before he laid it down he told his wife of the incident and of the loss of his first wish. She immediately began to upbraid him in no uncertain tones for his foolishness in his first wish. This made him so mad that in his wrath he shouted: "I wish this saddle was over your mouth," and quickly it flew and covered the good woman's face and nobody could

take it off. He had one wish left and all there was to do was to get the saddle off his wife's mouth and so he wished and it was done. All his splendid opportunities were frittered away in a little while. The lesson which the fable teaches is one which might be duplicated perhaps in other cases where great wealth is speedily acquired. Not everybody would be as unwise as the man in the story, but that some of them would be is reasonably certain. As a rule those who have acquired their money by hard knocks, patient and long continued effort, do the best with it and are its most careful conservators. It has often been said, and truthfully, that if all the wealth in the United States, for example, could be equally divided among all the people it would only be a short time before it would be back again in the same hands that held it at the beginning.

The Acetanilid Habit.

There is probably no complaint for which a person is so apt to seek relief without consulting a physician as headache. It is too often forgotten that headache in many instances is purely a symptom, and that a cure can be effected only by removing the cause. Thus, it may be due to disorders of the stomach and intestinal canal, to a faulty action of the liver, to diseases of the kidneys, to a rheumatic or gouty tendency, to alcoholism, or to malaria. The word neuralgia is also a misnomer, for it simply designates a painful affection of a nerve, and this, as already mentioned, may be due to a variety of causes which must be determined before any rational treatment can be instituted. Still there is a tendency on the part of most people when afflicted with headache to seek a drug store and obtain some special formula put up by the druggist or one of the very large number of advertised headache powders with which the market is flooded. Most of these depend for their activity upon acetanilid, and the amount of recklessness displayed in the use of this drug is astonishing.

In view of the large number of fatalities that have been recorded from its internal administration and even its external application, there is no question that among all the coal tar products, acetanilid is by far the most dangerous and requires to be employed with the greatest circumspection. To intrust such a drug to the public at large is most reprehensible, for collapse has occurred from very small doses; two grains in adults. It may be argued that death from such small amounts only occurs in patients subject to heart disease or some other organic affection; but that is the very reason why a pharmacist who knows nothing of the conditions of the sufferer should be very chary in indiscriminately dispensing headache powders containing this drug.

While the poisonous effects of acetanilid in acute cases manifest themselves by cyanosis, collapse, and heart failure, there is a chronic insidious form of acetanilid poisoning in which the main symptoms consist in marked changes in the blood with degeneration of the red blood cells, the ap-

pearance of hemoglobin in the urine, and symptoms of progressive exhaustion. These cases are particularly found among that large class of persons who resort to headache powders on the least provocation and who are as much the victims of a habit as the user of morphine or any other narcotic.

H. C. Winter, M. D.

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J. A. ZAHN, FISCAL AGENT

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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



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.

387-384 East Water St., MILWAUKEE, WIS.

Walter W. Wallis, Manager.

Gripsack Brigade.

E. R. Penberthy, who has represented a Duluth concern, has resigned that position to become a traveling salesman with the Carpenter-Cook Co., of Menominee.

Saginaw Courier-Herald: Jacob Kennedy, who has been with the Saginaw Hardware Co. the past twelve years, has accepted a position on the road for Morley Bros., and will travel in the Northern Peninsula.

Menominee Herald, Sept. 12: The annual social gathering of the salesmen of the Carpenter-Cook company will be held at Menominee to-day on invitation of the company. This evening there will be a special entertainment for the salesmen.

A. F. Peake has sold his residence at Jackson and removed to this city, which will be the home of himself and family hereafter. Mr. Peake still retains his connection with the Jackson Shirt Co. as stockholder, office and traveling representative.

Ludwig Winternitz, formerly of this city, but now "at large" as traveling auditor of Fleischmann & Co., of Cincinnati, has become an expert amateur photographer and the results of his work during the summer vacation are now being exhibited to his friends en route.

Hudson Gazette: William F. Dwyer, who for the past two years has represented the interests of Crowley Brothers, wholesale dry goods dealers at Detroit, in Michigan territory, resigned his position with that house last week to accept a similar position with an extensive wholesale establishment in Rochester, N. Y.

The Hon. Millard Durham is erecting a three-story brick hotel at Coopersville, 40x70 feet in dimensions. It will be completed about Oct. 15, when Wm. H. Fletcher, of Fruitport, will be installed as landlord. Mr. Fletcher will make a specialty of party and Sunday dinners and bespeaks the patronage of the traveling public.

Hudson Gazette: H. R. Letcher gave a party at his home Monday evening in honor of C. O. Miniger, who for several years has represented the wholesale drug house of the Walding, Kinnan & Marvin Co., of Toledo. Only the gentlemen friends of Mr. Miniger whom he has met on his visits to Hudson were present, and all had a delightful time. The party was given because of the fact that this was Mr. Miniger's farewell visit to this city and his acquaintances wished to show him that they valued his friendship in the highest degree.

Quarterly Meeting of the Board of Directors.

Saginaw, Sept. 14—At the last meeting of the directors of the Michigan Knights of the Grip, all were present except Manley Jones.

Secretary Brown reported receipts of \$102.50 since the last meeting, \$76 in Assessment No. 1 and \$26.50 in the general fund.

Treasurer Bradner reported disbursements of \$809.22 from the general fund and \$283.14 on hand and disbursements of \$2,000 from the death fund and \$1,559 on hand. The four

beneficiaries represented by the \$2,000 disbursement are: Sophia H. Wyck, I. Isadore M. White, Carrie Calkins and Sarah Ross.

The following claims were allowed: Ezra M. Carrier\$500 00 Nelson Patterson 500 00 Peter Huyser 500 00 M. S. Brown 5 12 H. E. Bradner 2 05

The following bills for expenses at the Board meeting were allowed and warrants ordered drawn for the same:

James Cook\$5 48 J. W. Schram 4 88 A. F. Peake 5 48 N. B. Jones 4 88 H. E. Bradner 3 98 B. D. Palmer 3 96 M. S. Brown 4 32 H. C. Klocksien 4 00 Charles W. Stone 5 28 M. Howarn 5 04

The Committee on Revision of Constitution made their report and the Board of Directors ordered the Committee to submit in writing to the Secretary their report, the Secretary to have the same printed and sent to each member with the December assessment.

It was decided to hold the annual convention in Flint December 29 and 30, 1903.

An assessment was ordered made under date of Sept. 15, to close October 1, 1903.

The Secretary was instructed to procure a new ledger and have the old ledger transferred to same at lowest price possible, the expense to be paid by the Board of Directors out of the general fund.

A warrant was ordered drawn for \$50 in favor of the Secretary to purchase stamps for Assessment No. 2.

The Secretary was instructed to write Mr. Porter, of Hotel Steele, St. Johns, that he need not write the Griswold House, of Detroit, or the Post Tavern, of Battle Creek, regarding ladies free at Board meetings, as we will hold our Board meetings elsewhere than St. Johns.

The Board then adjourned, to meet at Jackson October 31, 1903.

M. S. Brown, Sec'y.

Late State Items.

Pellston—G. W. Priest succeeds Priest & Vaughan in the drug business.

Traverse City—A. P. Bliss has opened a bazaar store on Union street.

Buchanan—D. L. Boardman will shortly re-engage in the dry goods business here.

Pontiac—The capital stock of the Pontiac Buggy Co. has been increased from \$22,000 to \$43,000.

Allegan—E. A. Post has purchased the interest of W. J. Pollard in the undertaking business of Post & Pollard.

Northville—The Northville Telephone Co. has declared a 10 per cent. dividend out of the profits of the past year.

Boyer City—M. Stanford & Co. have turned their grocery stock over to a trustee for the benefit of their creditors.

Rockford—Dockeray Bros. have

vacated the A. F. Bliss warehouse, and Mr. Bliss will re-engage in the produce business here.

Scottville—Andrew Hengstler is planning to erect a basket factory here to take the place of the one recently destroyed by fire at Ludington.

Pentwater—J. L. Congdon & Co. have taken possession of the drug stock they recently sold to Tuxbury & Thorp and will continue the business at the same location.

Holland—The Walsh-DeRoo Milling and Cereal Co. will begin manufacturing its new cereal food about Oct. 1. One-half of the output has been contracted for by the Illinois Cereal Co., of Chicago.

Lincoln—The Lincoln Milling Co., which has a capital stock of \$8,000, has been organized by the following persons: Ezra Goheen, 30 shares; P. C. Lecuyer, 15 shares; Wm. Apset, 6 shares and T. A. Ferris, 6 shares.

Lansing—Seventeen new corporations, having a total capitalization of \$1,248,000, filed articles of association with the Secretary of State last week. Three Michigan corporations gave notice of increase in capital stock.

Saginaw—The Paul Krause Clothing Co. has been organized to engage in the general merchandise business. The authorized capital stock is \$10,000, the stockholders being as follows: Paul Krause, 334 shares; A. P. Krause, 333 shares and Louis Montner, 333 shares.

Detroit—The Packard Motor Car Co., which is soon to move its plant from Warren, Ohio, to its new factory near the Milwaukee Junction, has incorporated under Michigan laws for \$400,000, and filed a notice of dissolution in West Virginia, under whose laws the company was originally incorporated.

Battle Creek—The Hoffman Grain Door Co. has engaged in the manufacture of grain doors. The new company is capitalized at \$150,000, held as follows: W. J. Foster, Battle Creek, 233 shares; Geo. A. Douglas, Battle Creek, 333 shares; Geo. P. Hoffman, Durand, 433 shares, and C. J. Douglas, Kalamazoo, 167 shares.

Traverse City—The Western Shoe Co. offers to remove its manufacturing department from Milwaukee to this place conditional on the city donating a site to the company, transporting the machinery from Milwaukee to Traverse City, and building a factory which the shoe company would pay for on the installment plan.

Hillsdale—In the case of John P. McDonald against George M. Smith, a hardware merchant of Hillsdale, and D. W. Gunn, a former resident of Hudson, a jury in the Hillsdale Circuit Court returned a verdict of \$8,500 damages. The action was for fraud, the plaintiff claiming to have been defrauded out of this amount by the sale of worthless stocks.

Detroit—The Co-operative Raw Fur Co. has filed articles of association with a capital stock of \$50,000, of which \$5,000 is paid in. The stockholders are: Victor Slesinger, 100; Victor Slesinger, trustee, 150; Edward C. Blake, 50; Howard I. Shepherd, trustee, 200. The incorporators

are residents of Detroit and business will be carried on in this city.

Kalamazoo—The Buckhout & Breed Chemical Co., Limited, has been formed to engage in the manufacture of embalming fluids and embalming instruments. The authorized capital stock is \$8,000, held as follows: Cornelius Clark, Grand Rapids; Wm. J. Breed, Cincinnati; Oscar K. Buckhout, Ephriam T. Mills and Lucy M. Stoddard, of Kalamazoo.

Frankfort—The Standard Portland Cement Co. will hold a special stockholders' meeting Sept. 29 to vote upon several amendments to the by-laws. The company was originally incorporated with 10,000 shares, all common stock. One of the proposed amendments is to make 30,000 shares preferred, with a cumulative fixed dividend of 6 per cent. annually, subject to redemption at par at a time to be fixed by the by-laws. The home office is in Detroit and the company's property is located in Benzie county.

The Boys Behind the Counter.

Allegan—Bert Post has resigned his position in the grange store and will go to Chicago, where he will enter the wholesale grocery establishment of Reid, Murdoch & Co.

Bangor—Chas. Powell has resigned his position as manager of the Karmesen Drug Co., and will return to his studies in Chicago.

Olivet—John Manzer, of Battle Creek has taken the position in H. E. Green's grocery made vacant by the resignation of Mr. Spaulding.

South Haven—Gail Combs has been employed as pharmacist in the Clifton pharmacy.

Adrian—W. O. Albright, proprietor of the North Main street department store, has engaged Will H. Cutter to superintend and manage the dry goods section of his department store.

Lansing—E. P. Dains has taken a position in Longyear's furniture store.

Petoskey—P. S. Justin has closed out his tailoring stock and re-entered the employ of Rosenthal & Sons, where he will have charge of the clothing department.

Kalamazoo—R. Poyser, who has been identified with H. T. Morgan & Co. for several years, has taken the position of chief clerk in the new grocery house of H. V. Allen & Co.

John DeWinter has sold his grocery stock at 460 Grandville avenue to Beldman & Vandenberg.

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

Wm. F. DOTT, Detroit -	Term expires
CLARENCE B. STODDARD, Monroe -	Dec. 31, 1907
JOHN D. MUIR, Grand Rapids -	Dec. 31, 1907
ARTHUR H. WEBER, Cadillac -	Dec. 31, 1907
HENRY HIRM, Saginaw -	Dec. 31, 1907

President, HENRY HIRM, Saginaw.
Secretary, JOHN D. MUIR, Grand Rapids.
Treasurer, W. F. DOTT, 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.

Cod Livers Are Too Thin.

The failure of the cod liver oil crop for two years has caused the Norwegian government so much concern that official bulletins have been issued about it. The failure is not altogether in the supply of cod, for about the same number are taken from the sea each year, but the cod that are caught lack nutriment. Most of them are half starved and do not weigh one-third as much as they should. Some of them are so thin that the livers (from which the oil is taken) are barely distinguishable.

The coldness of the sea has killed the smaller fish on which the cod subsist. Cod, as well as seals, have been living on short rations for a long time. Hundreds of cod caught with lines are found to have been bitten by hungry seals. A bulletin recently issued by the Norwegian government says:

"The condition of codfish is worse than ever. They have no livers to speak of. It is now requiring 40,000 fish to make a barrel of oil. This is without parallel in the history of our fisheries."

So far as the trade is concerned, wholesalers are compelled to replenish their stock on almost any terms demanded. In one of the London hospitals devoted to the treatment of pulmonary diseases the use of cod liver oil has been abandoned and petroleum emulsions substituted, with satisfactory results.

Ammonia as a Fire Extinguisher.

The National Druggist says that a strong solution of ammonia water is effective in putting out fires; and this suggests the wisdom of keeping a supply of it on hand ready for emergencies. In one instance, where fire had originated probably from spontaneous combustion, in a pile of several tons of cotton seed, and the interior of which was almost a solid body of live coal, a half gallon of ammonia completely smothered the fire. In another, which occurred in Savenay, France, the vapors of a tank containing fifty gallons of gasoline caught fire. The room was instantly a mass of living flames, but a gallon and a half of ammonia water thrown into it completely and almost immediately extinguished the fire. The ammonia was in a glass demijohn in an apothecary's shop next door and was thrown into the room by the druggist as an experiment. To use his words in reporting the circumstances: "The effect was instantaneous. Torrents of black smoke rolled upward in place of flames, and

in a moment every trace of fire was gone. So completely was the fire extinguished that workmen were enabled to enter the room almost immediately, where they found the iron tank of gasoline intact."

The Drug Market.

Opium—Is weak and lower, on account of holders in primary markets being unable to hold up price under small demand.

Morphine—Is unchanged.

Cod Liver Oil—Is very firm and no decline is looked for.

Oil Cajeput—Has again advanced and is very firm.

Oil Sassafras—Is very firm and another advance is looked for.

Oil Cassia—Is tending higher, on account of primary markets being firmer.

Oil Wormwood—Has declined, on account of new crop coming in.

Best Solvent for Phenacetin.

There is no satisfactory solvent for phenacetin, other than alcohol. Its solubility in water is stated to be 1 to 1,500 parts of cold, and 1 to 80 parts of boiling water. It is also stated to be insoluble in chloroform, acidulated water, glycerin, oils and liquid petrolatum, but soluble in acetic acid. Phenacetin is best prescribed in the form of powders, pills or capsules, and before attempting to compound the prescription we should get the prescriber's permission to omit the phenacetin.

Wm. Mixton.

To Clean Chamois.

The following is recommended upon good authority: In a suitable vessel place a weak solution of sodium hydrate and add to this some rasped soap, or soap solution. Throw the chamois into this, let soak for two or three hours, and then rub it clean. Rinse in clean tepid suds, wring out, wrap in a cloth and dry quickly. When dry, rub together or brush with a stiff brush, to restore softness. A chamois skin thus treated will for all practical purposes be as good as new.

Albumin as a Paste.

Fresh egg albumin is recommended as a paste for affixing labels to bottles. It is said that labels put on with this substance and well dried at the time, will not come loose even when the bottles are put into water and left there for quite a while. Albumin, dry, is almost proof against mold or ferments. As to cost, it is but little, if any, higher than gum arabic, the white of one egg being sufficient to attach at least a hundred medium sized labels.

Don't Sterilize Milk.

Prof. Summers says that heating milk sufficiently to kill disease germs impairs its nutritive properties, and renders it partially unfit for food. When it is possible to obtain fresh, pure, clean milk, used raw, it should be preferred above any other. Pasteurized milk, sterilized milk, aerated milk, are very high-sounding phrases, but for practical uses, for the nursing baby or for table use, just good, old-fashioned, clean, pure fresh milk is the best.

Medical Use of Tobacco.

A good deal of the world's tobacco crop is neither smoked, snuffed nor chewed. At one time tobacco was largely prescribed in medicine, and even to-day considerable quantities are so made use of. As an external remedy for wounds and bruises and sprains a wet tobacco poultice is commonly used in all countries where tobacco is grown. On sore throats, erysipelas, sciatica and swellings of various kinds, tobacco, externally applied, has a wonderfully good effect. Moist tobacco is one of the best cures imaginable for the bite of a poisonous insect. Being so good as it is, tobacco is sometimes applied by soldiers to raw wounds. It is said that no case of lockjaw or mortification has ever occurred where this precaution has been taken.

Oil Polish for Shoes.

Bone black10 parts.
Molasses10 parts.
Sulphuric acid5 parts.
Sodium hydrate4 parts.
Fish oil20 parts.
Watersufficient.

Mix the black with the molasses and to it add the acid. Dissolve the soda in a small amount of water, add the oil and boil, with constant agitation until the liquid has become homogeneous. When this occurs, add the bone black mixture, a little at a time, under constant stirring, until a smooth paste is obtained, then pour into metal boxes. The consistency of the mass may be varied from that of a paste to that of a syrup by increasing the amount of liquid used in saponification of the oil.

Borax Reduces Weight.

Dr. H. W. Wiley, after months of experimenting, says that two facts only are now conclusively determined:

First, that the use of borax as a preservative in food diminishes the natural weight, and that persons consuming such food will not return at once to their former weight when the experiments are stopped, and second, that its use also tends to reduce the amount of nitrogen in the human body, and that the volume of nitrogen will not again return to that existing before the experiments. Dr. Wiley has found that the results obtained differ very much from those recorded by other scientists, and will make a more complete report with details later.

White Cap.

The "White Cap," a new drink, which is akin to the many-colored pousse cafe, with its layers of French cordials, is becoming quite a fad among the swells of Cincinnati. The white cap has but two layers of cordials, and gets its name from the fact that these are topped by a layer of rich cream. The cordials generally used are maraschino and creme d'yvette, although chartreuse, benedictine and other cordials are frequently used.

Quack Blackmail.

The usual advertisements to cure so-called "secret" (sexual) diseases of men and women, and offering initial

advice free, and even offering to let the patient pay after being satisfied that treatment is successful, do service in the daily papers to draw to the net of the schemers a horde of victims. To these are sent a question sheet, which is usually returned with a full statement of the patient's ailment, exaggerated by his anxiety, and colored by his mental fears. These admissions, over their own signatures, form a most effective basis for the levying of blackmail, which appears to constitute the prime and main source of profit of these concerns.

Joss Sticks in Demand.

If a Chinese traveler should visit our summer resorts, the almost universal use of joss sticks might incline him to think that the nation was being rapidly converted to his religion. As a matter of fact, however, they are used as a cheap fumigating pastille, in order to drive away mosquitoes. Some retailers are selling great quantities of them.

Cement for Parchment Paper.

For pasting or cementing parchment paper, about the best agent is casein cement, made by dissolving casein in a saturated aqueous solution of borax.

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—

Acidum		Conium Mac.		Sellae Co.		Selditz Mixture		Linseed, pure raw	
Aceitum	60 5	Copaiba	1 15 1 25	Tolutan	50 50	Morphia, S. P. & W.	2 30 2 60	Linseed, boiled	37 40
Benzoleum, German	70 2 75	Cubebae	1 30 1 35	Prunus virg.	50 50	Morphia, S. N. Y. Q.	2 30 2 60	Sinapis, winter str	85 70
Boracic	27 17	Erechtithos	1 50 1 60			Morphia, Mal.	2 30 2 60	Spirits Turpentine	57 63
Carbolicum	22 27	Erigeron	1 00 1 10	Tinctures		Moschus Canton	2 40 2 40		
Chloric	40 2 42	Gaultheria	2 30 2 40	Aconitum Napellis E	50 50	Myristica, No. 1	30 2 40		
Hydrochlor.	30 2 5	Geranium, ounce	50 2 60	Aconitum Napellis F	50 50	Nux Vomica, po. 15	25 2 10		
Nitrosum	80 10	Gossypii, Sem. gal.	1 50 1 55	Aloes and Myrrh	50 50	Os Sepia	25 2 28		
Qualeum	120 14	Hedera	1 50 1 55	Arnica	50 50	Pepsin Saac, H. & F.	25 2 28		
Phosphoric, dil.	15 15	Juniper	1 50 2 00	Assafetida	50 50	Pisces Liq. N.N. 1/4 gal.	2 1 00		
Salicylicum	42 45	Lavendula	90 2 00	Atropa Belladonna	50 50	Pisces Liq., quarts	2 1 00		
Sulphuric	1 10 1 20	Limonis	1 15 1 25	Aurantii Cortex	50 50	Pisces Liq., pints	2 1 00		
Tannic	1 10 1 20	Mentha Piper.	3 00 2 10	Benzoim	50 50	Pil Hydrag. po. 22	2 1 00		
Tartaric	38 40	Mentha Verid.	5 00 2 50	Benzoim Co.	50 50	Pilz Burgum	2 1 00		
Ammonia		Morhuze, gal.	5 00 2 50	Baroma	50 50	Plumbi Acet.	10 2 12		
Aqua, 18 deg.	40 6	Myrica	4 00 2 50	Cantharides	50 50	Pluvia Ipecac et Opil	1 30 2 15		
Aqua, 20 deg.	60 8	Picea Liquida	10 2 12	Cardamom	50 50	Pyrethrum, boxes H.	25 2 28		
Carbonas	130 15	Picea Liquida, gal.	10 2 12	Cardamon Co.	50 50	& F. D. Co., doz.	25 2 28		
Chloridum	120 14	Ricina	90 2 14	Castor	50 50	Pyrethrum, pv.	25 2 28		
Aniline		Rosmarini	1 00 1 00	Cinchona	50 50	Quassia	25 2 28		
Black	2 00 2 25	Rosa, ounce	5 00 2 70	Cinchona Co.	50 50	Quina, S. P. & W.	27 2 37		
Brown	80 2 100	Succini	40 2 45	Columba	50 50	Quina, S. German	27 2 37		
Red	45 2 50	Sabina	2 75 2 70	Cubebae	50 50	Quina, N. Y.	27 2 37		
Yellow	2 50 3 00	Santal	2 75 2 70	Cassia Acutifol.	50 50	Rubia Tinctorum	12 2 14		
Baccae		Sassafras	60 2 65	Digitalis	50 50	Saccharum Lactis pv	20 2 22		
Cubebae, po. 25	22 24	Sinapis, ess., ounce	1 50 1 50	Peril Chloridum	50 50	Salsolin	4 50 4 75		
Juniperus	60 7	Thyme	40 2 50	Gentian Co.	50 50	Sanguis Draconis	40 2 50		
Xanthoxylum	30 2 35	Thyme, opt.	1 00 1 00	Gulaca	50 50	Sapo, W.	12 2 14		
Balsamum		Theobroma	15 2 20	Gulaca ammon.	50 50	Sapo M.	10 2 12		
Copaiba	50 2 55	Potassium		Hyoscyamus	50 50	Sapo G.	10 2 12		
Ferru	1 50	Bi-Carb.	15 2 18	Iodine	50 50				
Terabin, Canada	50 2 55	Bichromate	15 2 18	Iodine, colorless	50 50				
Tolutan	45 2 50	Bromide	40 2 45	Kino	50 50				
Cortex		Carb	12 2 15	Lobelia	50 50				
Ables, Canadian	18 18	Chlorale, po. 17 19	15 2 18	Myrrh	50 50				
Cassia	12 12	Cyanide	34 2 38	Nux Vomica	50 50				
Cinchona Flava	18 18	Iodide	2 30 2 40	Opil	50 50				
Eunymus atropurp.	30 30	Potassa, Bitart. pure	2 30 2 40	Opil, comphorated	50 50				
Myrica Cerifera, po.	20 20	Potassa Nitras, opt.	7 2 10	Opil, deodorized	50 50				
Prunus Virgin.	12 12	Potassa Nitras	6 2 8	Quassia	50 50				
Quillaia, gr'd	12 12	Prussiate	23 2 26	Rhatany	50 50				
Sassafras, po. 18	30 30	Sulphate po.	15 2 18	Rhel	50 50				
Ulmus, po. 20, gr'd	30 30	Radix		Rhel	50 50				
Extractum		Aconitum	20 2 25	Rhel	50 50				
Glycyrrhiza Glabra	24 2 30	Althae	30 2 35	Rhel	50 50				
Glycyrrhiza, po.	28 2 30	Anchusa	10 2 12	Rhel	50 50				
Hematox, 15 lb. box	11 2 12	Arum po.	2 25	Rhel	50 50				
Hematox, 15	13 2 14	Calamus	20 2 20	Rhel	50 50				
Hematox, 1/4	14 2 15	Gentiana, po. 15	12 2 15	Rhel	50 50				
Hematox, 1/4	16 2 17	Glycyrrhiza, pv. 15	10 2 12	Rhel	50 50				
Ferru		Hydrastis Canad.	10 2 12	Rhel	50 50				
Carbonate Precip.	15 15	Hydrastis Can.	10 2 12	Rhel	50 50				
Citrate and Quina.	2 25	Heliolebor, Alba, po.	15 2 18	Rhel	50 50				
Citrate Soluble	75 75	Inula, po.	15 2 18	Rhel	50 50				
Ferrocyanidum Sol.	40 40	Ipecac, po.	2 75 2 80	Rhel	50 50				
Solut. Chloride	15 15	Iris plox., po. 35 38	35 2 40	Rhel	50 50				
Sulphate, com'l.	12 12	Jalapa, pr.	25 2 30	Rhel	50 50				
Sulphate, com'l, by	80 80	Maranta, 1/4	22 2 25	Rhel	50 50				
bbi, per cwt.	7 7	Podophyllum, po.	75 2 100	Rhel	50 50				
Sulphate, pure	7 7	Rhel, cut	75 2 100	Rhel	50 50				
Flora		Rhel, pv.	75 2 100	Rhel	50 50				
Arnica	15 2 18	Spigella	35 2 38	Rhel	50 50				
Anthemis	22 2 25	Sanguinaria, po. 15	10 2 12	Rhel	50 50				
Matricaria	30 2 35	Serpentaria	65 2 70	Rhel	50 50				
Folia		Senega	75 2 80	Rhel	50 50				
Baroma	30 2 35	Smilax, officinalis H.	10 2 12	Rhel	50 50				
Cassia Acutifol, Tin-	20 2 25	Smilax, M.	10 2 12	Rhel	50 50				
nevelly	25 2 30	Sellae, po. 35	10 2 12	Rhel	50 50				
Cassia, Acutifol, 1/4	25 2 30	Symplocarpus, Fosti-	10 2 12	Rhel	50 50				
Salvia officinalis, 1/4	12 2 15	us, po.	2 25	Rhel	50 50				
and 1/4	12 2 15	Valeriana, Eng. po. 30	15 2 18	Rhel	50 50				
Uva Ursi	8 2 10	Valeriana, German	15 2 18	Rhel	50 50				
Gummi		Zingiber a	14 2 16	Rhel	50 50				
Acacia, 1st picked	6 2 65	Zingiber j.	14 2 16	Rhel	50 50				
Acacia, 2d picked	6 2 65	Semen		Rhel	50 50				
Acacia, 3d picked	6 2 65	Anisum, po. 18	13 2 15	Rhel	50 50				
Acacia, sifted sorts	6 2 65	Apium (graveleons)	13 2 15	Rhel	50 50				
Acacia, po.	45 2 50	Bird, 15	4 2 6	Rhel	50 50				
Aloe, Barb. po. 18 20	12 2 14	Carul	10 2 11	Rhel	50 50				
Aloe, Cape, po. 25	6 2 65	Cardamom	70 2 90	Rhel	50 50				
Aloe, Socotri. po. 40	6 2 65	Coriandrum	80 2 10	Rhel	50 50				
Ammoniac	55 2 60	Cannabis Sativa	64 2 7	Rhel	50 50				
Assafetida, po. 40	55 2 60	Cydonium	75 2 100	Rhel	50 50				
Benzoinum	50 2 55	Chenopodium	75 2 100	Rhel	50 50				
Catechu, 15	6 2 65	Dipterix Odorata	60 2 100	Rhel	50 50				
Catechu, 1/4	6 2 65	Foeniculum	10 2 10	Rhel	50 50				
Catechu, 1/4	6 2 65	Foenugreek, po.	70 2 9	Rhel	50 50				
Catechu, 1/4	6 2 65	Lini	4 2 6	Rhel	50 50				
Campophora	64 2 69	Lini, gr'd	4 2 6	Rhel	50 50				
Euphorbium, po. 35	40 2 40	Lobelia	1 50 2 15	Rhel	50 50				
Gambogum	2 2 20	Pharlaris Canarian.	6 2 7	Rhel	50 50				
Gamboge, po. 1	25 2 35	Rapa	5 2 6	Rhel	50 50				
Gualacum, po. 35	2 2 20	Sinapis Alba	90 2 10	Rhel	50 50				
Kino, po. 30 75	2 2 20	Sinapis Nigra	110 2 12	Rhel	50 50				
Mastic	60 2 60	Spiritus		Rhel	50 50				
Myrrh	40 2 40	Frument, W. D. Co.	2 00 2 50	Rhel	50 50				
Opil, po. 4 60 2 80	3 50 2 80	Frument, D. F. R.	2 00 2 25	Rhel	50 50				
Shellac	35 2 45	Frument, 1	1 25 1 50	Rhel	50 50				
Shellac, bleached	40 2 45	Juniperis Co. O. T.	1 50 2 00	Rhel	50 50				
Tragacanth	70 2 100	Juniperis Co.	1 75 2 30	Rhel	50 50				
Herba		Saccharum N. E.	1 90 2 10	Rhel	50 50				
Absinthium, oz. pkg	25 25	Spt. Vini Galli	1 75 2 50	Rhel	50 50				
Eupatorium, oz. pkg	25 25	Vini Oporto	1 25 2 00	Rhel	50 50				
Lobelia, oz. pkg	25 25	Vini Alba	1 25 2 00	Rhel	50 50				
Majorum, oz. pkg	25 25	Sponges		Rhel	50 50				
Mentha Pip. oz. pkg	25 25	Florida sheeps' wool	2 50 2 75	Rhel	50 50				
Mentha Vir. oz. pkg	25 25	Nassau sheeps' wool	2 50 2 75	Rhel	50 50				
Rue, oz. pkg	25 25	carriage	2 50 2 75	Rhel	50 50				
Tanacetum V. oz. pkg	25 25	Velvet extra sheeps'	2 50 2 75	Rhel	50 50				
Thymus, V. oz. pkg	25 25	wool, carriage	2 50 2 75	Rhel	50 50				
Magnesia		Extra yellow sheeps'	2 50 2 75	Rhel	50 50				
Calcined, Pat.	55 2 60	wool, carriage	2 50 2 75	Rhel	50 50				
Carbonate, Pat.	180 2 20	Grass sheeps' wool,	2 50 2 75	Rhel	50 50				
Carbonate, K. & M.	180 2 20	carriage	2 50 2 75	Rhel	50 50				
Carbonate, Jennings	180 2 20	Hard, for slate use.	2 50 2 75	Rhel	50 50				
Oleum		Yellow Reef, for	2 50 2 75	Rhel	50 50				
Absinthium	3 75 4 00	slate use.	2 50 2 75	Rhel	50 50				
Amygdale, Dule	60 2 60	Syrups		Rhel	50 50				
Amygdale, Amar.	6 00 2 25	Acacia	2 50 2 50	Rhel	50 50				
Anil	1 00 1 55	Aurantii Cortex	2 50 2 50	Rhel	50 50				
Aurantii Cortex	2 10 2 20	Zingiber	2 50 2 50	Rhel	50 50				
Bergamit	2 85 2 85	Ipecac	2 50 2 50	Rhel	50 50				
Caryophylli	90 2 100	Ferri Iod.	2 50 2 50	Rhel	50 50				
Cedar	80 2 85	Rhel Arom	2 50 2 50	Rhel	50 50				
Chenopodii	2 2 20	Smilax Officinalis	50 2 50	Rhel	50 50				
Cinnamon	1 00 1 10	Senega	2 50 2 50	Rhel	50 50				
Oitronella	35 2 40	Sellae	2 50 2 50	Rhel	50 50				

Our Holiday Line

will be
on
exhibition
in

The Blodgett Block

opposite
our
store

FROM SEPTEMBER 12

We have
the
most complete line
ever shown
in
Michiganand invite your inspection
and ordersHazeltine & Perkins
Drug Co.

Grand Rapids, 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.

ADVANCED

Rolled Oats
Codfish
Canned Salmon

DECLINED

Sugars
Pickles
Lard Compound
Limburger Cheese

Index to Markets

By Columns

		1		2	
		AXLE GREASE		Pineapple	
A	Col.	Aurora	doz. gross 6 00	Grated	1 25@2 75
		Castor Oil	6 00	Sliced	1 35@2 55
		Diamond	4 25	Fair	75
		Frazier's	9 00	Good	90
B		IXL Golden, tin boxes	75 9 00	Fancy	1 10
				Gallon	2 50
C		BATH BRICK		Raspberries	
		American	75	Standard	1 15
		English	85	Russian Caviar	
				1 lb. cans.	3 75
D		BROOMS		1 lb. cans.	7 00
		No. 1 Carpet	2 50	1 lb. can.	12 00
		No. 2 Carpet	2 25		
		No. 3 Carpet	2 15		
E		No. 4 Carpet	1 75	Salmon	
		Parlor Gem	2 40	Columbia River, talls	@1 85
		Common Whisk.	85	Columbia River, flats	@1 80
		Fancy Whisk.	1 20	Red Alaska	1 40@1 50
F		Warehouse	2 90	Pink Alaska	@ 90
G		BRUSHES		Sardines	
		Scrub		Domestic, 1/2	3 34
		Solid Back, 8 in.	75	Domestic, 1/2	5
		Solid Back, 11 in.	85	Domestic, Mustard	6 29
H		Pointed Ends	85	California, 1/2	11@14
				California, 1/2	17@24
				French, 1/2	7@14
				French, 1/2	18@28
I		STOVE		Shrimps	
		No. 3	75	Standard	1 20@1 40
		No. 2	1 10	Succotash	
		No. 1	1 75	Fair	
J		SHOE		Good	1 40
		No. 8	1 00	Fancy	1 50
		No. 7	1 30		
		No. 4	1 70	Strawberries	
K		No. 3	1 90	Standard	1 10
				Fancy	1 45
L		BUTTER COLOR		Tomatoes	
		W. R. & Co.'s, 15c size	1 25	Fair	95@1 00
		W. R. & Co.'s, 25c size	2 00	Good	1 15
				Fancy	1 25
M		CANDLES		Gallons	3 25
		Electric Light, 8s.	12		
		Electric Light, 10s.	12 1/2	CARBON OILS	
		Paraffine, 8s.	9 1/2	Barrels	
N		Paraffine, 12s.	10	Perfection	@11 1/2
		Wicking	17	Water White	@11
				L. S. Gasoline	@15
				Deodorized Naphtha	@14 1/2
O		CANNED GOODS		Cylinder	29
		Apples		Engine	@22
		3 lb. Standards	80	Black, winter	9 @10 1/2
		Gallons, standards	2 00@2 25		
P		Blackberries		CATSUP	
		Standards	85	Columbia, 25 pints	4 50
				Columbia, 25 1/2 pints	2 00
				Snider's quarts	3 25
Q		Beans		Snider's pints	2 25
		Baked	80@1 30	Snider's 1/2 pints	1 30
		Red Kidney	80@ 90		
		String	70@ 75		
R		Wax	75@1 25	CHEESE	
				Aome	@11
				Amboy	@11 1/4
				Carson City	@11 1/4
S		Blueberries		Elise	@12
		Standard	85	Emblem	@11 1/4
				Gem	@12
				Gold Medal	@11
T		Brook Trout		Ideal	@11
		2 lb. cans, Spiced	1 90	Jersey	@11 1/4
				Riverside	@11 1/4
				Brick	@11 1/4
U		Clams		Edam	11@14 1/2
		Little Neck, 1 lb.	1 00@1 25	Lelden	@17
		Little Neck, 2 lb.	1 50	Limburger	90@ 94
				Pineapple	50@75
V		Clam Bouillon		Sap Sago	@20
		Burnham's, 1/2 pint	1 92		
		Burnham's, pints	3 60	CHEWING GUM	
		Burnham's, quarts	7 20	American Flag Spruce	55
W		Cherries		Boeman's Peppin	55
		Red Standards	1 90@1 50	Black Jack	55
		White	1 50	Largest Gum Made	55
				Sen Sen	55
X		Corn		Sen Sen Breath Perfume	1 00
		Fair	1 20	Sugar Loaf	55
		Good	1 25	Yucaatan	55
		Fancy	1 50		
Y		French Peas		CHICORY	
		Sur Extra Fine	22	Bulk	7
		Extra Fine	19	Red	7
		Flne	15	Eagle	7
Z		Moyen	11	Frank's	6
		Gooseberries		Schener's	
		Standard	90		

3

Cotton Windsor		59 ft.	1 20
		60 ft.	1 40
		70 ft.	1 60
		80 ft.	1 85
Cotton Braided		40 ft.	85
		50 ft.	95
		60 ft.	1 10
Galvanized Wire		No. 20, each 100 ft long	1 90
		No. 18, each 100 ft long	2 10
COCOA		Baker's	38
		Cleveland	41
		Colonial, 1/2	38
		Colonial, 1/4	38
		Egypt	42
		Huyler	42
		Van Houten, 1/2	12
		Van Houten, 1/4	20
		Van Houten, 1/8	40
		Van Houten, 1s.	71
		Webb	51
		Wilbur, 1/2	41
		Wilbur, 1/4	42
COCOANUT		Dunham's 1/2 and 1/4	26
		Dunham's 1/2	28 1/2
		Dunham's 1/4	27
		Dunham's 1/8	28
		Bulk	18
COCOA SHELLS		20 lb. bags	2 1/2
		Less quantity	3
		Pound packages	4
COFFEE		Rio	
		Common	8
		Fair	9
		Choice	10
		Fancy	15
		Santos	
		Common	8
		Choice	10
		Fancy	15
		Peaberry	11
		Maracaibo	
		Fair	13
		Choice	16
		Mexican	
		Choice	13
		Guatemala	17
		Choice	18
		Java	
		African	12
		P. G.	17
		P. G.	25
		Mocha	31
		Arabian	21
		Package	
		New York Basis	
		Arbuckle	10
		Dilworth	10
		Jersey	10
		Lion	10
		McLaughlin's XXXX	10
		McLaughlin's XXXX sold to	
		retailers only. Mail all orders	
		direct to W. F. McLaughlin &	
		Co., Chicago.	
		Holland, 1/2 gross boxes	35
		Felix 1/2 gross	1 15
		Hummel's full 1/2 gross	85
		Hummel's tin 1/2 gross	1 45
CRACKERS		National Biscuit Co.'s brands	
		Butter	
		Seymour	6 1/2
		New York	6 1/2
		Family	6 1/2
		Salts	6 1/2
		Wolverine	7
		Soda	
		N. B. C.	6 1/2
		R. ception Flakes	13
		Duchess	13
		Zephyrette	18
		Oyster	
		Round	6 1/2
		Square	6 1/2
		Faust	7 1/2
		Extra Farina	7 1/2
		Argo	7
		Sweet Goods-Boxes	
		Animals	10
		Assorted Cake	10
		Belle Rose	8
		Gent's Water	18
		Cinnamon B.	8
		Coffee Cake, Ice	8
		Coffee Cake, Java	18
		Cocoanut Macaroons	18
		Cocoa Bar	10
		Cocoanut Taffy	12
		Cracknell	16
		Creams, Iced	10 1/2
		Cream Crisp	11 1/2
		Cubans	10 1/2
		Current Fruit	10
		Frosted Honey	12
		Frosted Cream	8
		Gingers	8
		Ginger Snaps, 1/2 gross	11
		Ginger Snaps, N. B. C.	6 1/2
		Graham Crackers	10 1/2
		Graham Crackers	5
		Graham Crackers	5
		Grand Rapids Tea	16
		Honey Flakes	12
		Iced Honey Crumpets	10
		Imperial	8
		Jumbles, Honey	12
		Lady Fingers	12
		Lemon Snaps	12
		Lemon Snaps	15
		Marshmallows	18
		Marshmallows Creams	18
		Marshmallows Walnuts	18
		Mary Ann	8
		Mixed Picnic	11 1/2
		Mix Biscuit	7 1/2
		Molasses Cake	8
		Molasses Bar	8
		Moss Jelly Bar	12 1/2
		Newton	12

Oatmeal Crackers.....	8
Oatmeal Wafers.....	12
Orange Crisp.....	9
Orange Gem.....	8
Penny Cake.....	8
Pilot Bread, XXX.....	8 7/8
Pretzelettes, hand made.....	8
Pretzels, hand made.....	8
Scotch Cookies.....	10
Sears' Lunch.....	7 1/2
Sugar Cake.....	8
Sugar Biscuit Square.....	8
Sugar Squares.....	8
Sultanas.....	18
Tutti Frutti.....	8
Vanilla Wafers.....	10
Vienna Crisp.....	8
DRIED FRUITS	
Apples	
Sundried.....	2 5
Evaporated, 50 lb. boxes.....	27
California Prunes	
100-120 25 lb. boxes.....	2
90-100 25 lb. boxes.....	2 1/4
80-90 25 lb. boxes.....	2 1/2
70-80 25 lb. boxes.....	2 3/4
60-70 25 lb. boxes.....	2 1/2
50-60 25 lb. boxes.....	2 3/4
40-50 25 lb. boxes.....	2 1/2
30-40 25 lb. boxes.....	2 3/4
1/2 cent less in 50 lb. cases	
Citron	
Corstcan.....	14 @14 1/2
Currants	
Imported, 1 lb. package.....	7 1/2 @
Imported bulk.....	7 1/2 @
Figs	
Lemon American 10 lb. bx.....	13
Orange American 10 lb. bx.....	13
Raisins	
London Layers 2 Crown.....	1 85
London Layers 3 Crown.....	2 60
Cluster 4 Crown.....	7
Loose Muscatels 2 Crown.....	7 1/2
Loose Muscatels 3 Crown.....	7 1/2
Loose Muscatels 4 Crown.....	8
L. M., Seeded, 1 lb.....	9 @ 9 1/2
L. M., Seeded, 1/2 lb.....	7 @ 7 1/2
Sultanas, bulk.....	10
Sultanas, package.....	10 1/2
FARINACEOUS GOODS	
Beans	
Dried Lima.....	5 1/2
Medium Hand Picked.....	2 40
Brown Holland.....	2 25
Farina	
24 1 lb. packages.....	1 50
Bulk, per 100 lbs.....	2 50
Hominy	
Flake, 50 lb. sack.....	1 00
Pearl, 200 lb. bbl.....	4 00
Pearl, 100 lb. sack.....	2 00
Macaroni and Vermicelli.....	1 00
Domestic, 10 lb. box.....	60
Imported, 25 lb. box.....	2 50
Pearl Barley	
Common.....	2 75
Chester.....	2 75
Empire.....	8 50
Peas	
Green, Wisconsin, bu.....	1 40
Green, Scotch, bu.....	1 45
Split, lb.....	1 45
Rolled Oats	
Rolled Avena, bbl.....	6 75
Steel Cut, 100 lb. sacks.....	3 25
Monarch, bbl.....	6 00
Monarch, 90 lb. sacks.....	3 15
Quaker, cases.....	3 10
Sago	
East India.....	3 1/2
German, sacks.....	3 1/2
German, broken package.....	4
Tapioca	
Flake, 110 lb. sacks.....	4 1/2
Pearl, 130 lb. sacks.....	3 1/2
Pearl, 24 1 lb. packages.....	6 1/2
Wheat	
Cracked, bulk.....	3 1/2
24 2 lb. packages.....	2 50
FISHING TACKLE	
1/4 to 1 inch.....	6
1 1/2 to 2 inches.....	7
1 1/2 to 2 inches.....	7
1 1/2 to 2 inches.....	11
2 inches.....	15
3 inches.....	30
Cotton Lines	
No. 1, 10 feet.....	5
No. 2, 15 feet.....	7
No. 3, 15 feet.....	10
No. 4, 15 feet.....	10
No. 5, 15 feet.....	11
No. 6, 15 feet.....	12
No. 7, 15 feet.....	15
No. 8, 15 feet.....	18
No. 9, 15 feet.....	20
Linen Lines	
Small.....	20
Medium.....	26
Large.....	34
Poles	
Bamboo, 14 ft., per doz.....	50
Bamboo, 16 ft., per doz.....	65
Bamboo, 18 ft., per doz.....	80
FLAVORING EXTRACTS	
Jennings' Lemon.	
No. 2 D. C. per doz.....	\$ 75
No. 4 D. C. per doz.....	1 50
No. 6 D. C. per doz.....	2 00
T. per D. C. per doz.....	1 50
Mexican Vanilla.	
No. 2 D. C. per doz.....	1 20
No. 4 D. C. per doz.....	2 00
No. 6 D. C. per doz.....	3 00
Taper D. C. per doz.....	2 00
FRESH MEATS	
Beef	
Carcases.....	5 @ 3
Forequarters.....	5 @ 3
Hindquarters.....	7 1/2 @ 9
Loins.....	8 @ 11
Ribs.....	6 1/2 @ 10
Chucks.....	6 1/2 @ 7 1/2
Plates.....	4 @ 6

6

METAL POLISH

Search Brand	
Paste, 3 oz. box, per doz.	75
Paste, 6 oz. box, per doz.	1 25
Liquid, 4 oz. bottle, per doz.	1 50
Liquid, 1/2 pt. can, per doz.	1 50
Liquid, 1 pt. can, per doz.	2 50
Liquid, 1/2 gal. can, per doz.	8 50
Liquid, 1 gal. can, per doz.	14 00

OLIVES

Bulk, 1 gal. kegs.	1 00
Bulk, 3 gal. kegs.	85
Bulk, 5 gal. kegs.	85
Manzanilla, 7 oz.	80
Queen, pints.	2 35
Queen, 19 oz.	4 50
Queen, 28 oz.	7 00
Stuffed, 5 oz.	9 00
Stuffed, 8 oz.	1 45
Stuffed, 10 oz.	2 00

PIPES

Clay, No. 216	1 75
Clay, T. D., full count	25
On, No. 1	25

PICKLES

Medium	
Barrels, 1,200 count	8 00
Queen, 28 oz.	4 50
Small	
Barrels, 2,400 count	9 50
Half bbls, 1,200 count	5 50

PLAYING CARDS

No. 90, Steamboat	90
No. 15, Kival, assorted	1 20
No. 20, Rover, enameled	1 60
No. 572, Special	1 75
No. 98, Golf, satin finish	2 00
No. 808, Bicycle	2 00
No. 632, Tournaunt Whist	2 25

POTASH

48 cans in case	
Babbitt's	4 00
Penna Salt Co.'s	3 00

PROVISIONS

Barreled Pork	
Mess.	214 00
Back, fat	217 00
Clear back	217 00
Short cut	217 00
Pig	24 00
Bean	212 25
Family Mess Loin	17 50
Clear	215 00

Dry Salt Meats

Belles	10 1/2
5 P Belles	11 1/2
Extra shorts	9

Smoked Meats

Hams, 12 lb. average	2 13 1/2
Hams, 14 lb. average	2 13 1/2
Hams, 16 lb. average	2 13 1/2
Hams, 20 lb. average	2 13 1/2
Ham dried beef	2 13 1/2
Shoulders (N. Y. cut)	2 13 1/2
Bacon, clear	12 1/2 @ 14
California hams	2 7 1/2
Bolled Ham	2 12 1/2
Picnic Bolled Hams	2 13 1/2
Berlin Ham pr's'd	9
Mince Hams	2 9

Lard

Compound	2 7 1/2
Pure	2 1/2
50 lb. Tubs, advance	2 1/2
50 lb. Tubs, advance	2 1/2
50 lb. Tins, advance	2 1/2
20 lb. Pails, advance	2 1/2
10 lb. Pails, advance	2 1/2
5 lb. Pails, advance	2 1/2

Sausages

Bologna	2 5 1/2
Liver	2 5 1/2
Frankfort	2 5 1/2
Pork	2 5 1/2
Veal	2 5 1/2
Tongue	2 5 1/2
Headcheese	2 5 1/2

Beef

Extra Mess.	11 00
Beefless	11 00
Rump, New	211 00

Pigs Feet

1/2 bbls, 40 lbs.	1 90
1/2 bbls, 40 lbs.	3 80
1 bbls, 1 lb.	7 75

Kits, 15 lbs.

1/2 bbls, 40 lbs.	70
1/2 bbls, 40 lbs.	1 25
1/2 bbls, 80 lbs.	2 60

Casings

Pork	26
Beef rounds	5
Beef middles	12
Sheep	85

Uncolored Butterine

Solid, dairy	10 210 1/2
Rolls, dairy	11 1/2 @ 12 1/2
Rolls, purity	14
Solid, purity	14

Canned Meats

Corned beef, 2 lb.	4 40
Corned beef, 14 lb.	17 40
Roast beef, 2 lb.	2 40
Potted ham, 1/2	2 45
Potted ham, 1/4	85
Deviled ham, 1/2	85
Deviled ham, 1/4	85
Potted tongue, 1/2	45
Potted tongue, 1/4	99

RICE

Domestic	
Carolina head	7
Carolina No. 1	8 1/2
Carolina No. 2	8 1/2
Broken	

Imported

Japan, No. 1	5 1/2 @ 6
Japan, No. 2	5
Java, fancy head	2 5 1/2
Java, No. 1	2 5 1/2
Table	2

7

SALAD DRESSING

Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35

SALEKATUS

Packed 60 lbs. in box	
Church's Arm and Hammer	3 15
Deland's	3 00
Dwight's Cow	3 15
Emblem	2 10
L. P.	2 10
Wyandotte, 100 lbs	3 00

SAL SODA

Granulated, obls.	95
Granulated, 100 lb. cases	1 55
Lump, bbls.	95
Lump, 145 lb. kegs.	95

SALT

Diamond Crystal	
Table, cases, 24 3 lb. boxes	1 40
Table, barrels, 100 3 lb. bags	3 60
Table, barrels, 50 6 lb. bags	3 00
Butter, barrels, 40 7 lb. bags	2 75
Butter, barrels, 20 14 lb. bags	2 58
Butter, sacks, 25 lbs.	27
Butter, sacks, 55 lbs.	67
Shaker, 24 2 lb. boxes	1 50

Jar-Salt

One doz. Ball's Qu. rt Mason Jars, (3 lb. each)	85
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Common Grades

100 3 lb. sacks	1 90
50 6 lb. sacks	1 50
25 12 lb. sacks	1 50
50 lb. sacks	1 70
25 lb. sacks	30
25 lb. sacks	15

Warsaw

55 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20

Solar Rock

55 lb. sacks	22
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Common

Granulated Fine	75
Medium Fine	80

SALT FISH

Large whole	2 6
Small whole	2 5 1/2
Strips or bricks	7 9
Pollack	2 3 1/2

Halibut

Strips	18
C. unv.	14

Herring

Holland white hoops, bbl.	10 05
Holland white hoops, bbl.	5 30
Holland white hoop, keg.	270
Holland white hoop mens.	80
Norwegian	3 80
Round 100 lbs.	2 10
Round 50 lbs.	1 10
Winehams	45

Trout

No. 1 100 lbs.	5 50
No. 1 40 lbs.	2 50
No. 1 10 lbs.	70
No. 1 8 lbs.	59

Mackerel

Mess 100 lbs.	13 50
Mess 50 lbs.	7 25
Mess 10 lbs.	1 65
Mess 8 lbs.	1 55
No. 1 100 lbs.	12 00
No. 1 50 lbs.	6 50
No. 1 10 lbs.	1 50
No. 1 8 lbs.	1 25

Whitefish

No. 1 No. 2 Fam	
100 lbs.	3 70
50 lbs.	3 83
10 lbs.	92
4 lbs.	77

SEEDS

Anise	15
Canary, Smyrna	4 1/2
Caraway	1 00
Cardamon, Malabar	1 00
Celery	10
Hemp, Russian	4
Mixed Bird	4
Mustard, white	8
Poppy	8
Rape	4 1/2
Cuttle Bone	25

SHOE BLACKING

Handy Box, large, 3 doz.	2 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85

SOAP

Johnson Soap Co. brands—	
Silver King	3 85
Calumet Family	2 75
Scotch Family	2 85
Cuba	2 85

Jas. S. Kirk & Co. brands—

American Family	4 05
Dusky Diamond 50-8 oz.	4 05
Dusky Diamond 100-6 oz.	3 80
Jap Rose	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars	3 10
Satinet, oval	2 15
White Cloud	4 00

Lautz Bros. & Co.'s brands—

Big Acme	4 00
Big Master	4 00
Snow Boy Powder, 100-pkgs	4 00
Marselles	4 00
Acme, 100-lb bars	3 70
(5 box lots, 1 free with 5)	
Acme, 100-lb bars single box lots	3 20

Proctor & Gamble brands—

Lenox	3 10
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75

Schultz & Co. brand—

Star	3 25
------	------

A. B. Wisley brands—

Good Cheer	4 00
Old Country	4 00

8

Scouring

Enoch Morgan's Sons.	
Sapallo, gross lots	9 00
Sapallo, half gross lots	4 50
Sapallo, single boxes	2 25
Sapallo, hand	2 25

SODA

Boxes	5 1/2
Kegs, English	4 1/2

SNUFF

Scotch, in bladders	37
Maccaboy, in jars	35
French Rappee, in jars	43

SPICES

Whole Spices	
Allspice	12
Cassia, China in mats	12
Cassia, Batavia, in bund.	28
Cassia, Saigon, broken	55
Cassia, Saigon, in rolls	55
Cloves, Amboyana	17
Cloves, Zanzibar	14
Mace	35
Nutmegs, 75-80	50
Nutmegs, 105-120	40
Nutmegs, 115-20	35
Pepper, Singapore, black	15
Pepper, Singapore, white	28
Pepper, Cayenne	38
Pepper, shot	37

Pure Ground in Bulk

Allspice	16
Cassia, Batavia	28
Cassia, Saigon	46
Cassia, Zanzibar	17
Cloves, African	18
Ginger, Cochlin	15
Ginger, Jamaica	65
Mace	18
Mustard	17
Pepper, Singapore, black	25
Pepper, Singapore, white	25
Pepper, Cayenne	28
Pepper, shot	37

STARCH

Common Gloss	
1-lb. packages	5
2-lb. packages	4 1/2
4-lb. packages	4 1/2
40 and 80-lb. boxes	3 1/2 @ 4
Barrels	3 1/2

Common Corn

20-lb. packages	5
40-lb. packages	4 1/2 @ 7

SYRUPS

Corn	
Barrels	23
Half bbls	25

Pure Cane

10 lb. cans, 1/2 doz. in case	1 70
5 lb. cans, 1 doz. in case	1 50
2 1/2 lb. cans, 2 doz. in case	1 95

SUGAR

Domino	7 30
Cut Leaf	5 70
Crushed	5 70
Cubes	5 35
Powdered	5 20
Coarse Powdered	5 15
XXXX Powdered	5 15
Fine Granulated	5 10
2 lb. bags Fine Gran	5 5
5 lb. bags Fine Gran	5 25
Mould A	5 10
Diamond A	5 10
Confector's A	4 95
No. 1, Columbia A	4 90
No. 2, Windsor A	4 90
No. 3, Edgewood A	4 90
No. 4, Phoenix A	4 85
No. 5, Empire A	4 80
No. 6	4 75
No. 7	4 70
No. 8	4 65
No. 9	4 60
No. 10	4 55
No. 11	4 45
No. 12	4 45
No. 13	4 35
No. 14	4 35
No. 15	4 35
No. 16	4 30

TEA

Japan	
Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	38
Basket-fired, fancy	43
Nibs	22 @ 24
Siftings	5 @ 11
Fannings	12 @ 14

Gunpowder

Moyune, medium	30
Moyune, choice	32
Moyune, fancy	40
Pinguey, medium	30
Pinguey, choice	30
Pinguey, fancy	40

Young Hyson

Choice	30
Fancy	38

Oolong

Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32
English Breakfast	20
Medium	20
Choice	30
Fancy	40

India

Ceylon, choice	32
Fancy	42

T. O. O.

H. & P. Dyer Co.'s brands.	
Fortune Teller	55 00
Our Manager	55 00
Quintette	55 00

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes..... 75 2 00
Paragon..... 55 2 00

BAKING POWDER

JAXON

1/4 lb. cans, 4 doz. case..... 45
1/2 lb. cans, 4 doz. case..... 55
1 lb. cans, 2 doz. case..... 1 80

Royal



100 size..... 90
1/4 lb. cans 1 35
6 oz. cans 1 90
1/2 lb. cans 2 50
1 lb. cans 3 75
3 lb. cans 4 80
5 lb. cans 13 00
5 lb. cans 21 50

BLUING

Arctic, 4 oz. ovals, per gross 4 00
Arctic, 8 oz. ovals, per gross 6 00
Arctic 16 oz. round per gross 9 00

BREAKFAST FOOD

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

Cases, 24 1 lb. packages..... 2 70

Oxford Flakes.

No. 1 A, per case..... 3 60
No. 2 B, per case..... 3 60
No. 3 C, per case..... 3 60
No. 1 D, per case..... 3 60
No. 2 D, per case..... 3 60
No. 3 D, per case..... 3 60
No. 1 E, per case..... 3 60
No. 2 E, per case..... 3 60
No. 1 F, per case..... 3 60
No. 3 F, per case..... 3 60

Plymouth

Wheat Flakes

Case of 36 cartons..... 4 00
each carton contains 1 1/4 lb

TRYABITA

Peptonized Celery Food, 3
doz. in case..... 4 05
Hulled Corn, per doz..... 95

Grits

Walsh-DeRoo Co.'s Brand



Cases, 24 2 lb. packages..... 2 00

CHEWING GUM

Celery Nerve

1 box, 20 packages..... 50
5 boxes to carton..... 2 50

CIGARS

G. J. Johnson Cigar Co.'s brand.



Less than 500..... 33 00
500 or more..... 32 00
1000 or more..... 31 00

COCOANUT

Baker's Brazil Shredded



70 1/4 lb packages, per case \$2 60
35 1/2 lb packages, per case 2 60
38 1/4 lb packages, per case 2 60
16 1/2 lb packages, per case 2 60

COFFEE

Roasted

Dwinell-Wright Co.'s Brands.



White House, 1 lb. cans.....
White House, 2 lb. cans.....
Excelstor, M. & J. 1 lb. cans
Excelstor, M. & J. 2 lb. cans
Tip Top, M. & J., 1 lb. cans.
Royal Java.....
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination.....
Distributed by Judson Grocer
Co., Grand Rapids; National
Grocer Co., Detroit and Jack-
son; B. Desenberg & Co., Kal-
amazoo, Symons Bros. & Co.,
Saginaw; Miesel & Goeschel,
Bay City; Fielbach Co., Toledo.

CONDENSED MILK

4 doz in case.



Gail 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

FOOTE & JENKS'
JAXON
Highest Grade Extracts.

Vanilla..... Lemon.....
1 oz full m. 1 20 1 oz full m. 80
2 oz full m. 2 10 2 oz full m. 1 25
No. 3 fan'y. 3 15 No. 3 fan'y. 1 75

COLEMAN'S
HIGH FOOTE & JENKS' CLASS
EXTRACTS

Vanilla..... Lemon.....
2 oz panel. 1 20 2 oz panel. 75
2 oz taper. 2 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, 1/4 pints..... 2 75
Halford, large..... 3 75
Halford, small..... 2 35

SOAP

Beaver Soap Co. brands



100 cakes, large size..... 6 50
50 cakes, large size..... 3 25
100 cakes, small size..... 3 85
50 cakes, small size..... 1 95

JAXON

Single box..... 3 10
5 box lots, delivered..... 8 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

A Catalogue

That is in a class by itself

Our big "Unabridged" catalogue is now ready. A copy will cost you nothing but a postal--provided you are a merchant.

This is the chief Fall issue of the only catalogue in the world that sells more goods than three hundred traveling salesmen could sell.

It is the only catalogue in the world which does a business of more than 20 millions a year without one single man on the road.

It is the only large catalogue in the world which comes out each month, so that its goods and prices are always up-to-date.

It is the only catalogue in the world that not only quotes net wholesale prices, but guarantees those prices during a clearly stated time.

The yellow pages of the present issue have an even better lot of "specials" than usual. These yellow pages are where our customers get the "leaders" on which they make money at the very time their competitors think they are selling 'em at a loss.

If you had a retail store and looked to close buying as one source of profit, seems to us we would not be satisfied to be without the one catalogue of which thousands of good merchants think so much they never buy without first consulting it.

You are welcome to a copy if you will ask us for it. Simply mention Catalogue J475.

Butler Brothers Randolph Bridge
CHICAGO

Wholesalers of Everything--By Catalogue Only

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.

SUGAR FROM BEETS.

History of the Development of a Wonderful Enterprise.

The beet plant, although long known, does not seem to have been considered as having an industrial value, and was cultivated only for the table or for cattle food until 1747, when Margraff, a member of the Berlin Academy of Sciences, believing sugar to be a regular constituent of plants other than sugar cane, made examination of different varieties of vegetables and succeeded in separating from several kinds varying quantities of crystallizable sugar.

It was a laboratory experiment, and he did not hit on a process that could be made commercially successful. His method of research consisted in cutting the material to be examined into thin slices, rapidly drying it, reducing to fine powder and exhausting with alcohol. Of all the plants examined, he found the beet to be the richest in sugar, and believing that Europe would find in this root the basis of an immense industry, he urged the importance of his discovery upon the Berlin Academy, hoping to see valuable and practical results follow. But he was not destined to see his hopes fulfilled.

The discovery remained dormant for half a century, when one of Margraff's pupils, Karl Franz Achard, again took up the line of research started by his preceptor, and finally succeeded in extracting the beet sugar from the root on a comparatively large scale. The process he employed was peculiarly his own, and gave results which were at the time of an astonishing character.

He announced his results in 1797, publishing his mode of operation. In 1799 he presented a sample of his product, with a description of his method, to the Institute of France, stating that the cost of production of muscavado sugar of good quality should not exceed six cents per pound. This is the first time that France was made acquainted with practical results in the way of producing sugar from beets.

There was the customary exhibition of incredulity and ridicule, but the Institute of France showed interest in the new idea and appointed a committee to investigate the subject. The committee made a report citing experiments with the beet, and also with other plants, the turnip, carrot, parsnip, chestnut, stalks of maize and other plants, and in spite of the sugar from the beet their experiments were unsuccessful. As a result of their work the committee reported that sugar could be made from beets at a cost of about 18 cents per pound. "Finally," their report concludes, "if Margraff should be justly cited as being the author of the discovery of sugar in the beet, it must also be admitted that Achard is the first to have made a fortunate application of this discovery, not only in announcing the favorable quantity that may be extracted, but also in pointing out the processes to which we should resort for success."

While the report of the commission of the Institute of France served

to dampen enthusiasm in that country on the subject of beet sugar, the persevering and scientific nature of the German workers in that field kept moving on to better and better results. The Baron von Koppy, having confidence in Achard, erected in 1805 at Krayn, near Strehlen, in Lower Silesia, works capable of the extraction of the sugar contained in about 525 tons of beets, besides the manufacture of rum and vinegar resulting from the utilization of the waste, that is, the pulp and the molasses. Achard also put up a factory of his own at Cunera, near Steinau, on the River Oder.

Other establishments followed as people began to see the results attained by the pioneers in the industry. Then Achard, in 1808, wrote a letter to the editor of the *Moniteur*, at Paris, which aroused renewed interest in the subject in France.

The struggles of Napoleon to become predominant on the continent, and in particular his efforts to overcome the power of England, and to nullify her superiority at sea, which successfully shut out France from intercourse with the colonies, and in spite of his efforts gave England the position of dictator of the foreign commerce of Europe, made sugar one of the important necessities of life. As England was master at sea she regulated the importation of cane sugar, and all that was used paid a profit to her.

Napoleon therefore turned to the production of beet sugar as the means to supply France with this staple, and also as a means of striking a blow at English commerce. He offered in 1810 and 1811 large bounties for the instruction of Frenchmen in the art of making sugar from beets and in other ways at large cost stimulated the growth of the sugar beet and the establishment of beet sugar factories.

Even his efforts were made the subject of merriment by the scoffers at Paris. In 1811 a caricature appeared in Paris ridiculing the emperor and his son, the king of Rome. Napoleon was represented as sitting in the nursery with a cup of coffee before him into which he was squeezing a beet root. Near him was seated the king of Rome sucking a beet sugar root, the nurse enjoining the youthful monarch to "Suck, dear, suck; your father says it is sugar!"

However, in time, the scoffers were made aware that beet sugar had come to stay, and was to be no unimportant part of the resources of France, and a material addition to her wealth.

After the downfall of Napoleon no great advance was made in the production of beet sugar in France, and for many years the industry languished there. In Germany better methods were from time to time invented. The production increased despite the competition of cane sugar. Other European countries followed her lead.

In 1878 the World's Fair at Paris was the means of attracting new attention to the subject, the exposition of the machinery and the sugar interesting Americans to such an extent that Congress in 1880 called for

a report on the cultivation of sugar beets, and the methods of making beet sugar together with such additional information as the Department of Agriculture could give on the question of the suitability of soil and climate in the United States for the favorable growth of sugar beets in this country.

Dr. William McMurtie, agent and representative of the department at Paris, made a complete report, covering not alone the agricultural features, but also the processes of manufacture of sugar from beets. This may be said to have been the beginning of beet culture and the manufacture of beet sugar in this country.

No one had a larger share in making the culture of the sugar beet profitable and successful in Michigan than the faculty of the State Agricultural College. Under the auspices of the college an examination of the soils suitable for the growth of beets was made in many counties of the State. Professor Kedzie, the distinguished chemist of the college, made analyses showing the percentage of saccharine matter in beets from the different localities in Michigan where they had been grown from seeds distributed by the college.

The results were so unexpectedly good that the enterprise of making beet sugar was at once undertaken. The Legislature fostered the work in the beginning by allowing a bounty for the encouragement of manufacturers.

In a year or two the production had become so enormous that the payment of the bounties threatened to swamp the State Treasury. The Legislature thereafter repealed the bounty law.

The repeal of the bounty has not diminished the amount and has had no effect on the manufacture. On the contrary, the increase in the number of beet sugar factories, the extension of acreage of beets planted, and the general success of sugarmaking have been greater than ever.

Methods have been improved, for our people are an inventive people, and Michigan now holds the leading rank in the production of beet sugar. Certain economies, not alone in the

manufacture, but also in utilizing the waste products, have enured to the profit of the factories. All this has been accomplished within a few years.

New factories have been erected, the area of land grown to beets has increased, and the field for expansion in this industry is as captivating to investors as any manufacturing enterprise in the State. With one or two exceptions the profits have been large; in some cases where they have not been satisfactory the fault is ascribed to the installation of defective machinery.

Such things are inevitable in exploiting new fields of endeavor, where theory has often to take the place of experience. Time and trial have made the processes of manufacture certain and assured. The day of experiment has gone by.

We began these gigantic enterprises without the aid of skilled men, but that day has passed. We not only have the men, but we have a complete knowledge of the machinery best adapted to get profitable results. We are also constantly finding new by-products from what was at first rejected as waste. The manufacture of beet sugar is proved to be profitable.

The field for the extension of the business in Michigan is large.

Low Rates West and Northwest

Via Chicago, Milwaukee & St. Paul Railway, every day until November 30, 1903.

\$33 Chicago to San Francisco, Los Angeles, Portland, Tacoma, Seattle and many other Pacific Coast points. \$30 Chicago to Salt Lake City, Ogden, Grand Junction and many other points in Utah, Colorado and Wyoming. Low rates to hundreds of other points.

Through train service Chicago to San Francisco. Only \$6 for a double berth, tourist sleeper all the way.

To the Northwest via St. Paul or via Omaha. Write to-day for folder. R. C. Jones, 32 Campus Martius, Detroit.

Respect yourself and your friends will do so, too; worship yourself and you will have no friends to worship you.

HARVEY F. MILLER
ST. LOUIS, MO.
MILLER & TEASDALE CO.
Wholesale Brokerage and Commission,
FRUITS, NUTS, PRODUCE.
100 N. THIRD STREET.

District Agents
SOUTHERN CALIFORNIA FRUIT EXCHANGE.

EXCHANGE
UNITED STATES
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CALIFORNIA
NEW YORK
ECONOMY
BAKERS & POTATO

CODES

St. Louis, Mo., Feb. 20,

Mr. E. A. Stowe,
Editor Michigan Tradesman,
Grand Rapids, Mich.

Dear Sir—We have been using your paper as a medium for advertising our business for the past two years, and must say that it gives us pleasure to attest to the very satisfactory results which we have received. Hardly a day passes but that we receive some communication from Michigan, stating that the writer saw our advertisement in the Michigan Tradesman and desired to correspond with us, and we have secured many valuable shippers in this way.

The writer, E. P. Teasdale, traveled through Michigan, visiting our shippers in that State during the summer of 1897. He found a copy of the Michigan Tradesman in every store and business house where he went. One of our representatives, who traveled through Michigan in our interest the summer and fall of 1898, makes the same report.

We are doing a large business as shippers' agents, representing the largest shippers in all parts of the country, handling fruits, nuts and produce. It is our business to market what they grow and ship, and we have been successful in this line. We are advertisers in all of the fruit and produce publications in this country and, while we cannot always figure direct results from all of them, we are pleased to state that the Michigan Tradesman is an exception in this respect, inasmuch as we can trace many pleasant and profitable business relations to correspondence which resulted from our advertisement in your publication. We are glad to make this voluntary and unsolicited statement in your behalf.

Yours truly,
Miller & Teasdale Co.

Dis. E.P.T.

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

WANTED—A BUYER AT ONCE TO CLOSE out grocery stock regardless of price. Write for particulars. Box 433, St. Charles, Mich. 731

FOR SALE—OLD ESTABLISHED BUSI-ness; best town in state; dry goods, clothing, shoes. Liberal discount to hustler. Will rent or sell brick block. It will pay to investigate. A. J. Beardsley, Boyne City, Mich. 730

FOR SALE—120 ACRE FARM, LOCATED in rich farming country; clay loam soil; forty acres rich black muck; natural drainage; all under cultivation; ten room modern residence, two large barns, granary, 100 barrel tank, mains to house and barns, stone foundation under all buildings, large orchard, good markets, gravel roads, railroad and steamboat transportation. Good reason for low price; no exchange. K. F. Morse, Whitehall, Mich. 729

FOR SALE—CLEAN GROCERY STOCK invoicing from \$1,800 to \$2,000, in best location in town of 3,000. Did \$25,000 business last year; reasonable rent. Reason for selling, other business demands attention. Address No. 728, care Michigan Tradesman. 728

WANTED—A GENERAL OR BOOT AND shoe stock from \$2,000 to \$8,000. Will pay spot cash. Price must be right. Address No. 727, care Michigan Tradesman. 727

FOR SALE—NEW DAYTON COMPUTING scale, highest grade. W. F. Harris, South Bend, Ind. 726

FOR SALE—OUR BOAT LINE, SAUGATUCK to Chicago. Two steamers, docks, good will, etc. Fine opportunity for party desiring to engage in freight and passenger business. Address Chicago, Saugatuck & Douglas Trans. Co. Saugatuck, Mich. 724

DRUG STOCK FOR SALE; SNAP FOR right party; reason for selling, other business. Call or address A. C. Davis, Mulliken, Mich. 718

FIFTY-THREE SUCCESSFUL SCHEMES for making money; any one with little or no capital can become independent. Postpaid 25 cents. Address G. L. Mandel, Highland Park, Mich. 717

HOTEL WITH BAR FOR SALE—ON account of poor health, in good little town. Big sacrifice if sold at once. Call or address G. W. Lovett, South Milford, Ind. 716

A BONANZA—WILL SELL THE AUTO-wega cafe; a snap for a cash buyer; fine furniture and fixtures; doing a good business; get it quick if you want it. Autowega Cafe, Pontiac, Mich. 723

FOR SALE—SASH, DOOR AND BLIND factory equipped with up-to-date machinery. One of the best locations in the South. Best of reasons for selling. For particulars inquire Brobston, Fendig & Co., Brunswick, Ga. 722

FOR RENT—ABOUT DECEMBER 1, A very desirable room for drug store, 35x60 feet, on Main street, front of the new Otsego hotel. Fire proof; also three other stores each 18 feet wide with same frontage. Address Otsego Hotel Co., Jackson, Mich. 721

FOR SALE—CROCKERY AND BAZAAR stock. Compelled to sell immediately at great sacrifice. Established fifteen years. John E. Kleintveld, Holland, Mich. 720

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 W. Hardy, General Manager, Parker's Prairie, Minn. 678

FOR SALE—\$1,200 TO \$1,400 DEPART-ment store in Southwest 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 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

FOR SALE OR TRADE—80 ACRES MUCK land 1½ miles from town. Address 321½ Lake St., Petoskey, Mich. 734

FOR SALE—\$1,500 STOCK OF JEWELRY, watches and fixtures. New and clean and in one of the best villages in Central Michigan. Centrally located and rent cheap. Reason for selling, other business interests to look after. Address No. 734, care Michigan Tradesman. 733

FOR RENT—FINE LOCATION FOR A large stone building, three entrances, on two main business streets. Rent, \$100 per month. Vacant Jan. 1, 1904. Don't fail to write to Chas. E. Nelson, Waukesha, Wis. 735

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. 700

WANTED—LOCATION FOR DRY GOODS store. Will buy stock if any for sale. Address A. Z. F., care Michigan Tradesman. 710

120 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 LAM-son 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. Merietta Bishop, Horton, Mich. 706

FOR SALE—\$4,000 STOCK GENERAL MER-chandise and building; best trade and location; gross profits last year \$4,100; 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. Brunswick of Course, Kenton, Ohio. 702

FOR SALE—GOOD, CLEAN STOCK OF general merchandise invoicing 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. 698, care Michigan Tradesman. 698

OUR RELIABLE CONFIDENTIAL RE-ports business people's 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—GROCERY DOING \$18,000. 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 OR EXCHANGE—143 ACRE farm in Clare county, eighty acres stumped and stoned; good buildings; eighty rods to good school and 2½ 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. DeRoo, 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

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

SAFES—NEW AND SECOND-HAND FIRE and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 321

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

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

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—BAKERY, ICE CREAM PAR-lors, fruits, confectionery, canned goods, tobacco and cigar stock in town of 800 population. Address No. 719, care Michigan Tradesman. 719

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. 651

FOR SALE—GROCERY DOING \$18,000 and business. Small stock; excellent place for mixed store. L. W. Barr, Kenton, Ohio. 693

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. 601

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. 558

FOR SALE—A FIRST-CLASS SHINGLE mill, engine 12x16, center crank, ample boiler room, Perkins machine knot saws, bolter and cut-off saws, gummer, drag saw, endless log chain, elevator, all good belts, four good shingle saws, everything first-class. Address A. R. Morehouse, Big Rapids, Mich. 369

FOR SALE—COUNTRY STORE AND buildings; about \$500. Address Jas. Balie, Elmore, Ind. 671

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 inventory about \$5,000. Population about 600. Store building 24x60, two stories; wareroom, 24x40; implement shed, 50x50. Must have the money; otherwise do not reply. Reason for selling, wish to remove to Oregon. Address No. 502, care Michigan Tradesman. 502

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. Meon, 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. Schrouder, 37 Monroe St., Grand Rapids, Mich. 457

MISCELLANEOUS

SITUATION WANTED—ADVERTISING writer and correspondent by young man of experience. Employers scientific, progressive and aggressive methods that produce results. Wishes to make change. Nesipal, 512 Equitable Bldg., Denver, Colo. 718

PHARMACIST, STEADY POSITION wanted; middle age; married; references. Write Box 202, Trufant, Mich. 732

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. 566, care Michigan Tradesman. 666

SALESMAN WANTED

WANTED—CLOTHING SALESMAN AT Messinger & Co., Alma, Mich. 725

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

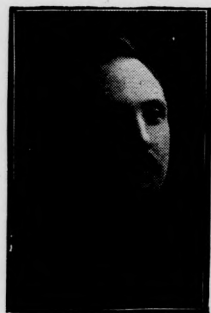
WANTED—SALESMAN TO SELL AS side line or on commission Dillely Queen Washer. Any territory but Michigan. Address Lyons Washing Machine Company, Lyons, Mich. 558

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

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