

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 30, 1903

Number 1045

WHY NOT BUY YOUR FALL LINE OF CLOTHING

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Collection Department

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Mich. Trust Building, Grand Rapids
Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere—for every trader
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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 The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.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
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IF YOU HAVE MONEY

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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

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BONDS

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CREDIT ADVISORS
COLLECTIONS AND
LITIGATION
WIDDICOMB BLDG. GRAND RAPIDS,
DETROIT OPERA HOUSE BLOCK, DETROIT.
WE FURNISH PROTECTION AGAINST
PROTECTION WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

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The Banana Trade Badly Hurt.

The banana shortage, owing to the destruction of the Jamaica crop by cyclone, is being more severely felt by the trade each day. Receipts here are estimated to be from 50 to 65 per cent. short of the normal, or for the same period last year, and prices from 65 to 75 per cent. higher than for corresponding period a year ago for the same grade and quality. The price is expected to be from 20 to 25 per cent. higher next week, as lighter receipts are looked for and demand will be better. From 400,000 bunches a week shipped last season during August and September, the importation from Jamaica had dropped down to less than 15,000 bunches within fifteen days after the destruction.

Until last year there had hardly been a year for the past five in which the banana trust did not have from fifty to 100 cars of bananas to dump during the season. The waste last year was as much as the quantity selling now. One house which keeps in close touch asserts that not a house is getting more than one-third as much as a year ago. Last year importers were running after commission houses offering them bananas. Now wholesale houses put in their orders for four cars and beg for them and only get two.

One of the expert banana men on statistics, who has given careful attention to the banana business almost exclusively for the past fifteen years, says that never before have prices in the United States ruled as firmly as at the present time. Particularly was this so in August and September. He predicts that this condition will continue for the next two years, as a result of the destruction of the entire Jamaica fields of bananas.

The United Fruit Company is still

dickering with the United States in regard to their fifteen or sixteen steamers which are lying idle. They are paid by the Government for carrying the mail to and from the Island, but after the cyclone disaster there was nothing to take vessels there. It did not pay them to run there to carry the mails alone so they drew them off.

Vinkemulder Company.

Cheap Rates With a Ten-Day Return Limit.

Grand Rapids, Sept. 28—At a meeting of the Wholesale Dealers' committee, held Sept. 24, I was directed to place the following facts before the wholesale dealers who are members of the Board of Trade, with the recommendation that each member address personal letters to their customers living in the towns named below, inviting them to take advantage of the opportunity here offered.

By special arrangement with the Grand Rapids Board of Trade, the Pere Marquette Railway and the Grand Rapids and Indiana Railway will sell round trip excursion tickets to Grand Rapids—good going on Tuesday, October 6, and good returning on any day to and including Thursday, October 15.

These round trip excursion rates with ten days' limit will be—according to distance traveled—\$3 and \$4 respectively, as follows:

The four dollar rate over the Pere Marquette—Bay View, Petoskey, Bay Shore, Charlevoix, Belvedere, Ellsworth, Central Lake, Snow Flake, Oliver, Ludington, Weldon Creek, Wingleton, Freesoil, Bellaire, Alden, Rapid City, Barker Creek, Elk Rapids, Angell, Williamsburg, Bates, Chase, Amber, Merritt, Manistee, Fountain, Acme, Traverse City, Beitner's, Grawn, Interlochen, Bendon, Clary, Wallen, Thompsonville, Henry, Kaleva, Wellston, Dublin, Irons, Canfield, Luther, Carey, Unger, Custer, Stearns, Stronach, Tallman.

Over the G. R. & I.—Mackinaw City, Carp Lake, Levering, Pellston, Brutus, Alanson, Oden, Conway, Bay View, Petoskey, Clarion, Boyne Falls, Elmira, Alba, Mancelona, Antrim, Westwood, Leetsville, Kalkaska, South Boardman Fife Lake, Walton, Manton, Cadillac, Hobart, Oseola Junction, Tustin, Leroy, Ashton, Milton Junction, Traverse City, Keystone, Sights, Mayfield, Kingsley, Summit City, Lake City, Round Lake, Luther.

The three dollar rate over the Pere Marquette—Baldwin, Bitely, Otia, Diamond Loch, Big Rapids, Hungerford, Woodville, Fields, Pentwater, Mears, Hart, Shelby, Montague, Whitehall.

Over the G. R. & I.—Reed City, Big Rapids, Paris.

H. D. C. Van Asmus, Sec'y.

Book Values of the Various Local Bank Stocks.

The "book value" of bank stock is the percentage to capital stock of the surplus, undivided profits and capital. It is ascertained by adding the surplus, undivided profits and capital and dividing by the capital. For instance, the Old National Bank has \$200,000 surplus, \$185,492.58 undivided profits and \$800,000 capital, a total of \$1,185,492.58, which, divided by the capital, shows a book value of 1.482. That is, each \$100 share of Old National Bank stock is worth, on a book value basis, \$148.20. The book values of the different bank stocks, as shown by the recent statements, are as follows, together with their book values for the past four years:

	Sep 9	Sep. 15	Sep. 30	Sep. 5
1—Kent Savings	1.408	1.378	1.400	1.400
2—State Bank	1.806	1.628	1.430	1.302
3—Michigan Trust	1.624	1.603	1.647	1.551
4—Old National	1.482	1.430	1.388	1.331
5—Fourth	1.477	1.440	1.348	1.318
6—Peoples	1.423	1.425	1.404	1.258
7—Gd. R. Savings	1.334	1.316	1.285	1.252
8—National City	1.330	1.278	1.253	1.230
9—Gd. R. National	1.275	1.255	1.230	1.223
10—Fifth National	1.221	1.190	1.230	1.150
11—Com. Savings	1.005	—	—	—

* July 15 statement.
The average book values of all the National and State banks, omitting the Trust Company, at the same periods, were:

Sep. 9, 1903	1.434
Sep. 15, 1902	1.413
Sep. 30, 1901	1.361
Sep. 5, 1900	1.308

The percentage for this year includes the new Commercial Savings, which began business in June. If this be omitted the percentage would be 1.467.

The only change in the order of book values in the last four years is the jump of the State Bank from fifth to second place, passing the Trust Company, Old National and Fourth National. Without exception all the banks show encouraging increase, the Kent's increase of 141.6 points being the most notable and that of the State Bank of 50.4 points next.

The persistent patience of Mr. L. J. Rindge in connection with the river boulevard from Grand Rapids to Grandville, of which he is the originator and foremost advocate, naturally suggests the thought that no more graceful act could be done than to designate it the Lester J. Rindge boulevard. Pursuing the matter purely as a labor of love, in order to make the world better while he is here and to leave those who come after him a perpetual heritage of beauty, Mr. Rindge's painstaking efforts in behalf of this project mark the apex of civic pride and devotion to the cause of humanity.

Boyne Falls—Meyer Bros., formerly of Rapid City, have purchased the hardware and implement stock of McMahon & Son.

AT HOME AND ABROAD.

Comparison of Dairy Methods, Means and Practices.

To those engaged in dairy farming in the United States or interested in this industry, and who have given particular attention to dairying in other lands, it may be interesting—in some degree instructive and perhaps encouraging—to compare the means, methods and practices of the dairy in Europe with those of our own country. For this purpose it may be assumed that the conditions under which dairying is conducted in America are well understood by the reader. The several breeds of cattle best adapted to the dairy, their history and characteristics; the average dairy cow and the most approved methods of housing, feeding and caring for her; that most important and delicate operation of milking; the care of milk on the farm with modern appliances; the making of choice butter and the shipping of market milk—all these matters are familiar in their detail and have been made the subject of popular publications. Issues in the Farmer's Bulletin series and bulletins of the Department of Agriculture cover this ground thoroughly. The practice and general problem of the milk supply and milk service of large towns and cities, while less familiar to dairy farmers generally, are better known to a different class of men; but interesting and important as the subject is, it is not proposed for special presentation in this article. Cheese making has so nearly ceased as a farm or domestic industry and has been so generally transferred to the factory, that this branch of dairying is a comparative novelty to most American dairymen of the present day. This will therefore be referred to, although in very general terms. On the other hand it may be assumed that the scenes and circumstances of dairying in the Old World are familiar to comparatively few, and that the opinions of one who has recently studied them in person will be accepted kindly and at their face value.

Dairy cattle constitute the foundation and all-important factor of the industry. We have no dairy cattle of our own in America; we have adopted those originated in and brought from other countries. Even our "native" or "common" stock or "scrubs" are but mongrels of the breeds of another continent. It is impossible to estimate the debt of the dairy farmers of this country to the breeders of Ayrshires and Guernseys and Holstein-Friesians and Jerseys in their native lands. These are the four races of cattle upon which mainly rest the present and future prosperity and progress of dairying in America. Yet, we must not forget to note the blood of the good old milking strains of Shorthorns as an excellent foundation upon which to build up profitable dairy herds. It is needless to enlarge upon the good qualities and characteristics of these distinctively dairy breeds, but it is worth noting that all of them have improved upon our hands. It may not be that the average quality of any of these breeds as

they now exist in the United States is above the average of the same race upon its native pastures, but in all of them there are now on this continent animals superior to the best on the other side of the Atlantic. The breeding and management have been so good here that the cows imported and their descendants have made indisputable records as dairy performers, excelling any known in the countries from which they came. Personal observation has convinced us that we now have dairy cattle in the United States so good that nothing can be gained beyond the fancy or satisfaction in new blood by further importations from Ayrshire or any part of Great Britain, the Channel Islands, or the Netherlands.

We may very properly inquire, however, whether there are cattle in other countries which would improve our dairy herds or be a valuable acquisition to the variety we now possess. Although others may hold different views, it is the belief of the writer that the only countries to which any attention can profitably be given in this connection are Denmark, France, and Switzerland. The first named furnishes the best example in the world of dairying as a national specialty, of rapid development, and of present high average production and excellence. Here we find the Red Danish cattle to be the standard stock, and very satisfactory business cows they are, of a pronounced dairy type. But they lack uniformity except color, particularly in udder development and other dairy points, and in the showing the very best of them could not hope to compete with the best of any one of the four leading dairy breeds of this country. As dairy performers they are good, but not remarkable; the best yearly records the writer has seen show an average production of 8,000 to 8,800 pounds of milk per cow, in herds of 11 to 19 animals of all ages, with an average fat content of about 3¼ per cent., an equivalent of 290 to 325 pounds of butter per year. A very celebrated herd of 70 cows averaged 7,150 pounds of milk a year. In Jutland there is a distinctively dairy race of well-defined black and white markings in appearance reminding one of Holland cattle, and still more of Brittanies, although between these two races in size. They are very attractive cows, of rather less than medium size, and excellent milkers. Both these races of Danish cattle may be credited with being economical producers; yet none of them are wanted here, for superlative excellence seems to be lacking on the one hand, while on the other they appear predisposed to tuberculosis and very generally tainted with this insidious and dread disease.

France is a dairying country and possesses a large amount of so-called breeds of cattle. One can hardly say "different" or "distinct" breeds, because they seem to be largely of common origin locally differentiated and belonging to geographic districts, along the borders of which they blend in a perplexing way. Nearly all of them are what would be called in

this country "dual-purpose" cattle. France prides herself upon producing all her own beef, and depends largely upon oxen for farm labor. With few exceptions her cattle are bred primarily for labor, to ultimately become (poor) beef, and dairy quality is at least a secondary consideration, only incidental in some of the breeds. Fine veal is a specialty in France, so that cattle which produce large, thrifty, quick growing and easy fattening calves are particularly sought and are highly profitable. There are but three races of French cattle which seem to deserve consideration as dairy stock. Near the Belgian border in French Flanders there is a large, rather rangy cow of a pronounced dairy type and a generous and profitable producer of a medium quality of milk. These "Flamandes" are of a solid dark brown color, sometimes redish, and often almost black. They carry no spare flesh, have shiny coats, indicative of health, are good feeders, active and docile. In size they are above the average, and in some respects suggest the milking Shorthorns. These cattle very justly won the sweepstake prize for dairy animals at the live-stock show of the Paris Exposition of 1900. But it is said that, though rugged enough at home,

they become delicate and always deteriorate rapidly when moved away from the comparatively small district in which they had their origin or development. This accounts for the Flamandes being so little known elsewhere. In Brittany are found the pretty, active little black and white cattle of marked dairy characteristics, producing often an astonishing quantity of milk for their size, rich in butterfat. This is a true breed, a good one of its kind, and an old

Automobiles

Price \$500

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

Sherwood Hall Co.,

(Limited)

Grand Rapids, Mich.

The Improved Peoples Coffee Mill



The only mill with an oblique back. One that can be fastened to a flat surface. A mill that grinds and is always ready.

Equally serviceable for spices. Jobbers prices on application.

Manufactured Solely by

American Bell & Foundry Co., Northville, Mich.

Baker Mercantile Co.

110 South Division St.

Grand Rapids, Michigan

We are offering more bargains to the square inch than any other firm in Grand Rapids. Jobs in Dry Goods, Handkerchiefs, Groceries, Underwear, Tinware, Etc., Etc.

Extra Special Prices on all kinds of Merchandise Until October 1st.

2,000 Cigars, good smokes, per M.....	\$10 00
90 lbs Sweet Cuba Chewing Tobacco, per lb.....	.28
1,000 pieces men's \$4.50 fleece lined Underwear, per doz.	3.25
1,000 pairs fleece lined Gloves, per doz.....	1.10

Call and See us.

BAKER MERCANTILE CO.

one. Its blood undoubtedly entered largely into the foundation stock of the highly-prized Jersey; yet it is a race of even smaller size, some strains really diminutive. For the United States they are too small for anything but playthings. In many respects, markings excepted, they remind one more of the French Canadian dairy cattle, which have lately come into prominence, than anything else in America. Normandy has long been noted for its dairying, and the breed of cattle carrying the provincial name has a great reputation in France. The choicest of this race is the "Contentin" strain, to be found pretty near the coast, from Cherbourg well down toward Brittany. In color they are red, brown and white, spotted and patched, from two-thirds white to brindle. The best of them are large-framed, big-boned, coarse, homely creatures, fleshy, without finish or good beef form, lacking in uniformity, and generally devoid of the most highly-prized dairy characteristics. They have udders of all shapes, but few really good ones; yet some are capacious, and good cows average 8 to 10 quarts of milk a day for nine or ten months, or 5,000 to 6,000 pounds per year. It requires at least 12 quarts of milk in the winter and 14 or 15 in the summer to make a pound of butter. The annual butter product is, therefore, 200 to 225 pounds per cow; ordinarily 100 pounds a week from 20 cows; rising at times to 125 or 130 pounds. A few specimens of this breed have reached America and found favor in some quarters. But after some time spent in Normandy and an examination of many noted herds, they were decided to be a mixed, irregular, rough-looking lot of cattle, with no indications of economic dairy quality, and hardly attractive as "dual-purpose" animals. Careful comparative trials of dairy cows made in France have proved the "Normandes" to be inferior in every respect to the Brown Swiss.

The cattle of the several cantons of Switzerland noted for their dairying differ mainly in color and name. The Bernoise, Fribourgeoise, and Simmenthal cattle are all spotted, and have yellows, reds, and browns mixed with white in varying degrees and an infinity of patterns. Those with red or yellow spots have light muzzles and switches, while black noses and tails accompany the brown and black spots. The Schwyz breed, better known as the Brown Swiss, has been established in the United States for about thirty years. All these Swiss cattle are exceedingly coarse boned, large framed and heavy. They are exceedingly active for their size, famous mountain climbers, but carry a great superfluity of flesh for dairy animals, hardly compensated for by their performances at the pail. The Simmenthals are the largest, and by some preferred for milch stock, but unbiased judges generally give the Brown Swiss first place for dairy purposes. In America the last-named race has included cows which have made famous records in milk and butter pro-

duction; but, as a whole, all Swiss cattle must be here regarded as of the "dual-purpose" kind, and this means that they are not expected to add much to the value of our dairy stock.

In the housing and general care of dairy cows no foreign country shows, as a rule, in general practice, any methods or conditions better than those of America. The average conditions everywhere are bad enough, with opportunities for very great improvement; but such improvement is being made as rapidly in this country as anywhere. Nowhere else is there a better appreciation of the importance or economy of abundant room, light, air, dryness, comfort, and cleanliness for cows. One hears much of the close relations between the dairy cows and the families of their owners in Holland and Switzerland, connecting apartments, under the same roof, etc.; but the stables which are seen in summer converted into conservatories and rooms for weaving and cheese curing are the exceptional and show places. Even the best of these, when visited in midwinter, with the cattle in place, are often found dark, close, ill-ventilated, crowded, and unsanitary in many respects, although frequently kept clean. The construction of cow stalls generally in the dairy regions of the Old World is of a substantial kind, but with little regard to light and ventilation, convenience of arrangement, or ease in cleaning. The labor necessary to keep them in decent condition would be regarded as impossible in this country. The cow houses of Denmark average the best of all in Europe, but they are no better in any respect than the average of those in the distinctively dairy districts of this country, and there is here far more regard for economy of labor in management. Danish stables are generally kept clean—probably cleaner than in America—but at the cost of a vast amount of very cheap labor. In other countries as well as Denmark much attention is paid to cleaning the cow stables, but the conclusion has been forced upon us that this is done more from an appreciation of the value of all farm manurial matter and the fixed habit of saving it than from any knowledge or intention of cleanliness as of prime importance in dairying. This is especially shown by the fact that cows are milked in just about as careless and uncleanly a manner in Great Britain and all over Europe as, it must unfortunately be confessed, is the common practice in the United States. The very general use of women as milkers in all foreign dairy districts is a decided advantage; they are gentler and cleaner than men, and vastly better than the average farm laborer, who does all sorts of work during the day. Much attention is being given, especially in England, to perpetuate the custom of employing women instead of men for milkers, and to maintain the efficiency of milkmaids; the popular public milking contests at the dairy shows are useful and commendable.

Many parts of Europe have the additional advantage of keeping the cows in the fields continuously the greater part of the year and milking them in the open air. This practice does much to insure clean milk and pure products. Henry E. Alvord.

Some advertising men divide their time equally, one-half making promises, one-half making excuses. If you make no promises you'll need no excuses, and can then devote all your time to getting business.

New Crop Mother's Rice
100 one-pound cotton pockets to bale
Pays you 60 per cent. profit



They Save Time
Trouble
Cash
Get our Latest Prices

The One Flour that perfectly meets all the requirements of the Consumer is VOIGT'S CRESCENT FLOUR.

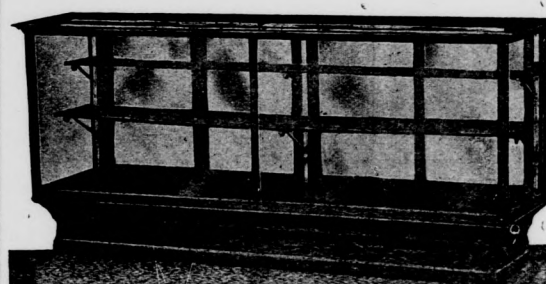
"BEST BY TEST."

The result of thirty years experience in the milling business and made from the best wheat obtainable, it has come to be the embodiment of everything desirable in a high-grade, all 'round family flour.

You should try it. Voigt's Crescent never fails to please, delight and satisfy.

For Sale by Dealers Everywhere.

VOIGT MILLING CO., Grand Rapids, Michigan



SUNDRIES CASE.

Also made with Metal Legs, or with Tennessee Marble Base.
Cigar Cases to match.

Shipped
knocked
down.
Takes
first
class
freight
rate.

Grand Rapids Fixtures Co.

Bartlett and S. Ionia St., Grand Rapids, Mich.

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.

Around the State

Movements of Merchants.

Mass—The Mass City Hardware Co. has discontinued business.

Menominee—Bigger, Lhote & Co., have dissolved partnership. The business is continued by Bigger & Lhote.

Muskegon—W. D. Lyman, druggist, has sold his stock to Loveland & Loveland.

Brooklyn—The Estate of Jas. H. Dresser is succeeded in the drug, grocery and paint business by Boyce Bros.

Calkinsville—Thos. Gray & Son have purchased the interest of Fred L. Anderson in the elevator at this place.

Traverse City—A. V. Friedrich has purchased the bankrupt stock of A. S. Fryman from Geo. H. Reeder, receiver.

Mt. Pleasant—C. L. Yost & Co. have purchased the dry goods, clothing and shoe stock of Thomas McNamara.

Eaton Rapids—The Co-operative Association has purchased the P. C. Goodrich & Co. shoe stock and added it to its stock.

Kalkaska—D. MacDonald has engaged in the grocery business, purchasing his stock of J. Cornwell & Sons, of Cadillac.

Holland—Visser & Dekker succeeded VanRaalte, Vissers & Goosen, Limited, in the wall paper and painters' supply business.

Gagetown—Moses P. Freeman has purchased the interest of his partner in the general merchandise business of Freeman & Tiffany.

Hart—Reuben Bank, of Eaton Rapids, has purchased the bazaar stock of Fred Bunnell and will add several new lines of goods.

Kalkaska—A. Pettit has sold his grocery stock to B. H. Kitzbeck & Son, of Glenn, who will continue the business at the same location.

Detroit—E. B. Gallagher & Co., bakers and confectioners' supply dealers, have increased their capital stock from \$10,000 to \$20,000.

Nashville—A. A. Whiteman, of Erie, Pa., has purchased the general merchandise stock of H. C. Glasner and leased the store building.

Hillsdale—Ben D. Forbes has purchased the interest of his partner, F. E. Smith, in the Broad street grocery, and is now sole proprietor.

Alpena—L. H. Baker & Co. have purchased the Strauss stock in the Comstock block and will engage in the bazaar goods business on a large scale.

Verona—L. K. Phelps, who has been engaged in the grocery business for the past eighteen years at this place, has sold his stock to Jas. H. Tomlinson.

Coldwater—W. D. Hawley has purchased the drug stock of Waite & Wicker and will continue the business under the style of the Hawley Drug store.

Hudson—H. Guyer, of Blissfield has leased the vacant store in the Bowerfind block, and will open a novelty store there as soon as the building can be put in shape for his stock of goods.

Coopersville—Lewis Van Allsburg, of Battle Creek, has purchased an interest in the furniture stock of his father and the style will hereafter be Van Allsburg & Son.

Gladwin—Garret Beadle, of Fenton, has leased the store building formerly occupied by Fraser & Button, and will put in a stock of clothing and men's furnishing goods.

Boyne City—A. C. Johnson, whose grocery stock was recently destroyed by fire, has resumed business in a new store building he has recently completed. The Petoskey Grocery Co. furnished the stock.

Detroit—The Davis Fish Co., Limited, has filed articles of incorporation to engage in the catching and sale of fish. The capital stock is \$1,000 owned by John R. McBride, 74 shares; Jas. McNamara, 25 shares, and S. H. Davis, 1 share.

Reading—G. A. Drury, who has conducted a meat market here for nearly a quarter of a century, has sold out to F. W. Grimm, of Edon, Ohio, who will take possession about Oct. 15. Mr. Drury will devote his attention to farming and stock buying.

Bessemer—The general merchandise business of Hagen & Solberg has been closed by the Ferguson Adjustment Co., of Chicago. The liabilities are estimated at \$30,000. The stock inventories about \$25,000 and the accounts aggregate \$20,000. The cause of the failure is attributed to heavy expenses.

Flint—A. J. Palmer has uttered a trust mortgage on his dry goods stock to Geo. A. Corwin, securing about fifty creditors whose claims aggregate \$19,979.68. The largest creditor is Burnham, Stoepel & Co., of Detroit, whose account is \$9,081.36. The H. B. Clafin Co., of New York, is interested in the failure to the amount of \$1,517.83. The store is closed for inventory.

Detroit—Standart Brothers, Limited, has filed a mortgage for \$100,000 running to the Detroit Trust Co., and covering the building at Jefferson avenue, First and Front streets, and the property, 131x62 feet at the north-west corner of Woodbridge and Wayne streets. The mortgage was given to pay for the handsome new building being erected by the firm and is an ordinary real estate loan.

Detroit—Limbach Sons & Co., dealers in carriages, hardware and blacksmiths' supplies at 123 Congress street west, have uttered a chattel mortgage for \$19,107.47, running to Jonathan Palmer, Jr., as trustee. There are ninety-four creditors, the largest being J. H. Harris, \$9,150; Freeman, Delamater & Co., \$784.34; Buhl's Sons & Co., \$630.37; Never Slip Manufacturing Co., New Brunswick, N. J., \$655.02.

Manufacturing Matters.

Saginaw—The capital stock of the Saginaw Medicine Co. has been increased from \$5,000 to \$75,000.

Detroit—The style of the Detroit Slipper Manufacturing Co. has been changed to the Detroit Slipper & Shoe Co.

Detroit—The Morton Baking & Manufacturing Co. has filed notice of

an increase of capital stock from \$40,000 to \$75,000.

Jackson—The capital stock of the Stockbridge Elevator Co. has been increased from \$5,050 to \$40,000.

Hudson—The Avis Milling Co. has removed from Waldron to this place and increased its capital stock from \$8,000 to \$30,000.

Midland—The Dow Chemical Co. of this place and with main office at Cleveland, has increased its capital stock from \$1,200,000 to \$1,500,000.

Port Huron—The Davidson-Martin Co., manufacturers of flouring mill machinery, grain elevators and fanning mills, has changed its style to the Meisel Manufacturing Co. and increased its capital stock from \$100,000 to \$150,000.

Stanton—B. E. Cadwell has purchased the interest of his partner, C. W. French, in the grain elevator and feed mill at McBrides. He has sold an interest in the business to Wm. Hardy, of this city, who will remove to McBrides and take charge of the business there.

Delton—A new enterprise is being organized at this place to be known as the Delton Brick Co., Limited, with a capital stock of \$20,000. It owns twenty acres of clay beds and expects to do business on an extensive scale. Twenty leading business men and farmers are connected with the enterprise.

Lake Odessa—A. J. Dann, who is now traveling in Wisconsin in the interests of the Lake Odessa Malted Cereal Co., was elected general man-

ager of the company at a recent meeting of the board of directors, in place of B. McKelvey, who expects to soon leave Lake Odessa and take up his home in California. The factory will start up again as soon as Mr. Green, the foodmaker, comes down from his farm, where he has been spending his time since the factory closed.

Bay City—All of the bakers of Bay City have raised the price of bread to 4 cents a loaf to dealers for straight pound loaves and resolved to discontinue making pound and a half loaves for 3½ cents. Heretofore consumers have bought both at 5 cents, according to where they traded. Now the bread-eater will have to be content with the smaller loaf, which will cost 5 cents straight. The bakers claim that a recent advance in wages, with the shorter hours forced on them by the union, is responsible for the increase.

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 firm but unchanged. Importers continue to hold for 1-16c over the present prices, but refiners will not pay that figure and are undoubtedly holding off in anticipation of lower prices. The refined market remains unchanged, with moderate demand. Stocks carried by dealers are very small, but they are buying just enough to supply their immediate requirements and not caring to make any speculative purchases. The general situation is not as good as was expected for the month of September, and notwithstanding the fact that the actual consumptive demand is considerably larger than a month ago, trade still continues to show a hesitating position in ordering out sugars, fearing that some action may be shortly taken by either Arbuckle or the American which will further disturb general conditions.

Canned Goods—There is no particular change in the canned goods market. The packing of peaches and plums in Michigan is over now and packers have but very little stock on hand, the pack being short and canners being generally sold up. Some tomatoes are being packed, but owing to the cold and rainy weather of the past few weeks, comparatively little of the raw material is received. Unless there is a decided change for the better in the weather soon, some Michigan packers will not be able to put up the guaranteed portion of their contracts. The market is firm with good enquiry. There is nothing particularly new regarding corn, only that it is getting more difficult to obtain every day. Everything now depends on the weather for the next few weeks. There is a very good enquiry for this article, but packers are closely sold up on their prospective pack and, owing to the uncertainty of the new crop, do not care to take any more orders until something more definite is known regarding it. There is no change in the price of peas, which are meeting with a fair demand. There is a good demand for small fruits, although actual sales resulting are for small lots only. Demand continues good for gallon and three pound apples at about previous range of prices. There is no let-up in the demand for salmon, which has been so very active for the past few weeks. Stocks on hand are fair, but not believed to be any more than will be needed to supply the demand, which grows larger every year. In fact, the consumption of salmon the past three or four years has shown a wonderful increase, and the present indications are that it will continue. The market for sardines continues very strong indeed, with no prospect of prices going any lower, owing to the short pack this season, which is estimated to be not over two-thirds of the average pack.

Dried Fruits—Business in the dried fruit market is improving and general conditions are very satisfactory. As the fall season advances it is expect-

ed business in this line will continue to increase. Stocks are moderate and are very firmly held, for many think that the coming season will be a good one for the dried fruit market, particularly as stocks of old goods have now all gone into consumption. Prunes continue in fair demand with no change in price. No lower prices are looked for, as this year's output is estimated to be not over 70 per cent. of last year's. Raisins commanded considerable attention during the past week on account of the naming of prices on new seeded, which are somewhat higher than last year, but considered extremely low when the present price of loose is figured. Sales of these goods have been quite heavy, the trade on seeded raisins showing an increase every year. There is a good demand for apricots with no change in price. This year's crop is estimated to be only about 45 per cent. of last year's. Peaches, as a general rule, have been very dull during the past few weeks and trade on them does not seem to show any signs of improvement as yet. A few of these goods are sold now and then, but not any very large orders are placed. Currants are selling fairly well at unchanged prices. Figs are in fair demand, but old dates are practically out of the market and new ones have not arrived as yet, but are expected to move rapidly immediately upon arrival. There continues to be a little more improvement in the enquiry for evaporated apples as the season advances. Some new stock is being sold at previous range of prices, but no very large sales are reported, as buyers do not like to accumulate much of this early stock, on account of its poor keeping qualities. There is still on hand quite a little cold storage stock, which is moving out moderately well, and in most cases will give better satisfaction than the new fall stock. A few winter apples are beginning to come in and soon a number of dryers will be running on them.

Rice—There has been a fair enquiry for rice during the past week with no changes in price. On account of the heavy rains in both Louisiana and Texas, which have prevented the farmers harvesting the new crop, receipts have been very light, all of which tends to keep prices up.

Molasses—The cooler and more seasonable weather has induced the trade to come into the market and purchase molasses more freely, and more activity is noted. In view of the comparatively small stocks held by dealers, however, prices are firmly maintained.

Fish—The fish market remains firm, with some advances noted. The catch of many of the different varieties this season has been so light that there is quite a shortage in supplies. The late catch of mackerel is said to be somewhat improved, but even this can not make up the deficiency. There is a good demand for all grades.

Nuts—There continues a good demand for nuts for this season of the year, with everything looking to a good business this coming season.

Prices, as a rule, show no change, but are firmly held. Stocks of some varieties are very light and the new crops are also lighter than usual, which will have the tendency to keep prices up to the present range at least, if not cause an advance.

Rolled Oats—The rolled oats market is a little weaker and prices show a decline of 20c on barrels and 10c on Banner oats.

The Produce Market.

Apples—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 without change, being held at 21c for choice and 22c for fancy. Renovated is meeting with strong demand and heavy sale on the basis of 18½@19c. Receipts of dairy grades are meager, in consequence of which the price has advanced 1c, being now 13c for packing stock, 15c for choice and 17c for fancy.

Cabbage—50@60c per doz.

Carrots—30c 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 so meager that dealers are beginning to withdraw goods from cold storage. Prices range about as follows: Case count, 18@19c; candled, 20@21c; cold storage, 19@20c.

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

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

Grapes—The market continues to strengthen, due in part to the improvement in quality since the advent of more favorable weather. Concord and Brightons fetch 90c per bu.; Niagaras, \$1 per bu.; Delawares, 15c per 4 lb. basket; Wordens, 16c per 8 lb. basket; Niagaras, 18c per 8 lb. basket.

Green Corn—12c per doz.

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

Green Peppers—65c per bu.

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

Lemons—Californias, \$3.75; Mes-sinas, \$4.50; Verdellis, \$5.

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. The outlook for a good crop is excellent.

Oranges—California late Valencias, \$4.50@4.75.

Parsley—25c per doz. bunches.

Peaches—Smocks are now being marketed on the basis of \$1.50@2 per bu.

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.

Potatoes—40@45c per bu.

Poultry—Receipts of spring chickens are liberal, but fowls are not so plentiful. Local dealers pay as follows for live fowls: Spring chickens,

10@11c; yearling chickens, 8@9c; old fowls, 7@8c; white spring ducks, 8@9c; old turkeys, 9@11c; nester squabs, \$1.50@2 per doz.; pigeons, 50c per doz.

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

Summer Squash—60c per bu. box. Sweet Potatoes—Have declined to \$2.65 per bbl. for Virginias and \$3.75 per bbl. for Genuine Jerseys.

Tomatoes—60c per bu.

Turnips—40c per bu.

Watermelons—10c for home grown.

Why It Pays To Handle Our Line.

We hope all dealers who sell shoes and live in towns on the G. R. & I. and the Pere Marquette Railroads north will take advantage of the special rates on October 6 and visit our city.

We cordially invite you to make our store your headquarters. We want you to thoroughly examine our shoes and see every detail of their manufacture. We will show you why it pays to handle our lines, and why their wear, fit and finish are better than in ordinary footwear.

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

The Judson Grocer Company is now pleasantly settled in its new block on Market street, which has been in process of construction during the past eight months. This building is one of the largest buildings of the kind in the State and is probably the most complete and up-to-date of any wholesale grocery house in the Middle West. No detail which would assist in enabling the owners to handle goods quickly and economically has been omitted, special study having been made of this subject for several months before the work of construction was started. Mr. Judson and his associates have certainly succeeded in creating a structure which is not only a credit to themselves, but to the city with which they are identified and the business in which they have naturally taken a commanding position.

E. L. Stevenson, who has been pharmacist in the drug store of the E. D. Hawley Co., of Stanton, for several years, has embarked in the drug business on his own account. The Hazeltine & Perkins Drug Co. has the order for the stock.

Pattie & Critchler have opened a drug store at Rodney. The stock was furnished by the Hazeltine & Perkins Drug Co.

Lane & Burnett, druggists at Harbor Springs, have added a line of groceries. The Worden Grocer Co. furnished the stock.

E. DeBree has engaged in the grocery business at Vogel Center. The stock was purchased of the Judson Grocer Company.

PILES CURED

DR. WILLARD M. BURLESON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

New York Market

Special Features of the Grocery and Produce Trade.

New York, Sept. 26—For a few days this week we had quite a "feeling of confidence" in the coffee market, but it seems to be vanishing and with disappointing cables from abroad the outlook here is for a repetition of the situation which has prevailed for so long. The only thing that will cause any firmness is the distinct knowledge that the forthcoming crop will be small. On this point doctors disagree. Actual business is rather quiet, as buyers seem to be waiting to see what will turn up. They think that the little advance in quotations which has been made is not warranted and so they take simply enough for present wants. Rio No. 7 is worth 53¢. In mild coffees there has been a fair trade and full quotations have been obtained right along. Good Cucuta is quoted at 7½@7¾c. East India sorts have been quiet and are about unchanged in all regards.

The tea market is settling into good shape. There has been a good steady call and quotations are adhered to in every instance—at least in almost every instance. The better grades are in most demand and this is a good sign. Almost anybody can afford to buy good tea and that which is not good is dear at any price.

The sugar market drags its slow length along, with about the only business consisting of withdrawals under old contracts, and very little even in this line. Buyers take only enough to last from day to day and quotations remain practically without change. It is said that some imported sugar has been offered at a price so nearly equal to that of the home-made product as to be "interesting." Raw sugars are fairly firm and show little, if any, change from last week.

There is a steady and liberal call for rice and the whole outlook remains in favor of the seller. Sales have been made to go to widely-separated points. Prices are firm and this is especially true of medium sorts.

There is nothing new to report in the situation regarding spices. Quotations are without change and stocks of some things are rather limited. Buyers seem to think prices most too high for free operations, but sellers are equally strong the other way. Zanzibar cloves are worth 10½@11c; Amboyna, 13@14½c.

There is an improving call for good grades of molasses and the supply is none too large to go around. Quotations are practically without change. Syrups are steady and quotations are well maintained. Good to prime, 19@25c.

It is likely that this week will about see the end of canning operations. During the past few days the factories in Maryland are said to have been "rushed to death" with raw material and the chances seem to be pretty good that there will be tomatoes to go around after all. Corn is doing well in Maryland and there is likely

to be a fair pack there. But Maryland is not Maine, and there is still a wait for the high grade goods from "way down East." Peaches are selling moderately, but the market is strong.

There is nothing new in dried fruits. The market is showing some little activity as the season advances and, while no particular advance in quotations has been made, the trend is upward. This is especially true with regard to California stock.

In the butter market trading is hardly as active as last week. Fancy Western creamery, 21½@21¾c; seconds to firsts, 17½@21c; imitation creamery is doing pretty well within a range of about 15@18c; factory, 14½@16c, latter for choice held goods; renovated, 15@17c.

The tendency in the cheese market is toward another advance. The market has been active and the recent gain amounts to about ¼c on almost all grades. The supply of large sizes is very light and the whole market is in favor of the seller. Full cream fancy colored is worth for small sizes, 12c; large, about ¼c less. Skims are worth 9½@10c and have advanced about ¼c since last week.

There is a scarcity of the best grade of eggs and fresh gathered Western that will stand the inspection are worth 24c and possibly a fraction more. Seconds to firsts, 19@23c; candled stock is worth about 17c—perhaps 17½c for top grades; refrigerator stock ranges from 19@21c.

Hops are doing well, and New York State are quotable at 28@32c for medium to choice. Pacific coast, 27@31c.

It is said the yield of cranberries will aggregate 1,100,000 bushels this year—a splendid crop. The trouble is to find hands to pick.

The Returned Shoe Problem Again.

"Yes," said a prominent Lynn shoe manufacturer recently, "we have some trouble with the returned shoes, and it is a matter which has got to be settled some way or other, but just how it is hard to decide. There must be a firm stand made by some one, and a refusal must be given to accept all returned goods unless the fault is one directly traceable to the factory. The jobber can do much in this matter and stand between the manufacturer and the retailer. Some of the jobbers do this when backed up by the manufacturer, and the result has been a very evident diminution of returned goods. All kinds of pretenses have been used in the past for sending back shoes, and one Lynn manufacturer had nearly \$400 worth of shoes returned, the reason given being that the shoes did not have French tips when the samples did not call for them, and in fact they would have cost 10 cents extra.

"It may be that the fault is many times with the manufacturer. And then, of course it is but right that the jobber and retailer should be protected. The root of the matter is to decide just who will determine where the fault is and who is to blame.

"With the improvement made in special shoes and the consequent closer touch between the man who

makes and the retailer, it would seem to be possible to reduce the evil to a minimum and thus considerably remove a trouble which has made a very appreciable difference in the profits of many manufacturers."

Let the Other Man Do the Talking.

When the promoter of a business proposition is thrown upon his own conversational resources he is generally given a novel experience, which leads him eventually to disclose those points which he had not intended to bring to the surface. If the man who is being interviewed feels it necessary to bring forth questions, he will usually get better results by deferring his interrogations to the second interview. Then he should take the initiative and prosecute his probing with rapid, decisive and leading questions, not forgetting to introduce some inquiries which must, in the very nature of things, be unexpected on the part of the person presenting the proposition.

The average business man does not take careful stock of his mental processes, but acts upon instinct and impulse; consequently it is difficult for him to trace the maneuvers by which he arrives at a conclusion. But so far as I am able to do this in my own case, the steps may be summarized in the brief statement: Be sure that you understand the personal equation connected with the proposition. "Let the other man do the talking."

The investor who mistakes fear for caution will never draw dividends.

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.

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

Moore & Wykes

MERCHANDISE BROKERS

Office and Warehouse, 3 N. Ionia St. GRAND RAPIDS, MICH.

How To Paint A House Cheap

and have it guaranteed to look better, wear longer and cost less than the best white lead paints.

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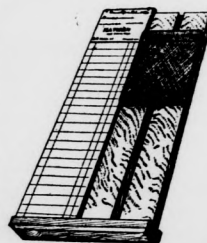
is cheaper than any mixed paint on the market; never fades, cracks, chinks, peels or blisters, and is not affected by gases. A good seller at a good profit. Send for booklet and prices. Agents wanted in every city in Western Michigan.

WORDEN GROCER COMPANY

Distributors, Grand Rapids, Mich.

How About Your Credit System?

Is it perfect or do you have trouble with it?



Wouldn't you like to have a system that gives you at all times an

Itemized Statement of Each Customer's Account?

One that will save you disputes, labor, expense and losses, one that does all the work itself—so simple your errand boy can use it?

SEE THESE CUTS?



They represent our machines for handling credit accounts perfectly. Send for our catalogue No. 2, which explains fully.

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

GRAND RAPIDS BANKS.

Their Rapid Growth During the Past Year.

The bank statement totals, as shown by the statement published Sept. 9, aggregate \$16,981,203.18 for the National banks, \$10,277,235.25 for the State banks and \$760,728.70 for trust companies; total, \$27,258,438.43. Last year on Sept. 15 they were \$15,490,074.72 Nationals, \$9,470,147.54 State and \$1,017,016.90 trust; total, \$25,977,239.16.

The loans and discounts Sept. 9 were \$16,013,945.79; three months ago, on June 9, they were \$15,477,350.91, and a year ago, Sept. 15, they were \$14,859,049.59. The expansion in a year has been \$1,154,896.20.

The holdings of stocks, bonds and mortgages, including Governments, are now \$4,039,157.94, against \$3,650,349.04. The Nationals have added about \$80,000 to their holdings the past year and the States about \$312,000.

The Nationals hold \$2,365,115.75 Government bonds and carry \$1,800,000 circulation. Last year the figures were \$1,429,812.50 bonds and \$924,000 circulation. The Old Fourth and Fifth have gone to their limits on circulation. The National City could take out \$250,000 and the Grand Rapids National \$150,000 additional, but to do so would have to add to their bond holdings.

The "quick assets," including deposits in reserve and other banks, cash and cash items, are \$4,146,649.28, against \$4,392,799.22 last year. This is a little less than 20 per cent. of the total deposits. Last year it was nearly 22 per cent.

The banks, not including the Trust Company, have \$1,238,649.35 laid away in surplus and undivided profits. Last year it was \$1,095,370.71, a gain of \$143,278.64 for the year. The accumulation represents about 42 per cent. of the total capitalization.

The commercial deposits have increased from \$7,316,915.37 on Sept. 15, 1902, to \$7,626,516.73 Sept. 9, 1903, and in the same period the certificates and savings have grown from \$10,942,033.21 to \$11,476,662.60. The total deposits have increased from \$20,280,651.55 to \$21,253,888.15. The reports for the past two years show that the Grand Rapids Savings is going in stocks, bonds and mortgages to an increased extent. Its investments in this line on Sept. 30, 1901, were \$634,031.73; Sept. 15, 1902, \$861,751.79 and now, \$1,010,940. In the same period its loans and discounts have remained about the same. Other State banks have added to their holdings, but not to such an extent.

Some of the peculiar features in the September reports are that the Grand Rapids and Fourth National have rediscounts and bills payable to a total of \$121,700.93. It is not unusual for banks to have rediscounts, but it is somewhat so to have so many of them at the same time and to so large an amount. In the present instance the rediscounts were made necessary to accommodate the increased local demand for money for the fall season's business.

Another feature in the reports is certified checks in one of the banks for \$701,586.39. This suggests that there is some sort of a business deal on with the money in sight to carry it through.

Since the June report the Commercial Savings Bank, which is the infant, increased its loans and discounts from \$264,059.81 to \$399,359.82; its stocks and bonds from \$7,000 to \$32,000; commercial savings from \$107,065.13 to \$185,738.21; savings deposits from \$94,207.81 to \$144,416.18 and total deposits from \$226,619.88 to \$355,237.47.

The Old National City, Grand Rapids and Fourth National have long practically monopolized the due to banks accounts, although the State Bank has had some deposits under that heading since its organization. The Fifth National, Kent Savings, State and Commercial Savings are all in line in the September report to a total of \$120,000. The four National banks named carry a total of about \$1,470,000.

The banks carry a total of \$542,393.45 in banking buildings, office fixtures and other real estate. Of this amount \$86,243.15 is represented by "other real estate," while the big balance of \$456,150.30 stands for investments in plant. The Old National, National City, Fourth National and Kent Savings own the buildings they occupy, and these are put down at \$375,289. Their banking buildings are not occupied entire by the banks owning them and the other tenants pay a fair return on the total investment. Several of the banks have cleaned out their "other real estate" entirely.

Give the Traveling Representative a Cordial Reception.

The Anti-Carpet Sweeper Co., of Cadillac, will shortly start out on the road a number of traveling salesmen to exploit its new device to take the place of the old-fashioned dust pan.

The Automatic Dust Pan is manipulated by a spring on one side. When the handle is in a perpendicular position it holds the pan to the floor; by throwing the handle to the front and raising, the pan assumes a perpendicular, allowing the dust to fall into the pocket for the purpose of carrying it. When wishing to empty it, tip the handle back and the pan assumes the shape of a snow shovel.

The Automatic Dust Pan will last as long as a woman lives and it will lengthen the life of the housewife from five to fifteen years, because it will render it unnecessary for her to breathe into her lungs the microbes and dust in doing her sweeping.

The pan is sold in cases holding four dozen, and within a very few months every merchant in Michigan will be given an opportunity to put this article in stock, in the confident belief that it will sell like hot cakes and that the first order for four dozen will be repeated within thirty days. All that is necessary to sell the article is to show it, because its merits are so manifest that it practically sells on sight.

In Serious Trouble.

"Did circumstances ever compel you to associate with a superstitious person for any length of time?" asked the girl in blue.

"Yes. Why?" enquired the girl in gray.

"Oh, I was at a resort in the country for a month with one, and she gave me the hidden meaning of everything that happened to me and of everything that I thoughtlessly did."

"Well?"

"Well, pretty nearly everything in that line seems to pertain to matrimony, and before I got away I found I had six marriages ahead of me."

"Oh, that only assures you suffi-

cient pleasurable excitement. It ought not to worry you."

"It doesn't, but the husband I now have does. You see, we've only been married three months, and he doesn't like the outlook at all. He keeps bothering me to know what I'm going to do with him in order to get the other six."

Corn on the Cob.

A large canning concern has announced its intention of shortly putting on the market canned corn on the cob in one-gallon tins. The firm claims to have solved the problem of retaining in the canned article all the flavor of the fresh green corn and look for a big demand from the start for this novelty.

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 Us

Corner 15th and Lucas Streets, Toledo Ohio

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



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

Opportunities!

Did you ever stop to think that every piece of advertising matter you send out, whether it be a Catalogue, Booklet, Circular, Letter Head or Business Card, is an opportunity to advertise your business? Are you advertising your business rightly? Are you getting the best returns possible for the amount it is costing you?

If your printing isn't THE BEST you can get, then you are losing opportunities. Your printing is generally considered as an index to your business. If it's right—high grade, the best—it establishes a feeling of confidence. But if it is poorly executed the feeling is given that your business methods, and goods manufactured, are apt to be in line with your printing.

Is YOUR printing right? Let us see if we cannot improve it.

TRADESMAN COMPANY

25-27-29-31 North Ionia Street, Grand Rapids, Mich.



Devoted to the Best Interests of Business Men

Published weekly by the
TRADESMAN COMPANY
Grand Rapids

Subscription Price

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

Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY - SEPTEMBER 30, 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. 23, 1903, and saw the edition mailed in the usual manner. And further deponent saith not.

John DeBoer.

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

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

CHANGES IN TRADE ROUTES.

The changes in trade routes have had enormous influence from the earliest times in making and unmaking commercial cities.

There is no question that the ancient cities of Babylon and Nineveh were largely maintained in wealth and power by the commerce carried through them from India, China and Persia to Western Asia and the countries of Europe. In those early times there were no people who made a business of navigating the seas except, probably, the Phoenicians, who not only sailed in all ports of the Mediterranean, but ventured into the Atlantic as far as the British Isles on the north. They also navigated the Red Sea and voyaged to the eastern coast of Africa, whence they brought gold and precious woods for Solomon's Temple.

But the greatest part of the commerce between Asia and Europe was carried on overland, upon caravans of camels. When at a later period the Arabians became adventurous navigators, they sailed around the whole of India to China and Japan and brought their commerce into the Red Sea, whence it was carried across the country to Constantinople, which became one of the great commercial cities of the world, as had also Alexandria, at the mouth of the Nile. The Greeks and Romans were not distinguished as sailors, and they seldom ventured far from their own coasts.

After the capture of Constantinople by the Turks, who were constantly at war with the Christian nations, trade into Europe from the Far East came by way of Alexandria to Venice, which became the chief commercial city of Europe, and continued so until the Portuguese, under Vasco di

Gama, rounded the continent of Africa and opened an all-ocean route for commerce between India and China and Europe. Then Venice went into a commercial eclipse, from which it has never recovered.

Nothing revolutionized the commercial condition of the world like the discovery of America. The countries of the Western Hemisphere proved to be the richest on the globe. They poured into Europe more gold and silver than had ever before been known in the entire course of history, while almost every other product that could be used by the human race was to be had in this New World of the West.

The result was that all the older cities that had flourished upon the commerce of Asia dwindled into insignificance compared with the great marts of commerce which resulted from the trade with the New World. Here are some astonishing examples: London, which had always been the commercial as well as the political capital of the English nation, had in 1801 about 900,000 people. In 1901 it had 6,500,000 inhabitants. In a century it had multiplied its population by seven. Paris in 1801 had 500,000. In 1901 the population of Paris was 2,600,000. In 1800 Berlin had 172,000. In 1900 Berlin had 1,800,000. In 1800 St. Petersburg had a population of 220,000. In 1897 it had increased to 1,200,000. There are still other large cities on the western coast of Europe which have grown into importance through the commerce of the Western Hemisphere, such as Liverpool, Manchester, Hamburg, Amsterdam, Brussels, Madrid, Marseilles and Barcelona, all cities of half a million inhabitants, and all deriving their importance from conditions which were brought into existence since the discovery of America.

On the American side of the Atlantic ocean the entire population and development have been the result of the opening up of the hemisphere to relations with the countries of the Old World. Here is the nation of the United States, with 80,000,000 of inhabitants, having three cities of over a million of population each, and three more of half a million and over, and thirty-two more with over 100,000 each. Then there is the Republic of Mexico, with 13,000,000 people, with important cities; then there are many Central American and South American countries, with growing populations and important industries. Among their largest cities are Rio de Janeiro, with 700,000 people; Buenos Ayres, with about 900,000, and Havana, with nearly 500,000. Lastly there is Canada, with a population of over 5,000,000.

Within a single century the growth of population and the development of business of every sort caused by the commerce between the New World and the Old, and the various countries of the New World among themselves, are paralleled by nothing in history. But even the marts of commerce and industry so created are subject to change by the conditions produced by the development of the vast interior of these countries.

For instance, the great American metropolis, New York, which has been foremost in conducting the commerce of North America with other countries, is steadily losing prestige in this respect, through the diversion of trade from the routes formerly controlled by it. The East and West railways, which heretofore carried the traffic between the interior of the United States and the seacoast, are succumbing to the competition of the North and South railways, that carry to the Gulf ports. But New York is also compelled to suffer from the diversion of trade to Canadian ports by way of the Northern lakes.

In addition to the grain that is being steadily diverted to Canadian ports, foreign vessels are now going after the flour business from milling centers of the American Northwest. Millers in that section claim that it is the only way they can meet competition in the markets abroad. Flour in the Southwest is sent abroad so cheaply via the Gulf ports that the Northern millers can not meet prices in Liverpool after sending their products, at higher rates, via the Atlantic seaboard.

They claim that the wheat itself is shipped to Europe by the Southern routes and flour made from it after arrival at much lower figures than Northern mills in this country can meet. The Canadian lake and rail route appears to offer the nearest solution of the problem.

The rate on flour from Duluth to London via the Quebec route is 23 cents per 100 pounds, or about 1½ cents cheaper than by way of Buffalo and New York to London. It is also nearer the Gulf port rates. The Canadian routes, however, are handicapped by a much shorter season, but it is safe to say they will get a large share of the business while navigation lasts. One-half to three-fourths of a cent is said to be sufficient to swing the business to them. The Quebec route is a sort of transportation free lance. It is bound by nothing, whereas the other American package freight lines are held in check by the inland tariffs.

Thus it is that the imperative economies of trade will force merchandise seeking a market to take the most advantageous route. If speed be the object in view, it will take the shortest route, but, if economy be required, the cheapest route will be chosen, other advantages being equal.

The learning of Japanese will be greatly facilitated by the abandonment of their peculiar way of writing and printing their language. Ten years ago the universities inaugurated the reform; next year the use of European (English) letters will be begun in the public schools, and this will soon lead to their general use.

The musicians' unions of Chicago refused to join in the celebration in which those partook who were enlisted in the Government service because it would violate their constitution. A constitution with such provisions embodies nothing less than the rankest treason!

GENERAL TRADE REVIEW.

After a week of new low records in many of the leading industrial and transportation stocks there are in evidence the most decided indications of recovery for many weeks. Based on the fact that stock values have been carried far below their intrinsic worth as representing industrial conditions, predictions have been confidently offered that the low level was passed many times during the past few months, to be disappointed by still further reactions until the prophets are becoming chary of advancing suggestions of this kind. It is proverbial that the unexpected happens, so possibly it may be best to anticipate the situation by ceasing to expect.

The widely scattered interest in the labor controversies, with the great diversity of elements involved, industrial, political and union, is so vast that the public mind hardly realizes the intensity of the agitation or the degree in which it influences industrial conditions. Prominent observers say that the most serious factor in the situation is the increasing mania for organization. The fight between unions in New York City, for instance, is producing new unions opposed to the old, and anything having the name of "union" is quickly accepted by any within its influence. Thus unions are being formed in every possible division of labor and in factions opposed to other unions until the distraction becomes almost hopeless as to ever bringing the elements into any kind of control inside or outside of labor. Thus an undefined following of such a man as Sam Parks, a convicted bribe-taker of Brooklyn, is given cohesion and significance by his personal assertion of bossism in a labor convention in Kansas that serves to make the confusion still worse confounded. Employers and contractors in New York are using every possible means to secure work that is most imperative, but are discontinuing all the rest until such time as the mania shall be under control again. Perhaps the greatest intensity of the agitation is in that center, but it is in evidence in greater or less degree all over the country, affecting all interests more than is realized.

Domestic trade returns contain much of an encouraging nature, especially as to the fall jobbing trade in dry goods. Wholesale and retail transactions in all staple lines of merchandise are on a liberal scale, indicating that the purchasing power of the people is still unimpaired. In spite of the labor distractions contractors are pushing structural work in most localities outside of the greatest cities and lumber and other structural material are in good demand. Footwear is still maintaining its long run of activity. Conservatism of production on the part of operators indicates a caution as to the metal industries, but activity in manufacture is not abated.

One ought to have an additional week tacked on to the vacation, in which to get rested from the vacation.

PUBLIC CORRUPTION.

It has been repeatedly charged, and with too much truth, that all Government service is inferior in the quality of the work done and costs more for the results attained than work done for private account.

Good Government, the official journal of the National Civil Service Reform League, in its issue for September, draws a lesson to demonstrate the inferiority of Government work from the enormous corruption and jobbery that have been discovered in the Postoffice Department at Washington.

In the first place, the conditions under which Government employees work are radically different from those which attend private employees. The latter are subjected to all the economic laws that are necessary to make the business a success. The workers in a private enterprise are chosen for their fitness, and they are valued according to their efficiency and fidelity.

In Government service the political employees are chosen from political considerations wholly. The mental and moral qualities and the experience which go to make up fitness and trustworthiness are commonly not regarded. Each appointee represents some political interest, and he is sure of his place so long as he represents that interest.

In the conduct of private business all expenditures are regulated by the rules of economy, according to which success can only be attained. Every move must be made with reference to the available capital and the prospective proceeds of the business as estimated from known conditions.

In Government business there is no capital, as there are no prospective profits. The money expended is drawn by force from the people through the remorseless processes of taxation, and if it shall happen, as it commonly does, that the money appropriated for a particular service does not hold out, Congress will make up the deficiency by further appropriations, and if there be not enough in the public treasury to meet the demand, the rate of taxation can be raised.

In private business the services of the worker are remunerated at the market price, which is usually fixed by the labor unions, or is based on the value and importance of the services rendered, and he has before him the prospect of promotion according to his efficiency and fidelity.

In the case of the public servant, there is little incentive to any special exertion, while there is always temptation to corruption in handling public contracts, franchises and patronage.

The postal service of the United States employs 150,000 persons in all sorts of stations, from the highest to the lowest. This enormous business is so largely political that its official head is fully occupied with the political features of its administration, and there is little or no time for any practical business supervision of its operations, and everything is trusted to principal assistants. They carry on the affairs of the service, and the

chief has little more than time to sign his name to innumerable official papers which he is unable to examine.

Under these conditions somebody yields to temptation to turn the public business to his own profit, and he does it with entire success and with little danger of exposure. But somebody else through whose hands the business passes discovers the irregularity. He realizes that he can do nothing for the public service by exposing the crime, but that, on the contrary, he would only succeed in securing his own persecution and expulsion from public employment. He keeps the matter secret, and at last, overcome by the spectacle of one official successfully using the public service for personal enrichment, finally succumbs to the temptation and commences to use the public business for his own personal ends, and thus corruption, like an infectious disease, starting with a single individual, if not stamped out, spreads from one to another until a great part of a vast fabric of public business becomes rotten with corruption. In this connection the Journal of the Civil Service League says editorially:

"It is an axiom that government exists for the sake of the governed; in practice, government tends to exist for the benefit of the individuals who dominate political parties. The rule declared in the Senate in 1832 by William L. Marcy that 'to the victor belong the spoils of the enemy' is still in effect in the positions outside of the Civil Service Law. The positions which have been left open longest to appointments for political consideration are those whose duties involve important initiative action and great responsibility.

"These positions are usually held by men drawn from the lower grades of the school of politics. The loyalty of such men is divided between the Government and the party or influence to which they owe their appointments and to whom they look for future favors. They naturally and from force of habit apply to the business of the Federal service the methods which brought success in the political campaigns of the city or State.

"Subordinate to them, the force appointed under the civil service rules, dependent for their retention upon their efficiency, perform the routine work honestly and well; above them administrative officers are chosen with care in the light of public criticism to formulate general policies. There has been no adequate check to weakness or malfeasance on the part of these intermediate officials. As long as they retain their influence their superiors bear the responsibility for their actions.

"They have the duty of suggesting policies to their superiors and of executing them through their subordinates. It is impossible for the political head of a great department to become sufficiently familiar, in his term of four years, with the business pertaining to its different branches, to be its real head, directing and infusing his own intelligence and zeal among his subordinates and holding the vast system together.

"It is a significant fact that the Postoffice investigation has thus far involved in wrong-doing no person appointed upon competitive examination. Yet, in spite of the deplorable results of appointments for political and personal considerations, unceasing efforts are made to continue the spoils system and to restrict the application of the provisions of civil service rules."

The remarkable spectacle of so many chiefs of divisions of the Postoffice Department at Washington engaged in criminal corruption should fill the American people with horror and arouse suspicion that all the crime in the Government service is not confined to the Postal Service. In fact, there is a great deal of evidence that the Land Division of the Interior Department is rife with rascality and crime, and it may not even stop there. The people should demand an effective remedy, as well as a strict investigation and punishment of the criminals.

Great news for those who are under-sized is contained in a Chicago dispatch which says that Dr. Shin-kishi Hatai, professor of neurology in the University of Chicago, has discovered a wonderful food substance and that animals or people who eat it will grow rapidly. The stuff is called lecithin and is technically described as "an organic phosphorus-containing body found in eggs, brain matter and the white corpuscles of the blood." Prof. Hatai has practiced on animals and found that when fed on this food they grow 60 per cent. faster than they would ordinarily. He is sure that human beings will be similarly affected. If he is right about it there is no more need for any one to be little or scrawny. It would not appear that lecithin can be very expensive, and presumably it is within the reach of even moderately sized pocketbooks. Its inventor should establish a factory.

The Canadian Manufacturers' Association, in session at Toronto, frankly declared that while American capital was welcome, American goods were not wanted in Canada. They oppose any measure of reciprocity with the United States. They are dissatisfied with the workings of the present tariff, under which, they say, the Americanization of Canada is being accomplished. They favor a higher tariff with preferences to England. Anyway they fix things the Canadians can not escape the influence of the United States. The Canadian people prefer American goods to English goods. They think more of England, but they will always buy more of us.

Why don't you raise goats? There is millions in them. The value of goats' skins imported into this country last year was nearly \$25,000,000. It does not cost much to keep a goat. The goat is able to butt in anywhere and gain a living. If other things are scarce the goat will thrive on old tin cans. Because he requires so little attention the goat has been neglected in America. There are only 2,000,000 goats in the entire country, according to the census.

STEERING AN AUTOMOBILE.

It is pretty generally accepted that the automobile has come to stay. There are scores of establishments manufacturing these machines and most of them are behind their orders, so great is the demand. They are getting to be very common in every city and village and for that matter on almost every passable highway. They are exciting a growing interest and as is to be expected, each succeeding year sees improvements. As yet there are defects in the best of them and they are liable to stop suddenly, stubbornly refusing to proceed. Not every man who owns an automobile can be an expert machinist, but he ought to be if he travels far from home. In proportion to the number of people riding in them there are more accidents with automobiles than with any other method of transportation. They run down embankments, jump fences, smash into other vehicles and do a great many dangerous things. This is undoubtedly in a large measure due to the inexperience of those who run them.

Racing at high speed is particularly perilous in an automobile. The number of accidents outside of races could be very materially reduced if the amateur chauffeurs were better trained. The suggestion is offered that at the next automobile show in New York City arrangements be made for tests of dexterity in guiding machines. A course could be laid out with obstacles to be avoided only by an expert. At the Ostend show not long since a competition of this sort was the feature, the one most interesting and most instructive. Dummy figures representing pedestrians were used, numerous pegs and poles were set to be passed at high speed without touching, various difficult stunts provided. Rivalry in dexterous steering is much better worth promotion than rivalry in speed around the race track or elsewhere. Some very adroit manipulation is reported as having been displayed at Ostend, and as good an exhibit in the same line could be furnished here. There is daily need for greater dexterity than is possessed by the average chauffeur in this country. The popularity of the automobile will depend in a measure upon the safety which attends its movements. Many who use them ought to be more careful than they are in the presence of approaching horses showing evidences of fright. It is entirely possible for automobilists to overcome any prejudice against the general use of these machines. They ought to be skilfully and cautiously handled.

Puerto Ricans say if we would only drink their coffee it would help them more than any other one thing we could do. It is claimed that the coffee of Puerto Rico is the best in the world and that it enjoys great favor among those who know that fact. The reason why it has not become popular with Americans is said to be that it is not sufficiently roasted here to develop its highest flavor. It seems to be up to the Puerto Ricans to conduct a campaign of education in this country on the subject of coffee.

TACTFUL SALESMANSHIP.

Bright Clerk Who Makes Customers and Keeps Them.

Written for the Tradesman.

Her cheeks are as pink as two of the prettiest wild roses you ever picked by the roadside on a lovely fresh morning in June, and when she gets a little excited the color in them deepens to the warm tint seen on the lip of a conch shell. Her hair is a soft brown and is pushed back from her white forehead in a pretty little style that is all her own. It is just the least bit wavy in a natural way and little tendrils touch the warm flesh caressingly as if they loved her. Her eyes are Heaven's own blue and they look up at you with the most innocent, confiding expression in the world, and make a fellow feel that one would be a brute indeed that could ever dim their luster with tears. Her nose is just a trifle retroussé, which gives her face a piquant appearance. The red mouth is Cupid's own bow and the dimples in her cheeks are ever coming and going with every passing thought. She is never triste, never distraite. I have known her now for several years and have yet to see a frown on her sweet, gentle face. Sometimes you almost wish she would get angry, just to see if she could and how she would look, but she never gives you the chance to observe the transformation, she is so universally good-natured.

She is a little clerk in the lace department of a certain large department store with which I have had business dealings for lo these many years, and really, if I were one of the marrying kind—mind I say "if"—she is just the sort of dainty little piece of femininity Your Uncle would like to have bossing him in a home of his own; but I am sorry to say I am a confirmed old bachelor and so such a thing is utterly out of the question. But you know a fellow—at times—involuntarily falls a-dreaming of the "might have been" and Your Uncle is no exception to the general rule.

The way I happened to meet this little pink-cheeked angel with the kissable mouth came about through my cousin Dorothy. Dorothy is a dear girl her own self. If she were not so wheedling she couldn't have inveigled this grown-up-man cousin of hers into going on wild goose chases galore for her in the downtown shopping districts. She wished me, on one of these harrowing expeditions, to match three or four different varieties of stuff she called "torchon"—it seemed more like it ought to be called "torture"—"guip"—something or other and one had the most unpronounceable nomenclature beginning with "V"—Val something.

Well, I was dreading the siege awfully, for I had had various encounters with the genus Clerk before—I capitalize the word advisedly—in which I had come out far from first best; but this time I was turned over by the floor walker to the tender mercies of a most agreeable young person in the guise of the young lady I have but imperfectly described.

Saleswomen are certainly born, not made, and this one was so bewitching

that I can not truthfully state that I hurried in my selections of trimmings for my cousin D.

By the way, I never see or hear the word trimmings without thinking about the Irish woman who went to the undertaker's to select a casket in which to inter the defunct husband of her bosom.

"What trimmings will you have?" said the undertaker, coming down to details after the preliminaries had been gone through with.

"Thrimin's, is it? Thrimin's!" shrieked Mrs. O'Flaherty. "Oi want no thrimin's! That's phwat Moike doied uv!"

And I myself had, on "diverse and sundry" well-remembered occasions, fallen into the hands of such exasperating individuals at the lace counters that I, too, had often wished I might eschew "thrimin's" forever.

But this latest "lace girl" who was to assist me in living through the purchasing ordeal was like none of her predecessors; she was—is—simply a little lady. She remembered all the different patterns I had been commissioned to select and knew right where to put her hands on them when I gave her Dorothy's samples. Then she showed me many others of "the very newest things" in her department, describing and extolling their virtues until I really felt quite proficient to judge of the several varieties. She showed me, among the many new goods "we" had just received, what she said was "a little darling" in an "Oriental" filmy pink silk "head-throw." To illustrate the use of the perishable looking little "doodad" she gave it a dainty little toss over her head and flipped the ends back over her shoulders with a touch to the soft folds that showed she fairly reveled in the pleasure of their contact.

A perceptible moment she stood looking up into my face with shining eyes and an added flush in those dimpled cheeks of hers as she questioned: "Now isn't that pretty?"

Somehow, when she looked at me so, it recalled Tennyson's lines:

"She raised her piercing orbs and filled with light
The interval of sound,"

only this girl's eyes are not "piercing" but soft as those of a baby deer.

I did not reply in just the way she had meant, but I made answer that it certainly was "a little darling in a head-throw."

If the "pitty sing" guessed my meaning she gave no sign but presently divested herself of the costly adornment and held it up for my admiration.

My cousin Dorothy often shines in the pretty trifle when she accompanies Your Uncle to the theater or other evening amusements and has "many a time and oft" commended his "exquisite taste in selection"—she doesn't know now as much as I do about the "little darling in a head-throw!"

The other day I again had occasion to shop in this same establishment, at this same counter, for this same handsome young relative. I had not courted the errand, but when it came my way I was nothing loth to embrace the opportunity. (Now you

needn't smile and slyly think I wish a certain dear little clerk's last name were "Opportunity"—I might think it, but I didn't say it, you're the one!)

I had executed Dorothy's commission, and as I had an appointment with one of the members of the firm in half an hour, or it might be less, I said as much to the little lace clerk and that I guessed I'd wait around there until the time was up.

"Why, yes," said she in her winning way; "have a seat right over there."

"Oh, here comes one of my best customers," she continued. "I'm going to try and sell her something nice. I haven't seen her for quite a while."

I turned in the direction of her glance and saw approaching a very handsome young woman. Not only was she beautiful in feature, but her figure was nothing less than perfection. It was one of the late warm days and she wore a "shirt waist suit" of soft white silk—I have heard Dorothy call the stuff "foulard"—that set off her sinuous curves, and there was that indescribable something about her which the French call "chic." While too modern to illustrate the above mentioned author's "A Dream of Fair Women," she was yet exceeding fair to look upon.

(The reader has observed that Your Uncle has an eye for feminine beauty.)

As the lady was passing the little lace girl's department, she dropped her a dazzling smile which showed her even white teeth. She smiled with her eyes, too, which not all women know how to, or do not do. She was going on farther, but the little clerk intercepted her with:

"Oh, Mrs. Blank" ("Mrs. Blank" isn't exactly her name, but we will give her that cognomen for obvious reasons; her name is really one often seen in the Society Column.) "Oh, Mrs. Blank, how do you do? You haven't been to my counter for the longest time! Where have you kept yourself? I was afraid I'd lost one of my best customers. I was saying to Kitty, over in the corset department on the other side of the store, just yesterday, that I didn't ever see you any more. She said she did—that she just took your order last week for an elegant pink silk corset all trimmed with the loveliest lace. Kitty and I are good friends, and I said to her why didn't she call your attention to my new laces, and she said she would as you were coming in to-day. Now just let me show you some very choice pieces that I got opened up only this morning. They are very fine in quality—simply exquisite. No other store in the city can get them, we have the exclusive sale of them. Won't you just glance at them—just let me show you?"

All this takes longer to write than it did to talk. The little clerk in her eagerness had come around the end of the counter and was looking up at the lady with the nicest little deferential air imaginable.

The lady had evidently been in a great hurry when she entered the store and only paused out of courtesy as she was passing the lace de-

partment, but the charm of the pretty face so near her or the prospect of viewing elegant laces—always fascinating to the woman of dainty perceptions—deterred her.

Now was the critical moment of the sale.

That little Nixie opened up box after box—she didn't stop at one, she knew how to sell, and the customer before her—unrolling end after end off the blue-papered pasteboards and with her little white fingers gathering them up like a ruffle on a woman's petticoat. She didn't even let this suffice, but skipped over to the counter opposite and carried back to her own several bolts of rich white silk brocaded in pleasing patterns, unrolling them a ways, draping the ends into seductive folds and laying on her lace insertings and what she called "curlyque effects"—Goodness only knows where le beau sexe get their names for things, no man was ever able to find out.

What was the result to that store of all this effort on the part of one little clerk whose object in life is not only to do the thing she was hired to do, but to do it in the nicest way?

Just this: Mrs. Blank, whose husband is a rich man, and who is wealthy in her own right, bought not only \$100 worth of laces but also one of the "exclusive patterns" (I hardly know the meaning of that, but my lady readers probably do) of that heavy white brocaded silk, which must, by its looks, have been very expensive.

Not only this, but my little siren of a clerk whisked out of some unknown region "the most beautiful little opera cape you ever set eyes on." That was her description of it, and it certainly didn't belie her talk. It was a wonderful "creation" (that was another of her words) in white silk and fluffy chiffon. There was some pale blue on it somewhere—I couldn't tell you how it was put on but it was in evidence—and here and there, at intervals in the music, so to speak, were little plain gilt knobs of buttons.

Then there must go with all this loveliness to deck the female form divine a dainty little white and blue silk head-throw (there goes another of those "Oriental" jiggers!) and then Milady was escorted over to the glove department by the little lace girl, where she purchased about 2 yds. of "glass-say" (that's something else—I don't know what) white gloves.

You feminine contingent can figure the expense of the lay-out—I'm glad I don't have to.

But truly that little lace clerk has "a way wiz her!"

Your Uncle.

Solemn Warning.

Uncle Archie—Have you formed an opinion as to the cause of Col. Hixon's suicide?

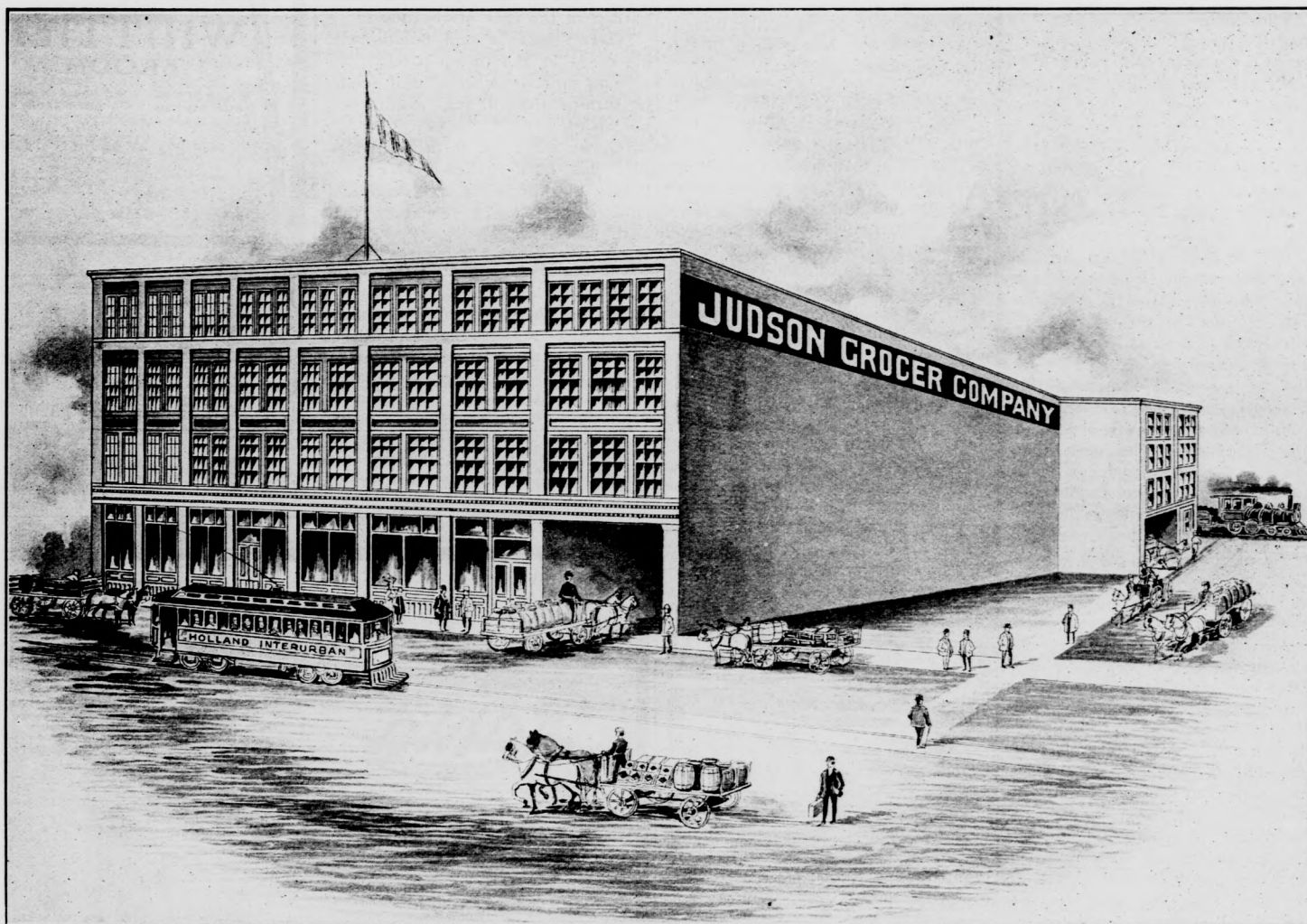
Tom—Yes, sir—remorse. His nephew needed money, and the wealthy uncle failed to advance it. The result was that the unhappy young man ran away and was never heard of afterward.

OUT OF THE OLD INTO THE NEW

We take pleasure in informing our customers, present and prospective, that we are now comfortably settled in our new building, which is the most up-to-date structure of the kind in the Middle West, where we shall be pleased to welcome our friends any time they can make it convenient to call.

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Philip D. Leavenworth Frank Smitton Delbert M. Wigle J. Franklin Toot Lyle E. Hosford Geo. Schnabel Ralph C. Rockwell
Samuel Kluga Henrietta Vander Werp Elizabeth G. Melis Lillian E. Christie Fern E. Hart

We beg leave to call your attention to the very low buyers' excursion rate made by the G. R. & I. and Pere Marquette on all their Northern divisions on Oct. 6, good to return until Oct. 15. From Reed City, Pentwater and all points south of Baldwin the round trip rate is \$3. From all towns north of Baldwin and Reed City the rate is \$4. These rates afford our customers an excellent opportunity to visit the Grand Rapids market, inspect our establishment and purchase their stocks of winter goods.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICH.

KEYNOTE TO BUSINESS.

Personality the Cardinal Element in Every Enterprise.

Personality furnishes the keynote to every business proposition. More than that, it is the cardinal element in every enterprise. Men, not money, are the determining factors in commercial and industrial undertakings.

Of course, you cannot do business without capital; but the brains, the energy, the judgment with which the capital is used really settle the success of the undertaking in hand. Money and securities are the ammunition of business. The battle for success cannot be fought without these, but the main question after all is: What is the ability of the men behind the guns?

Let me illustrate this point, upon which I can scarcely place too much emphasis, by citing the case of two banks. They have the same amount of capital and of surplus; the same legal standing, the same limitations, the same field of business, and equal opportunities in a general way.

One of these banks has \$50,000,000 deposits, against 25,000,000 for the other. The volume of other business shows the same ratio of difference. What accounts for this marked difference in the patronage and profits? There is but one answer: The personnel of the two institutions. The men at the desks and the counters of the more successful bank are adepts in the art of getting business, doing business and keeping business. They know how to appeal to public favor and confidence in a way that the executives of the other institution have failed to master. This is what makes their profits twice as large as those of their competitor and puts double the market value on their shares of capital stock.

This line of reasoning applies with equal force to almost every form of enterprise and to practically every kind of a business proposition.

Of course, there are other elements—and important ones, too. These should not be overlooked, but it still remains true that when you have the right perspective on the right personnel connected with a business proposition you have, in most cases, the dominating elements necessary to a sound decision.

There are, however, many phases which must be considered, even when you do not go beyond this one factor in the problem before you. First comes the question of the veracity, the moral standing, the personal character of the men connected with the proposition under consideration. Next comes the problem of their individual experience and knowledge in relation to the special enterprise in which you are asked to become interested. On a timber proposition, for instance, the judgment of a superannuated sawmill hand is worth more than that of a ranchman who has made a million-dollar fortune in raising range cattle.

Add to the element of adapted experience that of individual perception. Are the men associated with the proposition gifted with the discrimination to sift the wheat from

the chaff? Have they, in the first place, the keenness of perception to see the weak spots of a proposition before committing themselves to it? And also are they shrewd enough to steer clear of breakers when once embarked in an enterprise? I would, under such circumstances, bank more on a statement which I believed to be somewhat exaggerated if it came from a man of strong business sagacity and the right kind of experience than I would on the statement of an individual lacking that perception, but of a thoroughly conservative habit of speech. The man who is able successfully to analyze a business proposition must not only have this faculty himself, but he will take good care not to associate himself with others who are lacking in this vital equipment.

In other words, a man may be thoroughly upright, of the highest personal character, and have had years of experience in the very lines of the undertaking which he presents, yet, if he has not this ability to discern those more hidden influences which will naturally operate for success or failure of his project, he is not a safe man as an associate in the enterprise which he himself is putting forward. Often it would be better business judgment to enter into an alliance with a man who overstates his proposition, and whose statements are subject to a certain amount of discount, but who has this faculty of perception keenly developed, than to become associated with a man whose statements are of the ultra conservative sort, yet who has not the faculty, which, for the lack of a better name, may be called business imagination—the ability mentally to project himself into the future and call before his vision the more subtle and illusive influences which will vitally affect the success of the undertaking. This kind of perception makes millionaires.

Again the age of the active men connected with any business project should always be taken into consideration. The familiar maxim of "Old men for counsel" is all right, but it should never be separated from its twin, "Young men for war." The probable tenure of service of the men responsibly connected with any project should first be as carefully considered by the investor as by the insurance company which has reduced the problems of mortality to a science. Personally, I would scarcely consider any business project the success of which must depend upon the work of men past the meridian of life. The question of the period in which they may reasonably be expected to remain in the harness is too often overlooked.

So important are all these various phases of the personal equation connected with a business proposition that I scarcely feel it necessary to touch upon other points. With me this is the governing factor, although it must always be considered in connection with the more material factors. According to my experience and observation, it is here that the average investor is most likely to

score a mistake. Here care and judgment will generally lead to a fairly correct analysis of the financial basis of any business proposition, but a correct understanding and judgment of the personal element is more difficult and requires a finer faculty of discernment.

A business enterprise that is a little weak in its finances but very strong in the personality of the men behind the guns is in better situation than if strong financially and weak in personnel.—F. W. Upham in System.

Vegetable vs. Mineral.

A citizen of Kalamazoo was showing his visitor through the spacious garden in the rear of the house.

"Over there," he said, pointing with his cane, "is the turnip patch."

"You must be a good deal fonder of turnips than I am," commented the visitor.

"O, we don't use them on the table," his host replied. "We raise them to throw at the neighbors' chickens. They're cheaper than coal."

Removing Petrolatum Stains From Clothing.

Moisten the spots with a mixture of 1 part of anilin oil, 1 of powdered soap and 10 of water. After allowing the cloth to lie for five or ten minutes, wash with water.

The less money a man has, the more firm is his belief that the distribution of wealth is entirely unequal and iniquitous.



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

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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.

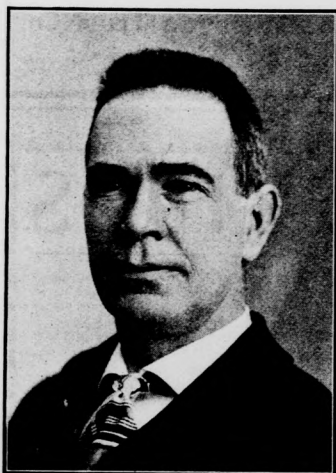
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GONE BEYOND.

Sudden Death of D. C. Oakes, the Grand Haven Banker.

D. C. Oakes, Cashier of the National Bank of Grand Haven, suffered an attack of heart trouble while walking along the river bank at that place Saturday and fell into the water. The body was recovered a few minutes later, but investigation disclosed the fact that life was extinct before the body touched the water. The funeral was held from the family residence, being largely attended by friends of the deceased from all parts of the State.

Mr. Oakes was born at Centerville, Mich., June 18, 1853. His father, who was Captain of Company A, Eleventh Michigan Infantry, died after the battle of Murfreesboro from an attack of typhoid fever, and when he was 11



years of age he lost his mother, when he was taken care of by S. W. Cade, a farmer living one mile north of Sturgis, who was appointed his guardian. He worked on the Cade farm until he was 16 years of age, when he began the scientific course at the Agricultural College, teaching school winters and attending college summers. On graduating from the institution, he took the principalship of the Muir school for a year. He then bought a farm south of Lyons, which he conducted for five years. On selling the farm he removed to Ionia, where he took the position of Deputy County Clerk, studying law in the meantime in the office of H. C. Sessions. Conceiving a liking for the banking business, he entered the banking house of Webber, Just & Co., at Muir, subsequently forming a copartnership with W. H. Churchill and S. W. Webber and engaging in the banking business at Shelby under the style of Churchill, Oakes & Co. This copartnership lasted eight years, when he sold his third interest in the firm to Mr. Churchill and purchased the fixtures and good will of D. O. Watson & Co., at Coopersville, where he opened a bank Jan. 1, 1891. The venture was a success from the start, as was to be expected from the character and antecedents of the man in charge. Two years ago he sold an interest in the bank to Chas. M. Moore, in order that he might be relieved from the detail so that he could accept the position of Cashier

of the National Bank of Grand Haven, tendered him by the directors of that institution. In this position, which brought new duties and responsibilities, he made many friends, rapidly winning for himself a name for conservative banking which even enhanced the reputation he had previously enjoyed in fields not so broad in scope or so fruitful in opportunity.

While living on his farm in Ionia county Mr Oakes served Lyons township two years in the capacity of Supervisor and a similar period as Superintendent of Schools. While living in Shelby he was elected village President and, while residing in Coopersville, he served as a member of the Common Council. He was also a Justice of the Peace, all of which goes to show the esteem in which he was held by the people in the localities in which he lived. He was Treasurer of the Coopersville Creamery Co., and manager of the Mutual Telephone Co., which constructed a line from Coopersville to Allendale and Grand Haven in the face of bitter opposition at the hands of the Bell company, which predicted the failure of the enterprise, and, as usual, made a mistake. Mr. Oakes was also identified in a financial way with the State Bank of Hammond, Louisiana, and was also a stockholder and officer in the Grand Rapids Bark & Lumber Co.

Mr. Oakes was married on Christmas day, 1876, to Miss Nora Kelley, of Lyons. Two children grace the family circle—Ruby, aged 21, and Archie, aged 19.

Mr. Oakes attributed his success to his faculty to keep pounding every day. His theory was that a man is better off to be busy and have cares than not to be busy and have no cares, and the success of his banking business and the other lines of business to which he gave his best thought and advice plainly indicated the practicability of his theory. He was public spirited to a marked degree and always cast the weight of his influence with every movement having for its object the moral and material improvement of the town with which he was identified.

Northwest Is Growing Rich.

Slowly and surely the Northwest is growing rich, and its wonderful resources are coming to the market to add to the riches of the country. Some of the best blood of the country has gone to this land of wonders, and we find here the best of American intelligence and of American character, but the voice of the Northwest in politics is the voice of populism. The government is looked upon as the cherished almoner. The taxpayer of the Eastern States is bound to "open up" the country, to spend millions upon irrigation works, the like of which have already been constructed and maintained by individual and corporate effort, or by co-operation.

Henry Loomis Nelson.

Good for Some Purposes.

Butcher—Wasn't that a good steak I sent you yesterday?
Customer—Oh, it was a good durable steak.

Honors Were Even.

John R. Eldridge, a well-known Western New York attorney, recently had occasion to argue a case before a justice of the peace in one of the small towns near Rochester. It happened that Mr. Eldridge and the Justice belonged to different political parties, had been opposed to each other in several contests and were far from being on the best personal terms. Each, to use a slang expression, "had it in for the other." The Justice scored the first point.

In a field near the courtroom a donkey was feeding. Just as Mr. Eldridge was in the midst of his plea something disturbed the animal and it broke forth with a resonant bray.

"Just a minute, Mr. Eldridge, just a minute," said the Justice blandly, "I can not hear two at once."

The attorney was hard hit, but he said nothing and awaited his turn. It came when the Justice was explaining a point of law to the jury. Again the bray of the donkey resounded through the courtroom. Mr. Eldridge placed his hand at his ear.

"Would you mind repeating that, Your Honor?" he said in his mildest tones. "There was such an echo that I could not understand."

Perhaps the attorney was guilty of contempt of court, but the general opinion in the courtroom seemed to be that honors were about even.

While the easy going person is trying to decide which is the best foot to put forward, the strenuous man gets there with both feet.

SAVE THE LEAKS

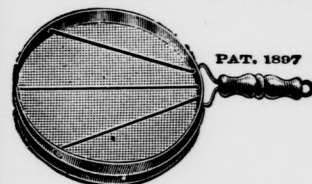
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To Whom It
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Michigan State Agents, Ft. Wayne, Ind. The Cincinnati Incandescent "F. P." lighting plants have been tried and proven. They are also backed up by manufacturers and agents. Everything is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

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Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—The buying of sheetings and drills for immediate account has not been especially large, but enough to show that stocks are becoming small, and that merchants are in need of the goods. The production of sheetings and particularly such as are suitable for export trade has been so curtailed that sellers are making no effort to force business. Colored cottons are firm, but prices for the most part are considered rather low.

Wool Dress Goods—The tenor of reports made by dress goods agents handling domestic and foreign lines of wool and worsted dress goods is mainly in the direction of a satisfactory reception accorded their spring lines by the various consuming interests. A better view of general market conditions can be obtained now than was possible a week or more ago, inasmuch as practically everything from the cheap goods to the high grades of staples and novelty creations has been opened up for the buyer's inspection. Here and there some novelty fabric remains to come out owing to some delay at the mill, or else because the getting out of that particular fabric came as an afterthought to the agent or manufacturer. Therein are but represented the exceptions that go to prove the rule of a wide open market. Though a very considerable volume of initial spring business has been garnered the orders in hand are regarded as being considerably short of the ultimate full complement of initial business. In his selection of fabrics, be he jobber or cutter-up, the buyer appears to be following quite closely in the footsteps of demand influenced by current requirements. Fabrics of the same general character, subject to certain changes and modifications in certain instances, are being ordered for the spring of 1904 as recently taken for the 1903 fall period. The ideas governing the mode have undergone little change, unless it be to promise an accentuation of popularity as certain ideas have "taken" for fall. The attitude and conduct of the buying fraternity have been neither conspicuously uncertain and halting, nor, on the other hand, overzealously optimistic in the placing of orders. There have been seasons in which sellers have found their customers more ready to place bulky orders on various classes of goods than they have so far done this season. Many mills which have still a considerable portion of their production uncovered in certain past seasons were sold high and dry by this time. The production on certain lines, mainly staple goods, has been covered for the season and many more mills are in a healthy position as regards goods under order, but there has been nothing like a general selling up either on wool goods or worsteds, sheer weaves or cloth effects, foreign lines or domestic productions. And yet there is a wide spread belief that

does not lack for expression that the spring business will prove a good one—not a record breaker perhaps, but a good, healthy selling season in which retailer, jobber, cutter-up and manufacturer will show a satisfactory balance on the right side of the ledger when it comes time to cast up the final results of the season's trading.

Underwear—The underwear market has shown quiet conditions for the week past when a moderate amount of business was transacted. Matters have developed slowly in the spring business, yet there are several agents who report that they are very nearly through with the spring lines. This, however, is far from being the rule in the market generally and most of the mills are in position to take care of considerably more business if it materializes. The agents, however, look forward with confidence to the future because they say there are many of their buyers who usually purchased large quantities who this season have bought only very small lots, and they do not believe that this is due in any great degree to the stocks carried over, and consequently they feel that there is more business to accrue from this source. Many of these buyers promise to come to the market later on; still, it is more likely that the sellers will go after them. There is considerable confusion existing in regard to prices this season, and that evidently has had much to do with the conservative buying, for the buyers, when they find that prices for various lines do not compare, are apt to go it very gently, fearing that even if they buy at what appears to be a low price, they will find later that they could have done better, and the usual result is that they contract for only a small portion of the the the that tat that tion of their necessities and prefer to run the risk of paying more later on. It looks now, unless the buying referred to above should make its appearance, that there would be a considerable production uncared for and many of the mills that have held out for the highest price level have still much to accomplish. It naturally does not interest the buyer to know that the highest price at which goods are offered is the right price when gauged by the cost of raw material, when he can find the same qualities elsewhere at a lower price. There has been some little buying during the past week which has covered quite a wide variety of goods. The higher grades have been in fairly good position for several weeks, but this does not interest the general agent as much as the middle and lower grades, for on these he expects and usually does the biggest part of his business. Many of the lines of men's balbriggans are becoming sold up and should the demand continue for another week or two they will naturally be placed in a very strong position. The agents claim that there have been no signs of price cutting on such goods, even where the product was not so completely sold, and there is plenty of talk about higher prices in the near future rather than

any break. There has been a very good demand reported for men's ribbed goods in fancy stripes, contrary to the expectations of many at the beginning of the season.

Hosiery—There has been a moderate improvement noted during the past week in the demand for both goods for spring and fall lines for immediate delivery. Perhaps this has not been of a very important character, but even small favors in this direction are thankfully received by those who still have goods to sell, and there are a good many such. Some of the buyers who have not booked the product of their mills complete have had some fear that they would not be able to do so, yet the increase of buying during the past week, small as it was, encouraged them in the belief that all would be well in the end. As a matter of fact, most of the difficulty at the present season is due to prices; a part of it can be laid to stocks on hand. Some of the mills appear to be running on

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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"

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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

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orders which they receive from day to day, not having been booked by their agents in a satisfactory manner, yet most of them have held out for full prices in the belief that it is better for themselves and for the market in general to do so than it would be to make up at a loss, and they do not believe that a small shading of prices would induce strong enough buying to make it any important object.

Carpets—The carpet manufacturing business continues along the same lines that have been experienced for weeks past. Little attention is given to anything but the fulfillment of contracts taken the first part of the present season so that, as far as the manufacturer is concerned, he does not care whether orders for future delivery are received or not. The selling contingency in the mills are both-ering themselves to a very small extent regarding the prospects in sight for the duplicate business which usually shows itself within the next few weeks, as many of the plants have found that their initial business gives them little chance to attend to anything else for the entire season. Of course there are numerous exceptions to this statement, but it can truthfully be said that mills in general are not situated this season as they often have been in previous seasons regarding ability to handle the duplicate business. Those that are in a position to take duplicate orders very likely will find that they can do so only to a very limited extent. Some will find that they can not attend to any duplicate business whatever. When the duplicate orders come to be placed within the next few weeks, some question will probably arise regarding the prices which are to be placed on the new orders by the manufacturers. It is a well-known fact that the jobbing trade and other distributors must do some heavy purchasing in order to meet their extended needs, and it is believed that a little better figure could be asked without hurting business conditions. Notwithstanding this belief, it is not thought that advances will be made as manufacturers seem to be satisfied with present values. They have learned from past experiences the folly of placing values too high and they do not intend to get on the wrong tack again right away. The jobbing trade are beginning to show more or less activity. Deliveries to the retailers are of a very heavy volume and are likely to be for some weeks yet. Business seems to be larger in the medium and cheap-priced goods. Tapestries and body Brussels are in excellent request. For ingrain there is a fair request, but supplies in some hands are rather limited owing to the Philadelphia strike. Now that the Philadelphia ingrain mills are in operation again, it makes the situation a little brighter, but things can not right themselves again before another season.

Rugs—Weavers are very active on old orders of nearly every description. The trade in rugs of Wilton and Brussels grades in the larger sizes was never more favorable than it is

at the present time. Orders are on hand that will last for months to come, while for the cheaper rugs, such as Smyrnas and jutes, there is a fair call. Art squares are in fair to good request.

Some Horse Sense on the Shoe Retailers' Profits.

The competitive struggle for sales these days brings results that are summed up as "Starvation on five times the business we opened champagne on ten years ago." The feeling is apparently general enough that the practice of cutting prices is one that should be speedily stopped, but no one seems anxious to point the way, though it is easy to see shoe profits should allow sufficient scope to cover all unsalable stock which accumulates at the season's end. Shoes cannot be successfully retailed at a profit of 25 per cent. No other article of wearing apparel gets such hard wear as shoes, and in no case is such great value for the money and constant improvements necessary.

A shoeman of long education in various branches of the business talks as follows:

A shoe that is worth \$3 to 3.50, at wholesale, is worth \$5 at retail, and one costing over \$3.50 should bring at least \$6. With a cost price of \$2.50 to \$3, shoes should bring usually \$4, though there are times when \$3.50 must be the top price. The great numbers of makes now on the market at an advertised price of \$3.50 have educated the wearer to consider that almost as a standard of value, and it must be \$3.50 or \$5 for a shoe much better. \$2 and \$2.10 shoes should bring \$3, and \$2.25 shoes are good value at \$3. To retail at \$2.50 the shopman should not pay over \$1.65. On cheaper lines the retailer can save his pocket considerably by mixing short lines, though most merchants have a standard line to sell at \$1.50 which costs them as high as \$1.25.

It is on novelties that sufficient profit should be made to partially balance the cash account, the best selling novelties realizing as much as 75 per cent. profit, and children's and infant's shoes 25 per cent. to 33 1-3 per cent. But on novelties the shoeman will likely be caught by an unexpectedly small sale, particularly if he is not before the demand with the goods rather than offering them as the call begins to wane. It has been my experience that a few pairs of such goods well-displayed add to the prestige of a dealer as a hustler, and can be easily added to if the demand increases. Left-over stock is rarely a profit to the dealer, and he can be considered lucky if some of the shop-worn goods must not be sold at a considerable figure below cost.

Some Chinese Business Rules.

With a lady customer the clerk must, under no circumstances, be merry or enter into a flirtation.

When a new customer comes to open an account the clerk must ask his name, his address, full particulars as to his personality, including the asking of his age.

One-third part of the clerk's con-

versation must be in approval of what the customer says.

Be polite, whether the customer is a prince or a beggar.

In doing business never let the conversation lapse. Should it pause, find at once a new topic on which to revive the "talkee, talkee."

Lots of Dust.

Dr. A. Haarman lately submitted to the International Chemical Congress in Berlin authentic statistics showing that two hundred and fifty thousand tons of steel flies away in dust every year from the railroads of the world; of this amount he found that over twenty thousand tons were annually lost in that manner by the railroads of Germany alone.

RUGS FROM OLD CARPETS THE SANITARY KIND

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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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HOME INDUSTRIAL KNITTING MACHINE CO.,
HOME OFFICE, WHITNEY BLDG.,
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Operating throughout the United States and Canada.

SLOW-SELLING STOCK.

The Auction Room as an Outlet for Accumulations.

Keeping a clothing stock fresh and active is a problem of absorbing interest to the merchant. Some strongly favor "spiffing" slow sellers until the premiums, as an incentive to salesmen, force the goods out of the way. A number of the successful clothiers in New York, by keeping a close watch on sales, prevent heavy over stocking and use the small quantities carried over as available merchandise for "anticipation sales" at the opening of the corresponding season the next year. Particulars regarding a sale of this kind were given in our last report of the clothing market. There are others, again, who have made it a rule never to carry clothing longer than one year, and, believing it best to take the first loss, dispose of their accumulations at auction. They argue that no matter what the intrinsic value of the goods may be, it is better to turn them into money and this again into new goods, than to carry clothing which depreciates with age and grows more costly the longer it is kept on the tables. This applies to both fancies and staples, since garments, as well as fabrics, undergo style changes.

In seeking information on this important subject, the position of the country merchant has been considered. With him conditions are different than with the city clothier. In the country, perhaps, clothing is clothing until it is sold, and style is not the factor it is in the city. Clothiers in small country towns carry varied and extensive stocks in order that all kinds of customers can be suited, and also to keep out competition. In the course of our inquiries we learned that there are many country clothiers heavily encumbered with more clothing than they find it healthy to carry.

One of the prominent merchants interviewed said he knew of a country clothier carrying \$35,000 worth of stock and doing about half that amount of business. He has carried merchandise from ten to fifteen years. He has been bad pay a number of years, yet steadfastly refuses all suggestions, any one of which, if put into operation, would enable him to clean up a portion of his stock sufficient to realize about \$6,000, release him from debt and enable him to start a new season with freshened stock and better prospects of greater business. But all propositions to sacrifice his shopworn and aged stock for what it will bring he will not entertain, holding that he will yet realize 150 per cent. on it. This is but one of many similar cases cited to us and illustrates the deplorable conditions of some country clothiers, not, however, to nearly the degree of some years ago. Every year the ideas upon this question improve and, strange as it may seem, the first suggestion usually comes from the clothing manufacturer, who advises buying less.

The auction room as an outlet for slow selling stock or accumulations of an undesirable nature is favored by large and successful retail clothiers.

A gentleman operating six stores in the West was asked if he had found the auction room a convenient means of disposing of stock unmoved by "specials" and P. M.'s. He said: 'It is best to auction such stock or sell it to anyone of the small retailers who make a specialty of buying this kind of merchandise. As to the P. M., even that has its limit. Some salesmen do not care how well such stock is "spiffed," they will, nevertheless, please their customers. The clothier must not lose sight of the fact that every suit he tries to sell costs him more money, such as interest on capital, advertising, wages, store expenses, and the amount of capital he has thus tied up in this stock; while by getting rid of it he keeps his stock clean. There are a number of fellows scattered about the country who buy clothing in small lots and in bulk, and sell it again to little fellows in small towns.

"What is such stock usually worth? Just what the merchant can get out of it and no more. It is like having paper stock that is worthless. There is no use holding it, for as it grows older it grows worse. By getting rid of such accumulations in time the clothier gets his salesmen in better frame of mind and puts more enthusiasm into them, which is beneficial to his business. How can the clothier fix the value of such a stock? If those suits cost him \$6 each, would he buy them at \$3? Probably he would not want them at any price. Sometimes the auction people get the best of you, sometimes you get the best of them."

"The auction room, as an outlet for old clothing stocks, is the most satisfactory way," said one of New York's large manufacturing retail clothiers. 'We never carry goods longer than two seasons. That is the way we keep our stock clean and fresh. Once it is disposed of you know your loss and are done with it for good. What should such a stock bring? Well, if it is full in sizes it should bring from 40 cents to 50 cents on the dollar; if badly broken and in small lots—odds and ends—not more than 25 per cent of the cost price. We have found the auction room a more satisfactory outlet than through the small dealers, who do their utmost to depreciate your offering and who rarely want to give more than 25 cents on the dollar for merchandise that will undoubtedly fetch 40 cents at auction. The auction is a clean transaction. As to the best place to sell surplus stocks, I should say in the leading trade centers, such as New York, Chicago, St. Louis, or the large town nearest to the country merchant."

The head of the clothing department in a large dry goods store said: "We send all accumulations to the auction. Don't know any other way to get rid of surplus goods. Let me give you an old adage in a new form, as applicable to the subject: 'Sell the goods first and figure it out afterward.'"

A credit banker who has an extensive acquaintance with clothiers says he has advised some of his merchant

friends, burdened with a surplus stock of clothing, to sacrifice a good portion of it at auction, and he knows they have done so satisfactorily, as the next season they have come into the market and paid their bills and bought fresh stock, declaring that they never would be caught again.

A gentleman with half a century's experience in the clothing trade thinks that the merchant of to-day has no business with a large surplus stock. He was asked what advice he would give to prevent it. He said:

"Have as little stock as possible.

"Be careful and buy just what is wanted.

"Encourage salesmen to sell out odds and ends by "spiffing" them.

"Good clothing always has a value

over its cost, and hence it pays to carry over from the first to the second season.

"He is a poor merchant who accumulates so much that he is forced to sell out.

"When odds remain before the close of a season push the stock out at or below cost; it will be better than auction prices.

"Don't carry stock until it is out of fashion and shopworn; the ultimate loss will be too great.

"It is better to make a sacrifice at the beginning; first losses are easiest, usually lightest."—Apparel Gazette.

Many a man who imagines his existence necessary to the world's movement has been buried in a pine box without trimmings.

William Connor, President.

Wm. Alden Smith, Vice-President.

M. C. Huggett, Secretary and Treasurer.

The William Connor Co.

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

Wholesale Clothing

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

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



Clapp Clothing Company

Manufacturers of Gladiator Clothing
Grand Rapids, Mich.

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.

Style Tendencies in Little Folks' Wearables.

Chicago.

Fall buyers in children's lines seem to have been quite numerous in this market for the last three or four weeks. The fall business is now pretty well over with, the pick-up orders now forming most of the business done. Once in a while, however, a stock order comes.

The business on the whole has been very satisfactory. It has grown rather beyond the expectations of the manufacturers, and not only in amount of the goods, but in the better quality of the stuff bought the manufacturers see indications of continued prosperity. The standards of taste seem to have been advancing during the last few years. Customers are demanding quality more than price now, and are, it is said, beginning to appreciate the fact that real economy lies in good goods after all.

The retailers have their fall stocks ready, and there has been some demand for school suits. The opening of the school year being at hand, this demand is expected to increase very much, and it will probably be a large item in the children's suit sales. Otherwise the fall trade among the retailers has hardly yet begun. The weather has remained mild and there has been no need for fall clothing for the youngsters.

New York.

There are not many buyers of youths', boys' and juvenile wear in the market at this writing. House trade for the present seems to be pretty well over.

Manufacturers report encouraging duplicate business coming to hand through the mails. These orders are earlier than were looked for and indicate that the season's lines are well thought of. Duplicating has been quite general. There is no decided preference either on fabrics or styles. Some sections are running to low-priced and medium grades, while others are going into better qualities. Staples and fancies are wanted. In overcoats there is an increase of business in belted backs in youths' and boys' sizes in both staple and fancy fabrics.

Sailors and Russians are being duplicated in the Eton collar styles more than in the wide sailor models. In styles there is nothing new that has not already been described in these reports.

The West and Northwest, as well as the large cities, are showing the reefer overcoat more favor than last fall. Local buyers seem to think that it has good prospects-of a run this season and they are prepared with stocks.

Early showings of fall clothing have been made by local retailers, and inasmuch as they, too, have placed some duplicate orders it is concluded that there will be an early autumn. At a number of the stores where the new fall lines have been displayed in windows and upon counters some sales have been made. The cool weather has induced buying on the part of parents, who found the light summer suits rather poor pro-

tection for their offspring at the summer resorts during the cool, stormy days.

Wash suits, which were of rather bulky proportions at the close of July in retail stores, were well cleaned up by forced sales in August, and most of the retailers go out clean on this stock.

They have not done so well on sailor blouse suits of serge, but there are none of the stores heavily handicapped with excessive stocks. It is the intention of the retailers who have serge sailors on hand to push them out at a price for house wear.

Wholesalers report that their customers are urging hurried deliveries so that they can be prepared with new stocks for school demand. Buyers gave no consideration to an early fall and the opening of the school sessions when placing orders, but now want their stocks all in a bunch. When the manufacturers are hurried in this way they can not give the attention to the details of manufacturing essential to well-made garments. Yet one hears amusing stories in making a canvass of the trade. Buyers are gifted with "con" talks about ordering from certain houses on a Monday and getting shipments on the following Thursday. But with the manufacturers so busy as they are at present making deliveries and hurrying their manufacturing departments along, there is little ready-made stock to be had for immediate shipment.

The disposition of manufacturers is to more and more have retailers carry their own stocks. The exigencies of the seasons are such to-day that it is not either profitable or altogether easy for the manufacturers to carry stocks, and the clever buyer, who anticipates his needs, is not slow to make ample provision for his needs sufficiently well ahead to get his stock in when it is most needed. Just now merchandise is wanted, and wanted quickly, because the weather is favorable to early business. But should the retailers strike a protracted and heated Indian summer they will be inclined to take a different view of the situation and attempt to saddle the manufacturers with goods, when a little foresight, judiciously exercised at the proper time, will enable them to see ample prospect of a good season and a sufficient outlet for all their clothing.

A prudent and very clever buyer, when asked what he would do with the great stacks of fall and winter clothing, piled on top of his tables in anticipation of an early fall, in the event of a heated term in September and extending into October, said, "Why, we will simply have to stand pat and wait for the sere and yellow leaf time, that's all." He reckoned, however, that he would be able to use all he had ordered, and more, and said he had already duplicated on his first orders. He reasons that there is business to be had and he is going to get it.—Apparel Gazette.

Starts a Grocery to Injure Her Spouse.

In the Bergen section of Jersey

City there is much amusement over a curious rivalry that has recently been displayed between a man and his wife.

Until Monday last the couple sold groceries in harmony at 684 Grand street and occupied two rooms behind the store. On Monday Mrs. Hamilton told her husband that she proposed to rent three rooms on the second floor of the house. Hamilton said he could not afford it. They quarreled and Mrs. Hamilton announced that the business and marital partnership between them was at an end.

Then she rented the store at 678, on the same street, bought goods on credit and opened a rival grocery. The affair did not become known outside of their immediate neighborhood until Friday, when Hamilton advertised that he would not stand for any debts his wife might contract.

Mrs. Hamilton gave notice yesterday that she was abundantly able to pay. She sent word to all the customers who had traded with her and her husband that she was prepared to sell goods at cut rates and give longer credit than her husband could afford. She said that she had already secured about half of these customers and hoped soon to drive her husband out of business or to another part of town.

Hamilton was still doing business at the old stand at last accounts, but he seemed not to be in a very pleasant mood.

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 Mfg. Co.
MILWAUKEE, WIS.

B. B. DOWNARD, General Salesman



That Air of Jauntiness

which is a distinguishing characteristic of

PAN-AMERICAN GUARANTEED CLOTHING

added to our famous guarantee,

"A NEW SUIT FOR EVERY UNSATISFACTORY ONE,"

makes it the best selling line of Popular Price Clothing for Men, Boys and Children in the United States. And the Retailer's profit is larger, too—Union Label has improved quality—has not changed the price, though.

ISSUED BY AUTHORITY OF

UNITED GARMENT WORKERS OF AMERICA

7041144 REGISTERED

Men's Suits and Overcoats

\$3.75 to \$13.50

High grade materials, all wool, stylishly cut and handsomely finished, substantial trimmings, stayed seams—every suit made so that it will uphold our guarantee. Our salesmen or our office at 10 Kanter Building, Detroit, will tell you about it. Or a postal to us will bring information and samples.



WILE BROS. & WEILL

BUFFALO, N.Y.

Fall Underwear and Hosiery Business About Over.

Chicago.

Fall underwear stocks are now largely bought. There were a good many buyers in town during the last four weeks, and their orders, together with the large business done by the men on the road, have cleaned up the business pretty well.

The colors were popular. While the natural wools were good sellers, yet the heaviest demand seemed to be for the browns and blues, with the intermediate shades as well. Tans, pinks and the colors just named appear to be the thing in winter underwear. This is of some advantage, perhaps, as it makes a more sightly garment than one in the natural color and commands a better price.

In cheap underwear the fleece and ribs in cottons have led, with the ribbed goods running the old fleeces a close race. It is said that heavy cotton ribbed underwear is cutting into the trade on fleece-lined goods extensively.

The representative of a jobbing house said the other day that he welcomed the advent of colors in underwear, because the nearer the trade gets to the staple, natural colors the less the profit. Colors give more opportunity for variety, as well as individuality to the lines, and enable the dealers to get away from the dead level of all-staple goods.

Dealers in the fine grades of underwear say there is a noticeable tendency with buyers to call for better stuff. Owing to the advance in raw material and in labor underwear prices are necessarily higher than they were some months ago.

The leading popular shades and styles in hosiery are the Oxfords, mixtures, new tan shades, embroidered goods in gray or black stripes. In the better grades of hosiery prices remain about the same, but in the cheaper grades there has been an advance. Spring lines are now out.

New York.

With the goodly number of visiting buyers in New York at this writing this division of the furnishings market shows improvement over previous weeks.

Most of the jobbers report an excellent fall business booked in both hosiery and underwear, and some departments say that the business so far transacted is well ahead of last season for the same period. It is not implied that business generally in knit goods is well ahead of last season. There has been more sales made, and the class of goods has been somewhat different from the pickings of a year ago. On staple lines in underwear the orders have been larger than on fancies, but in half-hose novelties have had the call.

Business on spring, 1904, lines of underwear is rather quiet. Prices are rather stiff, and there are those who look for a decline later on, and, believing they will benefit by waiting, they are deferring advance orders. Another factor working against the usual early volume of spring business is the large stocks of lightweight underwear carried over this

season by retailers. The much-talked-about higher prices on all fabrics made of cotton seem to have inspired merchants with the desire to carry over merchandise that was not sold in preference to slaughtering it.

The same holds true regarding hosiery. Since retailers have still on hand large stocks of half-hose, carried over from the present season, which they believe to be just as good merchandise as if it were bought to-day, they are not placing liberal orders even for fall. They are buying novelties in the finer grades for window displays and to embellish their stocks, while the stock they are carrying will be pushed forward at good prices, as they could hardly duplicate this merchandise in the market to-day at old prices.

In popular grades of underwear and hosiery the market is not offering anything differing much from the class of goods to be had during the past seasons, so that stocks on hand in underwear up to half a dollar and hosiery up to a quarter, with but few exceptions, are really as fresh in style as what might be bought now. It is only in the finest goods that the new things are to be found at this early stage of the season. The choicest novelties have not been on the market long, as deliveries from foreign centers have been from four to six weeks late.

On well-known lines of fall balbriggan underwear, especially the medium and lower qualities, there has been a good season. In fact, all medium and low grades of staple underwear have done better for fall than novelties, as it has not been a season favorable to the introduction of fancies. The truth of the matter appears to be that retailers have found it most advisable to stick to staples. Although initial fall business in both underwear and hosiery appears to be satisfactory, the jobbers, according to the reports of the mill agents, have not placed satisfactory duplicate orders. This would seem to indicate that fall business has been light, but it must be remembered that wholesalers carried over considerable heavyweight merchandise.

Owing to the cool weather this summer, jobbers, like retailers, did not clean out their lightweight underwear or summer hosiery as satisfactorily as could be desired, and, like the retail buyers, their purchases for the incoming spring season have been of a piecing-in and matching-up character.

Among the latest novelties in half-hose, found attractive by late buyers, are vertical stripes extending from the side and over the fronts in Scotch colors.

Brode trefoils, fleur-de-lis and like designs on French gray half-hose are the newest in fine French goods. The embroidered figures are in heavy spun silk and have the appearance of being hand embroidered.—Apparel Gazette.

He that sells upon credit must ask a price that includes interest for the time that he is kept from his money. If you buy on credit, therefore you are paying interest.



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 chevrot, stitched in white with ring buttons.

Lot 124 Apron Overall
\$5.25 per doz.

Lot 274 Overall Coat
\$5.75 per doz.

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

Lot 128 Apron Overall
\$5.00 per doz.

Lot 288 Overall Coat
\$5.00 per doz.

Made from black drill, Hart pattern.

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

THE OLDS MOBILE

Is built to run and does it.

\$650



Fixed for stormy weather—Top \$25 extra.

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

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

ADAMS & HART

12 West Bridge Street, Grand Rapids, Mich.

Retailers

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

Merchants' Quick Price and Sign Marker

Made and sold by

DAVID FORBES

"The Rubber Stamp Man"

34 Canal Street,
Grand Rapids, Michigan

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

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

Queer Island of Fernando Po.

The Island of Fernando Po, for the purchase of which Germany is now negotiating with Spain, is situated in the Bight of Biafra, about 2 degrees north of the equator, and is named after the Portuguese navigator who discovered it in the fifteenth century, Dom Fernando Poa. It covers a territory of 830 square miles, and, next to St. Helena, is the finest natural fortress on the West African coast. The mountain, which the English and Americans call Clarence Peak, and the Spaniards Pico Santo Ysabel, rises from the center of the island to a height of 10,000 feet above sea level, and can be seen at a great distance out. Fernando Po is the natural and logical mart and trading post for the whole of West Africa, and the reason why it has cut such a small figure during the past fifty years was owing to the general decay and collapse of everything along the West African region, following the abolition of the slave trade in the sixties. Now that Germany has started in to build up the trade of West Africa from her colony of Togoland, situated about 100 miles north of Fernando Po, she has shown her wisdom in trying to secure this island, which, under German domination, may become a great trade center.

Fernando Po is the headquarters of the several missionary enterprises on the West coast, as well as of a very considerable trade. Sir Richard F. Burton, the discoverer of Lakes Tanganyika and Victoria Nyanza, in East Africa, and the translator of "The Arabian Nights," was British Consul at Fernando Po in the sixties, just after the slave trade had been abolished, and West Africa was sunk in despondency over the ruin of a profitable trade, for it was from the harbor of the town of Fernando Po, one of the best in Africa, that the slavers used to fit out both going and coming, and his prophecies of the future of that section are now being rapidly realized.

Burton stated that for all that there had not been a single elephant's tusk shipped from the Ivory coast in forty years, and not so much as a pound of gold from the Gold coast; for all that slavery was abolished, and Europeans had, at that time, 1863, practically abandoned West Africa, still he felt certain that this would not last long, and that a country as rich as the Guinea coast could not long remain neglected by Europeans. In his book, "From Liverpool to Fernando Po," he states that while at the latter point he paid a visit to Old Calabar, Bonny, and King Jim's Town, the three points which, for nearly four centuries, had remained the center of the slave trade, and which lie on the mainland opposite Fernando Po. To his surprise he found all three towns in a flourishing condition, for the slave trade was no more than suppressed before Europeans discovered the value of palm oil, which the region around Fernando Po yields in incredible quantities, and the oil trade had grown to such proportions in the few years after its

value was recognized by Europeans that the inhabitants did not experience the effects of bankruptcy or decline of business due to the falling off of the slave trade. The country around Fernando Po, that is to say, the mainland, yields rubber, ebony, dye-woods, grain, fruit, palm oil, coffee, sugar, cotton in large quantities, most of the palm oil trade being in the hands of the British. It is a curious fact that during the halcyon days of the Old Dutch East India Company the elector of Brandenburg (ancestor of the present Kaiser Wilhelm) was one of the principal shareholders and directors of that concern, and of the numerous factories maintained by this company along the West coast during the seventeenth century there was one, not far from Fernando Po, known as the elector of Brandenburg's factory, and garrisoned by his Prussian soldiers. Subsequently the Dutch East India Company lost control of the trade of this coast, so that the Germans are now returning to one of their old stamping grounds, from which they have been absent for nearly three centuries.

He Was Mistaken.

The manager of a large department store was at his desk, deep in thought over some intricate business problem of the day.

Not far away stood a young woman who has charge of the sheet music department, carrying on an animated conversation over the phone.

When the manager came out of his reverie his attention was arrested by scraps of conversation from the small box-like arrangement that holds the telephone.

"I love you, dear, and only you—I'm wearing my heart away—can't live on love?—I never was hurt until then—I've a longing in my heart for you, and maybe when the harvest days are over I'll think of you—dreamy eyes—just kiss me good-bye—yes, a dream of the golden past—good-bye, forever."

Before he had recovered from his astonishment and wonder the young woman hung up the receiver and stepped out of the telephone box.

"Miss Jones, come here," he commanded, sternly. "It's strictly against the rules of this store for salespeople to use the phone for personal business. I must forbid you to do it any more. Hereafter, when you wish to make love to a young man, don't do it over the telephone, where everyone can hear everything you have to tell him. Now go to your department."

"Why, Mr. Brown," she answered, "I was simply ordering some new sheet music which we need from the publisher."

He hasn't stopped apologizing yet.

Feminine Finance.

"I made \$50 this morning."

"How did you make it?"

"I saw something I wanted that cost that much and I didn't buy it."

"Why didn't you buy it?"

"I didn't have the money, so I'm that much ahead."

Tale of a Benevolent Man.

He would have been a strong-hearted man indeed who could have resisted her appeal.

She was hurrying along in the drizzling rain holding a little, bare-headed boy by the hand. She seemed worried and anxious, and several people turned to look after her pityingly. Finally she stopped in front of a well-dressed man and said:

"Please, sir, my little boy has lost his hat. It fell off in front of a big truck and was torn to pieces."

The stranger looked down at the boy and instinctively reached into his pocket.

"No, sir; I don't want any money, sir," she said hastily. "I've got a little money at home, but I'm afraid to have the boy go bare-headed until I can get there. He'd catch his death of cold, sure. If you could, if you would, sir, go to a store with me and buy him a hat, I'll send you the money, sir, when I get home. It doesn't seem as bad as accepting money, you know, and you'd be sure it was no begging trick."

He went and bought the boy a hat that cost \$1.50, and felt that he had done a noble act as he stood in front of the store and watched mother and son disappear down the street.

Then a man standing near suddenly spoke:

"That's a smart woman," he said.

"Do you know her?" asked the benevolent man.

"Sure. She keeps a little hat store. Have you been buying stock for her?"



"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.

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.**

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**



ORDER NOW

Wet Weather is coming.

WHEN

waterproof clothing is wanted, it is wanted

AT ONCE

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

Waterproof Clothing of Every Description.

Goodyear Rubber Co.

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

Walter W. Wallis, Manager.

Shoes and Rubbers

Things Good for the Soles of Humanity.

Try having one of the following paragraphs set in 6-point or 8-point type in one corner of your advertisement, changing it with each issue.

People will take your windows for it that you have stylish shoes, but very often the buyer is after a shoe that is comfortable, too. You can make a point with everybody by making it appear that you are chockful of wisdom as to the care of the feet you fit. Try it.

Have the little paragraph always in the same part of your advertisement, and if you like have the printer put a "rule box" around it.

A bandage wet with alum water and put on when retiring is a great strengthener of tender feet.

A great relief from fatigue is to plunge the feet in ice-cold water and keep them immersed until there is a sensation of warmth.

A change of stockings in the middle of the day will prevent tender feet and lessen the tendency toward rheumatism.

When you take off wet shoes, bathe the feet in hot water, followed up by a good rubbing, and much has been done to prevent a cold.

For excessive perspiration, water in which a few drops of ammonia has been poured, followed by a rubbing of alcohol, will be of benefit.

A prominent physician says: "Tight shoes make the nose red." This should lead any woman with squeezed feet to reform at once.

If the feet are very tired from standing, try the hot ammonia bath, and rub hard while drying. Then put on fresh stockings and shoes, and the feet will feel refreshed and comfortable.

A simple remedy for a sore corn or inflamed joint is the outer skin of an onion boiled tender and bound warm over the afflicted spot. This is to be repeated until relief comes. Vaseline bound on at night is also very beneficial.

The proper "fit" of a stocking is absolutely necessary to keep the feet in good condition. Be sure to have them long enough. A short or tight stocking will produce many evils to the toes, and often create ingrowing toenails.

For very tired feet, rub the soles with a cut lemon. If the joints are sore and stiff after long walking or too much outdoor exercise, rubbing with olive oil or vaseline will take the soreness out, remove the lameness, and make the joints more supple.

Always buy good shoes. By this we do not mean expensive footwear, but sound and reliable articles. Cheap shoes, as a rule, are not worth the money paid for them, and are the worst investment a person with a slender purse can entertain.

For hot and burning feet, take some stale bread and soak in white vinegar, apply the paste before going to bed, tie with a cloth, and put on a pair of old stockings to prevent staining the bedclothes. Two or three

times a week will cure the most stubborn cases.

The care of the feet is not confined to the selection and change of shoes. The stockings are to be looked after, and the feet themselves. When the stockings are darned, the work should be done well, so that the darning may be smooth, instead of showing lumps that look ill and feel worse.

Make a point to see that shoes fit your feet perfectly when you buy them. Shoes that fit well always feel easier, look better, hold their shape longer, and stand more wear than those that don't. Corns, bunions, and other ills that feet are heir to can be traced to bad-fitting shoes.

Much of the suffering and trouble with the feet come from the desire to force the foot into a shoe perhaps a half size too short or a width too narrow.

Never put boots and shoes near the fire after a wetting, but dry them gradually. The steam generated in a wet boot by artificial heating will scald the leather and cause it to crack.

When buying shoes, don't ask for your size. Sizes often vary. Insist on getting properly fitted. Get a shoe long enough, and avoid the pain that so often comes from shoes that are fitted short.

If you are suffering from perspiring feet powder them before putting on the stocking. It is a great relief in hot weather, and will prevent soft corns, which are produced principally through friction and excessive perspiration.

Why do we sometimes throw a shoe after a bride? The reason is not very complimentary. From of old it has been the habit of mothers to chastise their children with a shoe. Hence, the custom arose of the father of a bride making a present of a shoe to the bridegroom, as a sign that it was to be his right to keep her in order.

Cold feet may come from many causes, lack of circulation and the wearing of improper shoes and stockings being the most common ones. The first may be corrected to a great extent by proper bathing, good, nourishing food, and, above all, regular daily exercise. Without these a good circulation is impossible.

Best Method of Securing Trade From Out of Town.

The best way to secure trade from the surrounding country is to go out after it. Make a house-to-house canvass and personally invite each family to deal at your store. This is no such herculean task as one would at first thought suppose. It is easily accomplished and is both a profitable and a pleasant undertaking.

Secure some useful advertising novelty for distribution. This will serve as an excuse for your call, and if the novelty is one that can be put into daily use it will stand as a lasting reminder of your visit. Suitable advertising literature should be prepared to be left with the novelty.

Nothing then remains but the distribution. A merchant can hire a delivery rig and, starting out early, call at a great many houses, before he has

A Chain Is No Stronger Than Its Weakest Link

Durability in shoes depends on the uniform strength of all the various parts. Our shoes have no weak links. Everything is uniform. Because of this uniformity in stock and construction our shoes DO give the longest wear and greatest satisfaction.

Herold-Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Michigan



Are nobby and up-to-date in style. They are made on perfect fitting lasts. Increase your Men's Shoe trade by adding a line of shoes that will bring satisfied customers back to you.

Write for prices.

F. MAYER BOOT & SHOE CO., Milwaukee, Wis.

As Good as Can Be Made



This is what our trade mark means when stamped on the soles of our shoes. It means that every piece of leather and every detail of shoe making entering into their construction is right. That means satisfactory to dealer and service to wearer.

If our goods are not sold in your town and you want an all around good line, write and have our agent call with the samples.

RINDGE, KALMBACH, LOGIE & CO., LTD.
Grand Rapids, Mich.

to return in the evening. If the whole of the surrounding country can not be covered at one time it is better to take up the work by sections and cover each section thoroughly.

When you call you should state the reason plainly of your visit. You are giving the family a personal invitation to deal at your store and you intend to give them good values for their money.

While the campaign outlined above will bring in lots of new customers and is not expensive to operate, it can be made still more effective by adding somewhat to the expense.

Supposing a merchant starts out about July 1 to make his canvass and is willing for the next two months, usually the dulllest in the year, to give a discount of 10 per cent. to his country customers for the purpose of securing a much larger turnover than usual, he can follow this suggestion:

In addition to the novelty and literature to be distributed, let him have "discount coupons" printed similar to the following:

DISCOUNT COUPON.

This coupon entitles

Name

Address

or any member of his family to 10 per cent. discount on any purchase made at our store before.....

This discount is given to show our appreciation for past favors.

(Name and Business.)

These coupons could be printed on white paper and are for distribution to the customers of the store that the merchant meets in his canvass.

Another lot of coupons, printed on pink paper, could be used for distribution to those who have never dealt at your store. The only difference in the wording necessary would be that following the line drawn across the coupon. On these coupons say: "This discount is given for the purpose of introducing our up-to-date goods to the holder," or something to that effect.

These different sets of coupons should be bound into books and have a perforation at the bound end so as to be easily torn off. Some carbon copying paper will complete the outfit, and you are ready to make your canvass.

There are two reasons for using the coupon. One to induce trade to come to your store to secure the discount; the other, to assist you in compiling a reliable mailing list.

When you call at a house you state your mission and present your novelty. Naturally the housewife (you will generally meet the women of the household, but that is perhaps better for you, as they are the buyers) will be pleased and you can easily have a short conversation with her.

If she has been a customer of your store you give her a white coupon, filling in the name and postoffice address, making a duplicate copy at the same time. This will tend to make her even more affable and you can secure all the information you want from her. This should be done without asking too many blunt questions, but should be brought out in the conversation. Let me suggest that you get at the following facts: 1. How

many men in the family. 2. How many women. 3. How many boys. 4. How many girls. 5. Are there any babies. 6. Are there any aged or old people.

With this information about every family on your mailing list you will not be sending a circular about "Baby's Footwear" to those who have no children and you will save enough in postage and printing to go a long way toward paying for your present campaign.

You follow exactly the same process at the house when you find your store is not known, only giving them a pink coupon instead of a white one.

When you leave the house you should set down the information thus obtained on the back of the coupon bearing the name and address.

When you have covered the territory intended you can then prepare your mailing lists. At least two lists should be made, one list containing names of customers, the other containing names of prospective customers.

The card system can be used to great advantage here, as you will often see the necessity of transferring names from one list to another.

By the time you have your list prepared, your discount coupons will be coming in. The old customers can easily be distinguished from the new by the color of the coupons presented.

Each day you will take the names from the coupons and rearrange your mailing list. Place those names from the pink coupons, indicating new customers, on the customers' list.

At the end of your discount period you will find a goodly number of coupons still outstanding. As 10 per cent. discount on the first purchase of a new customer is a low price to pay for a new customer, you can send an invitation typewritten circular letter to your "prospective customers," extending the time for the redemption of coupons for thirty days. Show the advantages you offer for their trade and advise them not to lose the discount, etc.

This should and will, where properly carried out, wonderfully increase the trade of a store. The aim should then be to keep the trade thus secured. Right here let me say that if as much effort was used by a merchant to keep his old customers coming to his store as is used to secure new customers he would be a great deal richer than he is.

In conclusion let me sound a note of warning. See that your stock contains the class of goods wanted by the class of customers you are going after before you undertake to bring that class of people to your store, or it will end in a miserable failure. Use every means to keep your customers as well as to secure new customers. Treat all alike as friends. Follow the Golden Rule and success is yours.—J. E. Edgar in Shoe Retailer.

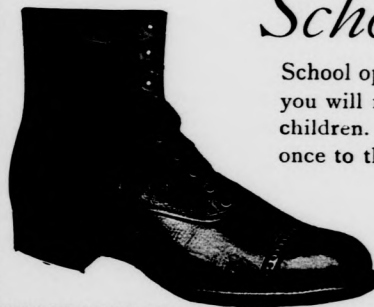
P. J. Wangen, dealer in general merchandise, Marion: I would not be without the Michigan Tradesman.

Everything comes to him who keeps active while he waits.

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.

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.

Caro, 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.

HYGIENE OF FOOTWEAR.

Troubles of the Feet—Points for Purchasers.

"There is hygiene in footwear, as well as in about everything else," remarked the retired shoe manufacturer. "Few people pay particular attention to their feet and their footwear, and the mass of people is ignorant of the good and harmful effects following the wearing of certain kinds of shoes.

"In old days shoes were made on straight lasts and were worn until they were shaped to and fitted the foot. Naturally, this process of breaking in was very harmful to the foot, causing corns, bunions, ingrowing nails and other troubles.

"But to-day, a man, woman or child may go into a shoe store, get a pair of shoes that fit and walk out in them with perfect comfort. This, I think, is one of the great proofs of the progress of the art and mystic of cordwainer."

"But there are still to-day evils along common lines. The toothpick toe, which none of us forget, and the vain person who will have shoes a size smaller than he really needs, are common causes of the sentiment that shoemaking is not far advanced. But the common sense last is, I'm glad to say, the popular last of to-day, and shrewd shoe dealers are healthfully appeasing the fancies of the vain persons by selling them shoes marked one or two sizes smaller than their actual size.

"With the winter coming, we have another question, that is, whether high shoes or low shoes are the most hygienic, or healthful. Every person must answer this question himself or herself. Many people can comfortably wear low shoes all the year around, even in storms, while a few must have high shoes to keep their feet and ankles warm, and colds, chills and pneumonia out. The women's clubs of Chicago began an agitation on this matter last winter, declaring against low shoes and openwork stockings, but 'all is vanity,' and women will continue to wear them until something prettier comes out.

"The broken arch is another topic of much discussion among shoemakers and chiropodists to-day. High heels, poorly made shoes and a dozen other causes are blamed for this misfortune. As a cure, shoes are now being made in which the counter extends beneath the instep, thus giving the arch of the foot much additional support. Instep supporters, to be placed in the shoe, are also on the market.

"Hygienic leather appeared on the market this summer, and the winter will bring waterproof leather. Now all leather is both hygienic and waterproof, under ordinary circumstances, for leather is a most wonderful material. Hygienic leather is claimed to be porous, that is, it admits air through the pores. Now practical leather men assert that all leathers, save patent and enamel, are porous. On the other hand, ordinary leather will keep out water for some time, but the working of the leather as it

moves with the foot ultimately squeezes water through the pores.

"A person may wear good leather shoes in an ordinary storm, and have little fear of wet feet. Double assurance may be had, however, by oiling or vaselining the shoes. In winter, a person who is much out of doors should put a little vaseline along the seam between the sole and the upper, especially under the instep, for this is the first place that water will leak in.

"Hygienic leather is but a skillful play for trade by manufacturers who seek to meet the demand for cool and comfortable shoes in summer. This demand naturally follows, as a reaction, from the popularity of hot and air tight patent and enamel leather shoes. These latter shoes are made of vulcanized leather, in which the pores are effectually closed up, so that not the slightest particle of air may get through them. Observant people will notice the marked contrast between this and hygienic leather, to which manufacturers are calling attention by showing how illuminating gas will pass through hygienic leather and burn in a tube, while the gas won't pass through enamel leather.

"Now everybody is aware that the feet perspire freely, but few people are aware that this perspiration destroys shoes. Some acid which escapes with the perspiration rots the leather.

"Several schemes to prevent this too profuse perspiration are on the market. Perhaps the most popular and best are found among the foot powders. These powders close up the pores of the feet, and thereby prevent too free perspiration. Of course, proper care must be given to the washing of the feet, especially when these foot powders are used.

"Ventilated shoes are on the market, but they do not seem to be popular. The natural drift of these hygienic and ventilated shoes is toward the sandal. Man naturally likes to have his feet loosely clad and free to the air. Notice how a man likes to get on his slippers, or his old shoes, and how long he will cling to a comfortable pair of shoes or slippers, with little regard for their appearance. I wouldn't be at all surprised if sandals became popular summer footwear for men and women in a few years. They are both natural and cheap. Moreover, the tendency is always towards a lower shoe. First, we had the high boot, then the shoe, and now the oxford, or low cut.

"A great many people do not know that tanners and shoemakers select light weight hides and skins for summer shoes and heavy weight for winter. The average person wears his summer shoes until they are worn out, even far into the winter, and then gets a pair of winter shoes and wears them until they are worn out, perhaps in the hot summer. Now a man or a woman who would wear a summer suit far into the winter, or a winter suit into the summer would be classed as foolish, or poverty stricken. Also, very few people

know the kind of leather, calfskin, goatskin or horsehide, in the shoes they buy, nor do they know whether the shoes are hand made, McKay or Goodyear sewed. I've before advocated a school for salesmen. I now think it would be a good idea to train the salesmen in the retail stores so that they might instruct their patrons in what they need for their feet, and all about the shoes which they offer for sale.

"By the way, I will say that I've always heard it is harder to sell shoes in Lynn, Brockton or Haverhill than any other place on earth because so many people are shoemakers, and know all about shoes.

"I can not help pointing out the blessings which the development of the trade has brought to the people. The old-fashioned heavy cowhide, hand made shoes were very uncomfortable to wear, as I've before pointed out. Since the soft chrome tanned leathers have come up, people have ceased to complain of pinched toes, corns and other troubles of the feet. Besides, the well made machine shoes are flexible and easy to wear, although I must admit that a good

hand sewed sole makes as comfortable a shoe as can be had.

"Now this matter of hygiene consists in keeping the feet healthy and comfortably clad, not in curing the feet after they are ill. It begins with the manufacturer, who should supply well made shoes, and the salesman plays an important part, for he should prescribe proper shoes for the feet of his customer, just as the doctor prescribes proper diet for his patient. Comfortable shoes mean satisfied customers, and satisfied customers mean more trade. Hygiene is business."—Lynn Item.

No Further Need of It.

There are stories related of some very systematic men, and the following, which is told as an actual fact, would take some beating. A medical specialist was very much in the habit of using a note-book to assist his memory and insure precision. In course of time it happened that his aged father died. The worthy doctor attended the obsequies as chief mourner with due solemnity. At the close he was observed to take out his note-book and to carefully erase the words: "Mem. Bury father."

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.

THE BRILLIANT GAS LAMP



Halo 500 Candle Power.

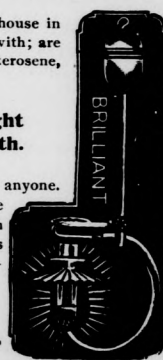
Should be in every store, home and farm house in America. They don't cost much to start with; are better and can be run for ¼ the expense of kerosene, electricity or gas.

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.

42 State St., CHICAGO.



100 Candle Power.

Stock Up New Styles Promptly.

Many a time the firm which does not stock a new style of shoe until they have lost trade by not having it is also the one which carries it one season too many, and thus loses more trade. They don't seem able to close them out. The demand dies and leaves them on their shelves. The reason is not hard to find. The stores which stocked the new style first got the advertising benefit of whatever notice they attracted when first worn. Hence the firms which showed them later got too small a volume of the up to date trade to work up a business on the new style before another conceit took its place. And the next change quite likely leaves them that much farther behind again.

Price cards also form an advertising medium that will draw a customer into the store. One-half or more of the people who buy anything buy it out of the window. But a large part of that one-half will not enter a store, even although they see just what they want from the sidewalk, unless they are assured in plain figures that what they want is within their reach as regards price. There are lots of people who are unnecessarily timid. There are many who can not muster up courage enough to go into a store and ask the price of something seen without a price ticket in the window.

The effectiveness of a background often determines the value of the display. The simpleness of many a valuable painting may lead people to believe that the background is of little importance, but to get this simple background no doubt required much thought on the part of the artist. Many an otherwise good painting has been spoiled by the background. Just so with many a window. The background is what pushes the display on to the attention of the passerby, to arrest the attention and interest the looker sufficiently to cause a desire for some of the goods displayed. Shoes represent a line that allows the trimmer much latitude. Striking contrasts in color combination or solid colors can be used with good results.—Dry Goods Reporter.

What Constitutes a Rich Man.

For a man with nothing but the fruits of his current labor to depend upon even so modest a sum as \$100,000 seems a comfortable competence, the attainment of which would entitle one of modest tastes to consider himself rich. But there are a great many men with much more than this who are at all times torn with anxieties of a financial character and who, to make their capital useful, feel under the necessity of risking losses which would be crippling, if not ruinous.

The same conditions might and often do apply to much larger sums. A great many men who are warranted in assuming that their wealth is tangible in amounts which twenty-five years ago would have been spoken of as "princely fortunes" are at no time free from the harrowing anxiety of imminent bankruptcy through inability to maintain the

normal relation between assets and liabilities.

Again, a great deal of wealth is so invested as to leave its possessors poor, in that they have therefrom no incomes to live on. Securities may or may not confer wealth upon their possessors, according to circumstances. The same is true of land and of improved real estate. Some of the poorest men in New York are those who have to pay interest and taxes on property which does not earn carrying charges and the future of which is so indeterminate that they can not finance its improvement.

In business many men of great prominence and whose transactions are conducted on an immense scale are not properly to be classed among the rich men, since their large assets are always trembling in the balance and may be doubled or swept away as the result of a single season of bad trade and declining prices. Obviously rich and poor are relative terms.

Wealth is also largely a matter of sentiment. Many men have thought themselves very rich when in point of fact they were extremely poor, and many men have believed themselves poor when in truth they were extremely rich. This may come from misinformation as to actual conditions or from the point of view.

Sharp transitions are not infrequent in human experience. A man may have to-day everything he had yesterday in unchanged physical condition, but yesterday he may have been in a position to convert his assets into money at high valuations, while to-day he could scarcely give them away. Something has occurred meanwhile to change the popular estimate of the desirability of his possessions. Corners sometimes break so suddenly that the millionaires of one month are bankrupts the next.

Warning to Investors.

The National Irrigation Law has given rise to a new kind of confidence game which is being successfully worked in Eastern Oregon. They advertise that for a consideration of \$50 or \$100 they will direct homeseekers to certain vacant public lands which will be reclaimed by the National Government. Of course they pretend to have definite inside information as to what lands the Government will irrigate. But this is a fraud on its face, as not even the department yet knows what lands will be irrigated.

There are instances where these associations have sent people on to hillsides and other places which can never possibly be irrigated. One of the companies is operating at Omaha, and another one at Pendleton, Ore. The Tradesman wishes to warn all prospective homeseekers against these schemes and to state positively that no one is able at the present time to give information about the arid land which will be irrigated by the National Government.

Prompt collections make friends and money for the collector. When a man gets too far behind he usually trades elsewhere.



Saving Pennies

This is one of the first things a careful parent teaches a child

Why not give your clerks a post graduate course in this same lesson?

Keep it Ever Before Them

They can make your business blossom like a rose.

H Dayton Moneyweight Scale

does this more effectually than anything else.

Ask Dept. "K" for 1903 Catalogue.

The Computing Scale Company Makers

Dayton, Ohio

The Moneyweight Scale Company Distributors

Chicago, Ill.

Dayton



"JUST AS GOOD."**Substitution Which Causes the Loss of Customers.**

Written for the Tradesman.

We read a whole lot in the trade papers and magazines of late regarding the evils of substitution, but all this talk is centered on patent medicines and highly reputable brands of proprietary articles of other kinds. The writers argue against this great scheme that has taken such deep root with many business houses in the past few years, and their arguments are, in the main, just.

Through all the discussion of the matter, however, there is one feature that has never been touched upon with any great amount of vigor. This feature is that of one kind of substitution practiced in many of the stores of the country at the present, whereby the customer gets the worst end of the deal in such a manner that ill feelings between the store and the customer are oftentimes aroused. A brief illustration of an affair in a large department store that took place a few days ago may serve best to show the kind of substitution to be dealt with in this article.

In the case I have in mind a lady went to this store for the purpose of purchasing an ostrich feather to use on a hat. She wanted one that was curled, but on asking for one of this kind received this answer:

"All the tips we have in stock now are straight ones. You see the others are not in style now, and so we don't keep them. You had better take one of these. They are all the go at present."

"But," replied the would-be customer, "according to all the leading fashion magazines curled tips are to be used this fall."

"Well, they are not in style, just the same."

The lady left the store without buying a feather, with the opinion that the saleslady made the statement merely to fool her into buying something she did not want. As she was a milliner herself, she knew what she wanted, was probably more familiar with the style situation in this particular case than the clerk. From the result of this single experience she says she will trade there no more, if she can get what she wants elsewhere—and she probably can.

The same kind of talk is used in all lines of mercantile trade to sell goods. There are thousands of clerks in the country who try to make customers believe that what they fail to have in stock is not in style. They think it is shrewd to sell people something that will probably be cast aside later in disgust just on this account. In the long run a store suffers from such practice. The average person is pretty well educated along the lines of style in the present day and age. As an illustration of the extent to which manufacturers are trying to get the public interested in clothing styles we have but to turn to several of the big Sunday papers of recent issue to see page advertisements of certain brands of suits, the various styles being illustrated on a large scale. In spite of this, if a man

walked into some clothing stores and asked to see a certain style of suit that he had seen advertised in the newspapers or magazines the clerks would tell him that such clothing was out of date; simply because they did not happen to have any such in stock. Such salespeople are not abreast of the times. They are living, as it were, in a past age, when the public had no means of studying merchandise other than through the shop windows and over the counters of the various shops. It was not so very long ago that such a condition existed. It was in those days that the public believed everything the clerks might say; simply because there was no way of learning otherwise. But of late the enterprising advertising men have made a great stride to the front in educating the people in regard to "what's what" in merchandise of almost every kind. There is to-day in the community of modern makeup hardly a family that does not have the opportunity of perusing some leading periodical in which the work of these advertising men is shown off to advantage. As a result, the mystery that once surrounded the making and selling of merchandise is fast being relegated to the rear to make room for a more comprehensive knowledge of things of everyday use.

Looking at the situation in this light it seems foolhardy for a clerk to try to instruct people opposite to what they are already aware is the absolute truth. In the case of the lady who wanted ostrich feathers the saleslady only made her own ignorance more apparent by trying to instruct one better posted than herself. It did not set well. The lady not only resented the insinuation that she did not know what she wanted—for such it was—but she also did not like the idea of having the desired article run down simply because it happened to be out of stock.

When a person comes to think to what an extent the business of substitution is carried on he finds that it is a great factor in modern merchandising. Ask a grocer if he has So-and-So's soap and he will sometimes say that he has not, but he has one "just as good." Now, when we come to look into the feelings of a great many customers we find that they resent this kind of reply. The customer may be of the opinion that the "just as good" brand is good for nothing. In such a case he naturally takes it as an imputation that he does not know what he is talking about, that he is not quite so wise as those who use the substitute. And then if he tries the substitute and does not like it, he naturally blames the merchant for trying to bunco him.

This everlasting claim that the substitute is "just as good" is beginning to assume a threadbare appearance. There are other ways of selling a substitute, when one is out of stock on the desired article, than claiming it to be just as good or better than the stuff asked for. Say that it is demanded by many people, that it has given satisfaction to those who used it. Almost anything is better

than a statement that is liable to cause trouble sooner or later. The salesman should take into consideration the growing knowledge of merchandise possessed by the people.

Raymond H. Merrill.

Women Are Pickle Eaters.

If it were not for the women who eat pickles the manufacturers of these relishes would be forced to abandon their business.

"I always thought," said a waiter in a restaurant much frequented by women, "that the stories about women being such great pickle eaters were just jokes told by people who thought they were funny, but one of my first experiences as a waiter taught me in a very simple manner that the stories were true.

"This was in a restaurant where we had many women customers, one side of the restaurant being for men and the other side for women. On the women's side we used to have to fill up the pickle jars that stood on the tables every day, while the jars on the men's side had to be filled only once in two days.

"So here, you see, the women regularly ate about twice as many pickles as the men did, and I should say that is just about what they always do everywhere."

Whole Thing.

Mrs.—Well, what about it?

Mr.—About what?

Mrs.—About me.

Mr.—You said "it."

Mrs.—Well, I'm "it" in this house.

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

MacKinae 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

PRO AND CON.

Shall the Grocer Espouse or Discard Politics?

There has been a lot written about the retail merchant going into politics—whether he should go in or whether he should not. Some people think it is the making of a grocery business for the owner of it to butt into his local affairs and be one of the king bees of the village.

Others think it is the worst thing he could do.

I think a grocer can take a hand in politics without it touching his business at all. Maybe it is hard, but it can be done, and I am going to cite a case, well known to me, to prove it.

I know a grocer—a young man, comparatively—who does business, and a good business, in a large city. He lives in one of the principal suburbs, in a substantial fashion, and for years has taken an interest in the politics of his ward and of the whole city, in fact. But never in all that time, which is probably ten years, has this man's political activity been allowed to touch his business, and that is exactly the way the thing should be run, in my opinion. That is, so long as he holds on to the business at all.

I never have talked with this grocer about the matter and I can therefore only surmise, but I believe firmly that when the man first went in for politics he set for himself a rigid rule that it should not be allowed to encroach for a single minute upon his grocery business.

And that rule has been kept. In ten years' hard work not once has this grocer asked for or wanted an office. During the most of that time he could have had any moderate office he wanted. Never did he work his political acquaintances even for so much as a railroad pass. He was a politician, it is true, but that extremely rare type of a politician who works, not for himself, but from sheer love of it—for the good and advancement of his party.

Every election day finds this grocer at the polls and he stays in the district all day until the polls close. Two days a year—that's the only time that politics takes from his business. The rest of the time he is at his office early in the morning and leaves it late—does the most of the buying himself; keeps thoroughly in touch with every department of his store; has his finger on its pulse all the time—a real business man who plays with politics as a relaxation.

I have no use for the politician who plays with business as a relaxation; it is always the business that relaxes.

This way of handling politics not only pays from the standpoint of the business, but it pays from the standpoint of politics. This grocer that I speak of has had two splendid political chances in the last six months. He had the chance to get a good big city office that would have paid him \$10,000 a year, and he turned it down. Why?

Because it would have interfered with his business, he said.

He had a chance to get a position at Washington that would have paid him \$5,000 a year and valuable perquisites. He turned that down, too. Why?

Because he could not run his business and that too, and he preferred not to have his business interfered with.

By gad, I believe I'd have let the business go then.

Some people think he is crazy, but I don't. I think he is a wise—a very wise—man. I think he is doing exactly right; precisely the way a good business man ought to do, so long as he wants to hold on to the business. Whether he was wise not to simply let the business go entirely for the time being is another matter.

Do you see how the course this grocer has adopted from the very beginning has helped him politically? He has never cheapened himself—never been after anything for himself in all his ten years of hard work; not even a railroad pass. Where other politicians fawned and cringed for small political favors and got with them the contempt of the granter he has stood aloof—worked harder than any of them without money and without price; didn't want any favors.

So that nowadays, when the big plums are ready to drop, he has to be considered, because he has won the friendship of those who shake the plum tree, without any ulterior motive.

As a rule, the ulterior motive is beautifully prominent.

Another case which illustrates by contrast the truth of what I have just said comes to my mind. This is the case of another local politician who got to be something in the politics of the city, too, before he died, which he did only the other day. This man was a grocer, too.

This fellow pursued exactly the opposite course during his whole political life. He ate railroad passes as a toad eats flies. He wanted every little political office he could get. When an opening arose over which he had any jurisdiction, his own eligibility was the first thing he considered.

This man's grocery business has gone all to pieces. He was such a greedy individual politically that his store got tainted. People did not trust him. The machine with which he was affiliated has done a great many shady things, and I know it to be a fact that this grocer has lost customers who could not believe that a man could be so conspicuously hand-in-glove with a corrupt political machine and be honest in his store.

The other man has trained with the same machine, but he has somehow always seemed better than it was, so the taint in that case has not attached and never will.

It is a big thing for a grocer to know just how far to stick his head out of his shell.—Stroller in Grocery World.

Some one has defined a "preferred" creditor as one who never asks for his money.

Demand and Supply.

Demand and supply does not always govern prices. Business tact sometimes governs them. The other day I stepped up to a German butcher and out of curiosity asked, "What is the price of sausages?"

"Twenty cents a pound," he said.

"You asked twenty-five this morning," I reminded him.

"Ya, dat was ven I had some. Now I ain't got some I sells him for twenty cents. Dat makes me a reputation for selling cheap and I don't lose noddings."

You see, I didn't want any sausages and the man didn't have any—no demand, no supply—yet the price of sausages went down.

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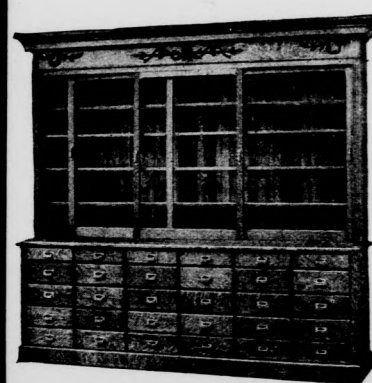
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The Meat Market

How Beef Luggers Load a Ship.

Every pound of beef that goes out of this country is put aboard ship by the primitive, yet satisfactory and speedy method of transportation by man power. Each quarter stowed in the refrigerators has been borne on a man's shoulders, and other men have handled it and carried it to the place where it remains until, at Liverpool, or whichever dock the ship lands at, it is taken out by means of a tackle. This picturesque work of loading a ship with beef has been so far reduced to a science that it commands a special class of men who now have their own unions and are organized like other classes of workers.

The process of discharging the contents of beef cars at the docks and of transferring the quarters of beef to the vessel's hold, entertaining and spectacular as it is, has probably never been witnessed by the average citizen, and by few butchers, for the work is generally done at night. Yet it is a scene well worth enjoying as the quick-moving figures with their huge burdens come out of the gloom into the arc light's glare and vanish again, pursued by grotesque shadows, into the hold of the vessel.

Almost every steamship leaving Boston these days carries out her refrigerators full—a load amounting in some instances to 400 tons weight. The beef arrives in trains of refrigerator cars containing from 100 to 125 quarters each, which are run directly to the wharves, and when the day laborers and teams that give the vessel her other cargo have left the wharf at six o'clock the beef-handlers begin their work. Each refrigerator car contains from 100 to 125 quarters of beef, hanging from hooks in the top of the car. A quarter weighs about 200 pounds, so an average car carries twelve tons of beef, and as the refrigerators on the steamships have a capacity of perhaps 400 tons, the contents of about thirty-five cars are necessary to fill them.

Two cars are unloaded at a time, generally, and the average beef crew numbers thirty-eight men—one man in charge, two in each car to unhook and set the quarter on the carrier's shoulders, eight carriers to each car, or sixteen in all; two men at the "table" on the ship's deck, where the quarters are laid by the carriers, two at the table on the deck below and another stationed at the "pulpit" on the deck below, where the quarter is turned on edge for the eight carriers in the hold who "tote" it to the refrigerators, where four more men stow it away. Each set of carriers works in its own car—number one crew, say, in the north end of car 3,376, and number two crew in the north end of car 4,210, just behind it; when the ends are emptied the crews shift cars, so that every man shall, in the night's work, walk the same distance, for one car may be a few feet nearer the steamship than the other.

The car, lighted only by a feeble lantern, is opened and the two men begin to load up the carriers. The cry goes forth: "Let her come," and

the carriers begin to move with their burdens. The huge quarters are borne on the shoulders, the leg furnishing a handle to keep the balance. As a matter of sanitation every quarter of beef is covered with a cheese-cloth case which is fitted to the outline and drawn snugly over the parts, thus keeping it clear from ordinary contagion. The carriers start slowly at first, but as they warm up to their work you may see them trotting across the wharf between the car and the run up which they must toil to the ship. The run is covered with sawdust to give a surer footing, but at every moment the rising tide is lifting it to a more difficult angle. Up this steep incline toils the burden-bearer, and drops his load on the "table," where two men seize it and set it going down the hatchway on a smooth and shining shute to a similar table on the deck below. Here two more men rush it down another shute to the next lower deck, where it is met by the man on the "pulpit," who, with hook in hand, deftly turns the quarter on edge and tips it upon the shoulders of the carrier, who bears it to the refrigerators. There four men stow it in one of the tiers, laying a wooden rack between every two quarters, so there shall be no contact.

The work is strenuous and he must be strong in back and loins who would take a job "lugging beef" into a steamship's hold; but if the conditions are favorable, it is pretty well paid for, the regular rate for each man being twenty-five cents a car, and a car has on occasion been emptied in twelve minutes. That is unusual, the average rate being from 700 to 800 quarters an hour.

Nelson Morris on the Packing Industry.

Just before sailing for Europe, Nelson Morris spoke as follows regarding the situation in the wholesale meat trade: "I have been in the packing business for a long time, and I know that competition for business was never keener than it is right now. It takes more expert management to handle the business successfully with the present competition and particular demands for all classes of dealers for the numerous products of the business than ever before. Demands of labor, too, have required careful handling. The packing business has developed from the mere slaughtering of animals as food a quarter of a century ago to a great manufacturing business with more varied products turned out than almost any other.

"Time was when there were good profits in the mere slaughtering of cattle separately for beef or in packing hogs for pork, but at the present time the business is of a complex nature, the demands of the trade calling for the production of the various special classes of meats prepared and put on the market in attractive form and the utilization of all portions of the animal that were long ago thrown away as absolutely useless. This has made the farmer's cattle bring more returns to him than in the old wasteful days. It is certain that the slaughtering of cattle alone without the de-

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veloped trade in other lines and the outlet for various products like the business of a quarter of a century ago would be a losing undertaking at this time."

Observations of a Gotham Egg Man.

I sometimes wonder whether any system of egg collection at interior points will ever be adopted by which the current receipts of fresh gathered stock will be more closely confined to comparatively fresh laid goods. If the stale and poor qualities now so generally mixed through the fresh collections became so in the hands of egg collectors and shippers, who conducted the business in that way because they found it actually profitable, it would perhaps be an almost hopeless case. But to the best of my knowledge the eggs get stale before they reach those who ship to the large markets—that is in the hands of farmers and the smaller country storekeepers. If this is so it would seem that the only change in method necessary to induce a marketing of all eggs while fresh and good would be to make a proper discrimination in the prices paid at shipping points for eggs of different quality.

As a matter of fact, any eggs held outside of cold storage long enough to be affected materially in quality lose more in actual value than can be offset by any ordinary rise in general market prices. But where country collectors pay a uniform price for mixed collections this fact is often obscured by a misleading appearance of gain on the part of those who hold stock back in the country. To illustrate this deceptive appearance let us suppose a farmer can get 12c a dozen for his eggs in August if he markets them as fast as they are produced; expecting higher prices later he holds back part and in two or three weeks mixes them with his fresher goods and gets, say, 14c a dozen. He thinks he is gaining 2c a dozen on the eggs so held, but in reality he loses more on his fresh laid eggs than he gains on his held stock, for the price paid must be based on the average value, and in the final market the new eggs are worth 4@6c a dozen more than the older ones. If the farmer having old eggs on hand, and new ones also, were to be paid the actual value of each, based on their worth in final markets, he would find that he would get a much higher price for the new than for the old, and that he would, ordinarily, get less for the old eggs than he would have obtained had he sold them when fresh. If this difference in value were made apparent to him, by the payment of different prices for different qualities he would soon learn that it did not pay to hold eggs back in places where no proper facilities for holding are available.

These facts are very well known to a good many of the egg collectors, especially to those who candle their eggs before shipment and who, by more or less grading, are able to appreciate the wide difference in selling values according to freshness and condition. And yet even among these there seem to be very few

who pay for their receipts according to quality.—N. Y. Produce Review.

Some Conundrums.

What is the difference between vegetable soup and a pretty girl? One is herb soup and the other is superb.

Why is a short negro like a white man? Because he is not a tall black.

What is the difference between an unsuccessful suitor and a successful one? One misses his kiss and the other kisses his miss.

Why would a portrait painter be a good theatrical attraction? He could draw the people.

What is the best way to enjoy the happiness of courtship? Get a little gal-an-try.

What kind of a song does a mason sing? A brick lay.

What does a yawning policeman resemble? An open-face watch.

Why do they not charge policemen on the street cars? Because it's impossible to get a nickel from a copper.

Why is a thunder storm like an onion? It is peal on peal.

How should weeping willows be planted? In tiers.

Why are umbrellas like good churchmen? They keep Lent so well.

Why is a cat going up three pair of stairs like a high hill? Because she's a-mountain.

What is the most wonderful acrobatic feat? For a man to revolve in his own mind.

When does a man's hair resemble a packing box? When it stands on end.

What is the difference between the head boy of his class and 3 9-10? One is foremost, the other most four.

What two letters will make us food? M and H will make US mush.

How to Eat Butter as Medicine.

Butter is so common a commodity that people use it and scarcely ever think what wonderful value lies at their hand in the parts of dainty yellow cream fat. Of course, they know that it is useful in many branches of cookery, and that without its aid the table would be bare of its thinly rolled bread and butter, its delicate cakelets, and its other usual accessories. Beyond these uses the value of butter is a thing only vaguely thought of.

But this delicate fat is as valuable as the dearer cod liver oil for weakly, thin people, and doctors have frequently recommended the eating of many thin slices of bread thickly spread with butter as a means of pleasantly taking into the bodily tissues one of the purest forms of fat it is possible to get.

Butter is a carbon, and all excess of it is stored up as fat in the body. It gives energy and power to work to those who eat heartily of it. So it is not economy at table to spare the butter, even to the healthy folk. For any one afflicted with consumption butter cookery, if plenty of fat can be digested, is one of the best ways of curing the disease if it is in its early stages, or of keeping it at bay if advanced.

Butter is not a simple fat, composed of merely one sort. It is a mix-

ture of no less than seven different sorts of fats, and no more complex oil can be taken than this is.

The Proper Way.

There was milk on his boots, a suspicion of hay seed in his hair, and if further proof of agricultural pursuits was needed he had a shoe box full of lunch in one of his hands, while in the offing two "confidence men" lingered like wolves on the trail of a wounded buffalo.

He seemed to be anxiously in search of something or some one, and a kindly-faced, yet alert, old gentleman approached him and enquired if he could be of any service.

"I'm lookin' fer a policeman," confessed the farmer.

"Well, you'll never find a policeman by looking for him," advised the friend in need; "just get a push cart, fill it full of peanuts or bananas, and a policeman will find you soon enough."

Not the One He Meant.

Bugby—Who was that lady who sat beside you at the theater the other evening?

Smith—Why, that was my wife.

Bugby—Oh, I don't mean the one that sat on your right. I mean the one you talked with.

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

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Can use all the honey you can ship me. Will guarantee highest market price.

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Woman's World

Some Evils Which Result From Excessive Novel Reading.

Mr. Carnegie's gifts of public libraries undoubtedly constitute the most popular philanthropy of the times, and any questioning of the wisdom of the benefaction or the suggestion that a public library is not an unadulterated blessing is likely to call forth a storm of protest. We still cling with childlike faith to the simple belief that to read makes one intelligent, and that a book's a book, although there be nothing in it, and so we swell with pride when we behold our public libraries and think what springs of knowledge they offer, without money and without price, to those who hunger and thirst for an education.

Hence the popularity of the public library. Hardly a town nowadays that does not possess one, and few sights are more significant than the endless stream of women and girls who wend their way continually to it, for there are plenty of idle women who think nothing of devouring their book a day and to whom their matutinal novel has become as necessary as is his morning cocktail to an old rounder.

Then it is that one begins to question the benefit of the free public library, for these women, almost without exception, read nothing but novels, and the novel-reading habit in women is just as demoralizing as the drink habit in men. Left to their

own resources, the mere question of expense would prevent women reading novels immoderately. With the shelves of the public library open to them, without cost, there is nothing



Going After Their Morning Novel

to prevent their gorging themselves on fiction. It is as if free dope were served out to all applicants.

To the reading of good novels in moderation there can be no objection made, even by the most critical. There are novels that are an education in themselves. One goes from them with a deeper understanding of life, a more profound sympathy for the trials and temptations of humanity. So much subtle analysis, so much of the best thought of the day, so much poetry and humor and phi-

losophy are to be found in novels that to condemn them wholesale is to brand oneself as both narrow-minded and illiterate; but, unfortunately, the women who go to the public libraries do not want the best. Their taste in literature, like their taste in food, runs to chocolate eclairs instead of brain and brawn-making roast beef and beans, and the sets of Thackeray and Scott and Dickens and George Eliot gather dust on the shelves, while they send the Edna Lyalls and Mary Johnsons and Winston Churchills up into the hundred thousand editions. Not long ago a young girl, a public library novel-reading fiend, after vainly putting me through a catechism of the last hundred new novels that I had not read, and that she had, glanced idly at my library shelves and, catching sight of a book there, asked me what sort of a story was Jane Eyre, and if Charlotte Bronte was a good writer. She had, incredible as it appears, never read that classic of English literature, but she prided herself upon keeping up with all the new books and read at least four a week in the winter and more in summer.

Volumes have been written about the immoral novel and the problem novel, but to my mind they are no worse in their ultimate analysis than the novel that is merely silly and that gives women and young girls false and distorted ideals of life. These belong to what may be called the chambermaid school of fiction. In some of these the heroine is a poor governess or a clerk in a store who

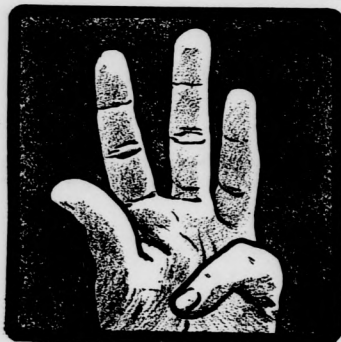
is so radiantly beautiful that a millionaire or the haughty heir to a dukedom observes her in the act of selling shoe laces or walking down the street and forthwith marries her out of hand.

In others the heroine is of the languorously gorgeous style, who reclines on a silken couch in a negligee of priceless lace (expense is not any matter in fiction) while suit-



She Lives in a World of Romance

ors batter at her door. Or, perhaps, she is a poor but gifted genius who leaves her humble home in the country for the city, where she immediately is engaged on an enormous salary to sing in grand opera or she writes a book that brings in a billion dollars and becomes famous in a single day.



Three Fingers and a Thumb

Consider the "money-till"—the kind operated by three fingers and a thumb, or some other equally intricate combination.

How much protection does it really give?
Can the owner of that "money-till" tell how many times it is opened?
Can he tell for what purpose it is opened each time?
Can he tell who opened it each time?
Can he tell how much of his hard-earned money is taken out or put in each time?
Can he tell how much money ought to be in that drawer at any time?

If at night he finds a plugged dollar in that "money-till," will a three finger and a thumb combination tell him who took it in? If Mrs. Jones complains about a mistake in change or an overcharge, will it tell whether or not the complaint is justified?

Shouldn't a merchant know these things?

When a hand is placed in his cash-drawer, shouldn't he know why?

Will a three finger and a thumb combination tell him?

A National Cash Register will tell him—tell him no matter whether he is in the store or a thousand miles away; tell him how many times his cash-drawer was opened; tell him for what purpose it was opened; tell him who opened it; tell him how much was taken out or put in each time; tell him how much cash he ought to have at any time; tell him when a mistake is made and who made it.

Mail the corner coupon, and we will tell you how.

National Cash Register Co., Dayton, Ohio

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Fine
Booklet
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Free
NATIONAL CASH
REGISTER CO.
DAYTON, OHIO.
GENTLEMEN: Please
send us printed matter,
prices and full informa-
tion as to why a merchant
should use a National Cash
Register, as per your "ad" in
MICHIGAN TRADESMAN.

Name _____

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

Or, it may be, she is merely one of those strange, cold, unhealthy kind of creatures that novelists like to create and fool girls to read about, who affect a blase attitude towards life and make themselves generally disagreeable.

Now it looks as if that kind of novel ought to be as innocuous as it is silly, but such is far enough from being the case. It is one of the peculiarities of the feminine temperament that a woman can't admire a thing without wanting to imitate it, and this is true of character just as much as it is of a dress. The minute a girl reads about a heroine that strikes her fancy she wants to look like her and act like her, and if you want a proof of this, just observe the number of young maidens who have made themselves into fair imitations of the girl that Gibson draws, and note the fact that half the girls you see get precisely the swing on to their skirts and give them the same little fetching twist that the sextette did in Florida.

So it is when a girl finds a heroine she admires, she begins to explore her own system for symptoms of resemblance. And she finds them. Self-deception is the easiest thing in the world, and we all run a confidence game in which our vanity takes us in. The pretty shop-girl has no difficulty in imagining her fate to be the same as that of the dark-eyed beauty in *The Earl's Bride*, whom Lord Reginald saw as she was scrubbing down the front steps and immediately bore away to share his lordly state. So she turns up her nose at the honest young carpenter who would make her a good husband all the days of her life and lends only too willing an ear to the deceptions of some swell-looking Johnny who considers such as she fair prey. Back of the tragedy of many a poor girl's blasted life and ruined honor lies the novel that gave her false ideas and hopes and ambitions.

The worst novel fiend, however, is the woman who lives in a hotel or boarding-house and has nothing whatever to do but devour highly spiced novels all day. She is too lazy and selfish to think about anyone but herself and she lives in a hashish dream, in which she imagines herself the beautiful Princess Izeyl or Scarrowiski, who broke many men's hearts merely by way of pastime. It is a terrible awakening from this trance when her hard-working husband comes home and she shudders as she detects the odor of the grocery upon him, and wonders how she could ever have married him. He is so different from the Duke Borises and Lord Willifreds with whom she spends her days in novels.

Of course, she is bound to be dissatisfied. She feels that her life is wasted, that she is a fascinator with none to fascinate, a regal beauty who has to be regal on ready-made clothes and \$75 a month. After a bit she begins to dream of fascinating men a la her favorite heroine, and when a married woman starts out as a fascinator and begins to yearn for affection to which she has no legal

right, it does not take a prophet to see her finish. It is incredibly silly, but probably the real correspondent responsible for alienated affections in half of the divorce suits is a long line of novels full of unhealthy romance and maudlin sentiment.

There is something very pathetic in the fascination that such novels have for women, because to too many of them it means the hunger for the thing they have never had. It is not any wonder, for instance, that the wife whose husband is about as affectionate and demonstrative as a cash register loves to read of gay cavaliers who poured forth vows of sizzling passion. It is not strange that the little Cinderellas of society, who sit always in the ashes and do the drudgery of life, like to read about lords and ladies who dress in velvet and ermine, and who have



Imagines Herself the Earl's Bride

minions to do their bidding. It is not strange that the girl whose best ornament is a pinchbeck brooch likes to revel in stories about women who have ropes of pearls and quartas of diamonds, but none the less, these stories are harmful, because they unfit the readers for the life they must live.

It makes the hungry-hearted woman feel that there is nothing in life but love and sentiment and causes her to undervalue the kindness that she may really receive from her husband, and makes her despise the good, comfortable, unemotional home he gives her. It harms the poor girl to live in imagination in a world of riches and splendor, because it makes her put a false value on money and luxury, and often and often it makes her see such things so lopsided that she sells her immortal soul to get the gauds that turn apples of Sodom in her grasp.

Nine-tenths of the extravagance of women, nine-tenths of the dissatisfaction and discontent of married women, nine-tenths of the woes of the women who think they are not understood and who seek affinities in forbidden paths, nine-tenths of the secret marriages and the elopements, nine-tenths of the girls who run away from home to go on the stage are directly traceable to the excessive novel reading of women, and the free public libraries that make these debauches in the mire of false

sentiment possible are the chief accessories to the crime.

It is, of course, easier to diagnose the case of the novel-reading women than it is to suggest a remedy for it. Certainly mothers are greatly in error who let their young daughters contract the habit or who fail to quarantine against the trash with which young girls debauch their mind and taste. Perhaps, for the general woman, the only safeguard is common-sense and the reflection that many things are admirable in theory that are idiotic in actual practice. At any rate, the attempt to dramatize one's favorite fiction for home consumption is a risky venture, for daily life is neither fiction nor romance. It is plain, prosaic fact.

Dorothy Dix.

An Irish Girl Drummer.

John Bull has been at some pains to gather figures about queer employments for women in his domain, and the results are surprising. It appears that in England and Wales alone there are nearly 44,000 women boot-makers, 3,239 ropemakers, 4,730 saddlemakers, 5,140 who make a living by gardening, 3,850 butchers, 27,707 who keep body and soul together by tending bar, nearly 3,000 cycle-makers, and—the highest figure of all—117,640 tailors. It appears that there are female bailiffs, boatmen, boilermakers, bricklayers, iron founders, plumbers, plasterers, slaughterers and veterinary surgeons. One woman in the kingdom is set down as a dock laborer, and another as a road laborer, while 279 are undertakers and twelve are shepherds.

One bright, pretty Irish girl, who managed to escape the census altogether, has lately branched out for herself as a commercial traveler in whisky, and is supposed to be the

only woman "whisky drummer" in England, if not in the world. She is Miss Victoria Short, daughter of a Tipperary property owner, whose reduced circumstances on account of land agitation made it necessary for the girl to earn her own living.

Everybody Enjoys Eating Mother's Bread



COPYRIGHT

Made at the

Hill Domestic Bakery

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

Grand Rapids, Mich.

The Model Bakery of Michigan

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

A. B. Wilkink

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



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.

Four Kinds of Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

QUEER ANNOUNCEMENTS.

Droll Things Desired by People at Different Times.

An odd collection of advertisements and amusements has been gathered by an old printer and newspaper man, covering a period of more than three-quarters of a century. In this collection almost every phase of advertising may be found, and many of them make interesting reading.

Instead of the American expression, "cast-off clothing," the English use left-off clothing." In an English newspaper an advertisement states that:

"Mr. and Mrs. Brown have left off clothing of every description and invite your careful inspection."

The proprietor of a New York barber shop employing female barbers had this advertisement on the wall:

"In order to avoid misunderstanding, I note to all my customers that the lady in this barber shop is my wife. John B. Delloyorio."

A hotel keeper in Vermont did not believe in loafers around his place and posted the following over the office clock:

"This clock is for the use of guests of the hotel only."

"Zion's fishermen's resterrant. Pigs' feet, snow balls, ice cream and shoes half souled," is the sign over the window of a South Washington negro shack.

This was thoughtful on the part of the advertiser:

"Wanted—A respectable gentleman, widower preferred, to marry the housekeeper of an aged gentleman, who has been an invalid for years, and who respects her as a good and true servant, whom he would like to see in the happy state of matrimony before he dies. She has had three husbands, but is willing for a fourth."

Massachusetts, the mother of schoolmasters and grammars, enacted the following in 1862:

"Commissioners to take the deposition of any person without this State engaged in the regular or volunteer land service of the United States may be executed by the colonel, lieutenant colonel or major of the regiment in which such person shall at the time serve, or with which he may be connected," etc.

In the same year the common council of Jackson, Mich., passed the following:

"Resolved, that the poundmaster be instructed not to receive into the public pound any cows that any person may drive to the same pound under the age of 21 years."

The following was found on the door of a small dwelling near Bladensburg, the famous duelling ground in Maryland:

"Notieste—A Houes and lote for rente or Saile which kan b Baught or Rnted loe ife Enny on wishes to Rente or Buy kall and see me."

"\$5 Reward—Strayed from the premises of the subscriber, in Centerville, on the 2d of October, a small dog near the color of an opossum, with yellow legs and head and tail

cut off. Any person returning him will receive the above reward.

"Daniel Kilroy."

A colored couple in Georgia sent out the following invitation:

"Your presents is required to a swell weddin' at the home of the bride. Come one, come all! Gentlemen, 25 cents; ladies, 15 cents."

The following appears in a North Dakota paper, the author being a justice of the peace:

"I am reliably informed that some of our local clergy are cutting prices and thereby demoralizing business. I will not reduce prices to perform the marriage ceremony, but will give time, if necessary, or will take meat, potatoes, grain, in fact, any kind of produce, and will agree not to kiss the bride unless perfectly satisfactory—to her.

Even the Government gets tangled up occasionally in advertisements. This appeared in the Washington "Republican," in 1862:

"A card—The attention of the public is invited to the sale which will take place on Friday morning, the 10th inst, at the U. S. penitentiary, commencing precisely at 9 o'clock. Purchasers will have to settle as knocked down, if not, they will be put up and resold, as they will have to be removed as sold, on account of the Government wanting it immediately. By order of H. I. King, warden."

A Philadelphia paper recently printed the following:

"Wanted—A young unmarried woman, without children, wants position as cook or housekeeper."

This is from an old copy of an English provincial journal:

"Wanted—For a sober family, a man of light weight, who fears the Lord and can drive a pair of horses. He must occasionally wait at table, join the household prayer, look after the horses and read a chapter of the Bible. He must, God willing, arise at 7 o'clock in the morning and obey his master and mistress in all lawful commands. If he can dress hair, sing psalms and play at cribbage the more agreeable."

The following notice was posted on the courthouse door of a Kentucky town:

"N. B. take pur ticklar Notis that thar is now in the Jale of boyd county Ky 1 negroe man bearing the name of Jackson marloe from mazuray as he says Delivered to me buey A pur mitamus from the Justis of the peas of said county on the 5of June 1862. P. T. Jilson."

Atlantic City has a number of hotels given over to "stags," and one of these displays the following signs:

"Parties contemplating suicide will be furnished with all necessary facilities and the latest improved methods with assistance free and funeral expenses defrayed.

"Telegraph and telephone service free.

"Stationery and postage stamps furnished free.

"Female typewriters on every floor.

"The best and most courteous attention given to old maids (the older



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



If you want the stillest running, easiest to operate, and safest Gasoline Lighting System on the market, just drop us a line for full particulars.

ALLEN & SPARKS GAS LIGHT CO., Grand Ledge, Mich.

Patent Steel Wire Bale Ties

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

We are also extensive jobbers in Hay and Straw. We want all you have. Let us quote you prices f. o. b. you city.

Smith Young & Co.

1019 Michigan Avenue, Lansing, Mich.

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

the better) and families with small children (the more the merrier).

"Patrol wagons, ambulances, and cushion-tired hearses on hand awaiting demand.

"Dogs allowed in any room of the house, including the family room.

"Gentlemen can drink, smoke, swear, chew, gamble, tell shady stories, stare at the new arrivals or indulge in any other innocent amusement common to first-class hotels in any part of the country.

"Female bicycle messengers on every floor.

"Couples desiring the services of a minister will kindly leave word at the office. One of any denomination will be furnished at short notice. We stand in with them all.

"Parties desiring to leave by the window will notify the porter, so that he can lend his assistance.

"Hairdressing, chiropody and manicuring free of charge.

"Don't blow out the gas. If you must commit suicide find some other process.

"The clerks are college graduates, carefully selected to please everybody, and can lead in prayer, play draw poker, lawn tennis, croquet, shake the dice, dance a jig, play billiards, take up a stitch in crochet work, lead the german, spin a tough yarn, play on the cornet and piano, put on the gloves, work the growler, hold a baby, deliver a lecture and wait on 40 gentlemen at once. They are authority on all sporting events throughout the country, can talk Dutch, French, Hebrew, Navajo, Army Joe, Greek, Latin, Choctow and How-de-do and whistle the balance."
--Washington Star.

Testing of Thermometers Requires Care.

"We have been selling as many thermometers this summer as usual," said the manufacturer, "in spite of the vagaries of the weather. It is a fact, though, that a good hot spell always booms the trade. A man who buys a good thermometer will always swear by it as staunchly as he swears by his watch. It doesn't make any difference to him what official records say.

"There is as much difference in thermometers as there is in individuals—or razors," he added as an afterthought. "No two are exactly alike. Some thermometers are the work of scientific operation in the hands of experts; others are turned out like so many pairs of machine made shoes. With extremely sensitive and minutely accurate instruments needed for reliable work the greatest care is taken. They are kept in stock for years sometimes and compared with instruments known to be trustworthy beyond question. Naturally so much time can not be spent over the cheap thermometers, although more care is devoted to them than many purchasers suppose.

"Mercury is used for scientific instruments, but alcohol is used for the cheaper grades. The alcohol is tinted with aniline dyes, which do not fade. The manufacturer buys the tubes in strips from glass factories.

His blower cuts them to the proper lengths and makes the bulbs on the ends. When the bulbs are filled with alcohol they are allowed to stand for several hours before being sent back to the blower to close the upper end. By this time the liquor is thoroughly expanded.

"The first guide mark—32 degrees Fahrenheit—is found by plunging the bulb into melted snow, when it is to be had. This invariably gives the exact freezing point and is an un-failing test when the accuracy of the thermometer is suspected. When melted snow is scarce, as it is just now, manufacturers use a little machine for shaving ice which serves the purpose almost as well.

"After their cold bath the thermometers go to another workman, who plunges them into a tub of water kept constantly at 64 degrees. Another takes them at 96 degrees, and so on, allowing 32 degrees for each guide mark. Then they are ready to be put into frames and have the other degrees and their fractions marked off accordingly."

Who Is In Danger?

A certain man given much to thought and benevolence was passing along the street.

His musings were interspersed with copious rubberings.

For he was an observant gazabo.

And as he rubbered he saw, high in the air, against the side of a building, a scaffold, on which a number of men were busily toiling.

"O," shuddered the benevolent man, "what risks those men take! Think of the danger they brave for the sake of their daily bread! We who walk safely upon terra firma are not sufficiently appreciative of our own safety and of the dangers others face for the sake of self-support and of keeping up the industrial world."

As he spoke and walked forward rubbering at the men on the scaffold he stumbled over a brick-bat and broke his leg.

Whereupon the men on the scaffold looked down while the ambulance came and got the man who had been sorry for their danger.

Out of His Sight.

The chief was cross that morning and was venting his wrath on the pretty young lady who manipulated the typewriter.

"Everything is in confusion on my desk," he said, testily. "It always is."

"You insist that you don't want anything disturbed there," she responded, meekly.

"Well, I don't want my papers disturbed; but I don't want this sheet of postage stamps left there."

"Where shall I put them?" she enquired, demurely, as she took them up.

"Don't ask so many questions," he snapped. "Put them anywhere out of my sight."

"Very well, sir," she cooed, as softly as a dove.

And, licking them with her pretty red tongue, she stuck the sheet on his bald head and walked out to seek a new situation.

BAKERS' OVENS

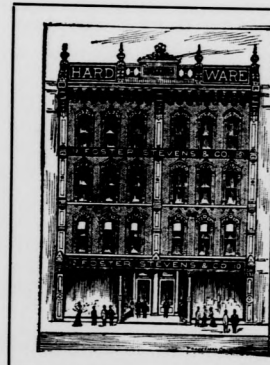


All sizes to suit the needs of any bakery. Do your own baking and make the double profit.

**HUBBARD
PORTABLE
OVEN CO.**

182 BELDEN AVE.,
CHICAGO, ILL.

Foster, Stevens & Co.



Grand Rapids, Michigan



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

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

Agency Columbus Varnish Co.

Miles Hardware Co.

113-115 Monroe Street, Grand Rapids, Mich.

Printing for Hardware Dealers

Sensible Advice on the Subject of Advertising.

The average advertisement which contains one good idea at a time, properly presented, to be followed next issue by another good idea on the same subject, will, in the course of time make a clear impression on your reader, so that when he stops to consider about your line of goods, he will have a recollection of several very pointed details cleverly put which will stick in his memory.

One good idea easily digested by the reader is worth a dozen imperfectly understood. This is demonstrated in everyday life. A man who attempts to speak on a half-dozen subjects at once would be set down as crazy. The advertiser who presents one good idea at a time is the successful advertiser—not the man who fires point blank at you several imperfectly expressed convictions regarding his goods.

There is a well-known firm of shoemen not a hundred miles from New York who handle a special line of women's shoes at \$3.50 that never lose an opportunity to advertise their *lusine s*. Early last spring they sent to a selected list of out-of-town customers, something over 5,000 in number, a very handsome catalogue descriptive of, and illustrating the specialty shoe they carried. Following the mailing of the catalogue they sent out the following circular letter:

"You have one of our catalogues—we sent you one because we want you to trade with us. If you have traded with us and worn our '—' shoe, we feel you are satisfied. We do our best to make trading with us satisfactory. If you have not traded with us yet we are wondering why you haven't? Now we want to get acquainted, with you, Mrs. Out-of-Town Shoe Buyer—we want to introduce ourselves to you. We want you to feel free to write us for any information about the shoe you see fit—it's a pleasure to us to answer any question about our shoes and keep in touch with our out-of-town friends, whether you buy or not. You can do us a little favor, and we will appreciate it. Send us the names of your neighbors who you think will be interested in our shoes. They will surely thank you for the favor done them and for the favor done us we will thank you, too, and pay you for your trouble. If you buy anything from us within the next thirty days (from the date of this letter), just take off 10 per cent. of the total amount of the bill—keep it with our compliments.

"Won't you do us the favor?"

How many men there are who get into a rut—the advertising rut. Because they make a success of one or two "grand profit-losing sales," they naturally conclude that it is good business to keep right on with them. After a while they begin to wonder why the business does not show the same percentage of returns every month that it did the corresponding month last year. The cause is "Ruts" and too much advertising of "Special Sales," "Reduced Prices" and "Goods way below cost." The way to avoid

this is to give your readers plain, sensible facts every time. It does not harm a merchant to tell the public honestly and consistently why he makes a certain price (a lower price than usual) on a line of goods to sell them. When you give a reason for selling below the regular price, make them understand that you court investigation, and it is to their interest to investigate your goods. Write your advertisements in plain, sincere language, but let the wording be enthusiastic and portray the seller's honest convictions.

Such advertising will not produce a mushroom growth of trade, but will start a sapling that will mature into a sturdy, time-resisting oak. Try it.

The retailer who uses cheap stationery and sends in bills irregularly in an untidy envelope finds a strong competitor in the man who uses neat, attractive billheads, neat envelopes, and who does everything connected with the book-keeping systematically, regularly and in style.

The retailer whose assistants make errors, delay in deliveries, make misstatements, has no show alongside of a competitor who is noted for correct dealing, promptness and truthfulness.

The retailer whose clerks are untidy in personal appearance has a strong competitor in the store where the boys always wear polished shoes, have a clean collar, a coat free from grease, hands and finger nails clean.

The retailer who is ignorant of the nature of the goods he sells can not compete with the man who knows all about them.

The retailer who never reads a trade journal goes rapidly to seed, as compared with the fellow across the way who keeps posted.

Have you any of these competitors?—Shoe Retailer.

Where Prosperity Is Unprofitable.

It will be remembered that when the coal strike was on a year ago the city of McKeesport, Pa., and its mayor received a good deal of newspaper attention. It so happened that Mayor Blair entertained some very remarkable and not altogether tenable ideas. He was reported as having even gone so far as to advise the miners to open resistance, and it was with great difficulty that even the semblance of order was maintained there. At that time the affairs of many citizens and taxpayers were in serious condition. The mines and miners being in idleness, there was precious little money with which to pay any indebtedness. The city Treasurer of McKeesport has a salary of \$500 a year and is paid 1 per cent. on taxes a month overdue and 2 per cent. on taxes two months overdue. Ordinarily this gives the Treasurer a very handsome stipend, amounting some years to as much as \$5,000. Thus the office has been made attractive because handsomely remunerative.

Now it is reported that all this has been changed and the incumbent of the city treasurership heartily wishes himself out of office. He employed a competent man as clerk and agreed to pay him an annual salary of \$1,200.

When the total income of the office was expected to be \$5,000, this would have left a good margin for the Treasurer, and everything would have been agreeable. When the coal strike was settled the miners went back to work, and they worked to such good purpose and earned such good wages that all of them had money, and apparently plenty of it. As soon as the tax levy was made out and published, the property owners with one accord proceeded to the Treasurer's office and settled, and it is reported that 99 per cent. of the citizens had canceled their municipal obligations before it was possible to collect the 1 one per cent. of those in arrears for a month. The Treasurer never had the chance to collect 2 per cent. on anything, because before the expiration of the second month every property owner had settled his indebtedness, in his eagerness and ability to avoid paying the additional percentage. So it happens that the Treasurer's whole income this year is less than \$2,000, out of which he must pay his clerk \$1,200, thus leaving an uncomfortably small margin. This is one of the instances where prosperity is not appreciated.

He Wasn't Crazy.

A Western man has just been tried for insanity and conducted his own case. Finally the judge turned to him and said: "You're not crazy." "I know it," replied the man. "I told Noah so the other day as we were going into the ark."

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

1232 Majestic Building. Detroit, Mich.

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.

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.

Long-headed Grocers

Quickly recognized the double profit opportunities afforded in Diamond Crystal Salt. The chance to make two profits by selling their dairy customers "the salt that's ALL salt," instead of common salt, was too good to miss. They realized that the better the salt they sold their dairy trade, the better the butter would be they bought, and the better would be the retail butter prices. This is the sort of business tact that builds success. Are you building this way?

Diamond Crystal Salt, put up in 1/4 bushel (14 lb.) sacks, retailing for 25c. is a very convenient and popular form with both grocers and dairymen. Also sold in barrels and smaller sacks. For further information, address

DIAMOND CRYSTAL SALT COMPANY,
ST. CLAIR, MICH.

Photography as a Career for Women.

No finer opportunity for professional success is presented to women, especially to young women, than may be found in the practically unoccupied field of photography. This is at once an art, a profession and a business and young women who might hesitate at law or medicine or would decline to sell groceries or real estate or would be unequal to a career in art as the term is generally understood, can find in photography a combination which answers all their requirements and removes all doubt as to the propriety of women in the professions.

Possibly in the largest cities the opportunity is less than in smaller communities, because in these cities higher standards are demanded, more money is required and competition is greater. But in the lesser cities and in the towns the field is almost entirely unoccupied by women, particularly in the towns of from 10,000 population down. I know personally of dozens of the smaller towns in which there are no woman photographers, and in fact can not now recall one in which there is a woman photographer. I know of one town of 7,000 people where three years ago there were two photographers, both men, and their galleries were of the kind usually found in such towns. There were several capable women in the town who had asked suggestions from me as to what they might do for the improvement of their material condition and I suggested to two of them that they buy out these "galleries" and open one which would be a credit to the town and to themselves. They simply looked at me in surprise and said they had never heard of such a thing as a woman photographer and could not think of doing such work. Within a year an enterprising man came along, bought out the galleries, opened a fairly good one, not anything like such a one as the women could have had, and since that time has made money right along.

In some of the larger cities woman photographers have taken positions in the very forefront of the profession, but they have not done there what is possible in the small towns. Let us suppose that two young women of the same town, of good social position and acquaintance, of good taste and of artistic sense, which most women possess by nature; of agreeable manners, of industrious habits and of fair business ability—suppose two such young women determined to open a studio in such a town, having already prepared themselves by a year of study and reading and practice as amateur photographers. They would select quarters on the ground floor—the average town "photograph gallery" being up a dark and narrow stairway—in a quiet street near the business center, with ample accommodations and all the latest appliances for their work; a reception-room artistically fitted and furnished with books, pictures, etc., for the comfort and convenience of customers, nice dressing-rooms, and other surroundings as unshapely as possi-

ble. To such quarters the best people of the town would resort, and when a plain woman from the country came in she would find all about her object lessons that would benefit her in her own household appointments and when she wanted her "picture taken" she would not be posed in the conscious manner which so generally prevails in rural localities, but the deft hand of the well-dressed young photographer would change her inartistic and unbecoming attire into something more attractive—this ribbon and that bow, this lace and that pin, would be properly arranged; her hair would be given a new form; her hands would be kept their distance from the lens; her pose before the camera would be made easy and natural, even graceful, perhaps, and when the photograph came finished to her view she would discover a charm and delight in herself whose existence she had never suspected.

Photography portraiture is work that only a woman can do best, because it requires a deftness of sense with which woman is born and which is as necessary to successful photography as it is in the proper care of the sick. It is acquired to some extent by the highest class man photographers, but it is almost entirely lacking in the usual country photographer, and a visit to a dozen rural establishments, made at random, will fully convince anyone who doubts my statement.

Not only in portrait photography may the young woman of fair ability and artistic intelligence find success, but as a corollary to it is the making of outdoor pictures of persons and animals, houses and bits of scenery which may be converted into charming pictures for framing, to be sold at good prices, not only at home but abroad, because beautiful photographs rank in these days of photographic art progress with pictures that cost a hundred times as much and occupy places of honor on the same walls with their more distinguished competitors.

Risk in Coughing While Being Shaved.

The man in the chair coughed suddenly and unexpectedly. "Don't do that again," exclaimed the barber, with an unwarranted display of irritation. The man in the chair resented in somewhat lurid language this restriction of his personal liberty and intimated that he would cough whenever he felt like it. "All right, then, cough your head off, but don't blame me if I cut you," returned the barber. There was no more coughing, however, and the man in the chair made his escape without any injury. But as he paid his check at the desk, he remarked to the boss barber:

"Say, you want to give some nerve tonic to the fellow who just shaved me."

"Oh, don't mind him," replied the boss. "He's from Colorado and he's used to shaving consumptives. He was telling me the other day that he's been in the business for over twenty years and has shaved everything from a 16-year-old boy to an

octogenarian drunkard, but his nerve went back on him when he drifted into Colorado Springs and started to shave the consumptives who hang out there. Ever since then a man with a cough gives him cold chills. Out there, he tells me, not a day goes by that some 'lunger' doesn't get a gash in his throat while being shaved."

One Word Quite Enough.

Rev. Mr. Goodley—Of course, Willie, you believe there is such a place as hell?

Willie Kase—Yes, sir. That's what pa says, anyhow.

Rev. Mr. Goodley—What did he say about it?

Willie Kase—He doesn't say anything about it. He just says it.

I. X. L. THEM ALL

THIRTY YEARS EXPERIENCE
WE MAKE THE BEST



PHELPS & BIGELOW WIND MILL CO.
KALAMAZOO, MICHIGAN

The Judges Do Admit

That The Original

S. B. & H. Full Cream Caramels

made by

Straub Bros. & Amiotte

Traverse City, Mich.

ARE THE BEST

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

WOMAN'S DESTINY.

Her "Curse" Resolves Itself Into a Blessing.

I stand on the general proposition that altruism originates from the maternal function, that it is the main-spring of upward progress, and that it operates upon the species at large, extending the field of its action from generation to generation, through the attraction of the sexes and resultant parentage. Miss Wedgewood, commenting on these facts, says:

"Woman inherits a larger tradition of moral relation than man does; she, in the very dawn of her existence, finds herself dowered with a heritage of instincts unknown to him. * * * He is not more surely the stronger in the realm of physical might than she is the elder in that of moral law."

From amoeba to mammal these conclusions are firmly based upon scientific observations. But there comes now a hiatus. The arrival of man upon the stage of being preceded scientific observation, nor have its most exhaustive researches so far been able to throw that positive light upon the mystery of it which would constitute a convincing revelation. The early biologists, Darwin, Huxley, Tyndall and others no doubt inclined to the belief—although by taking the name of agnostics they frankly confessed their want of knowledge on the subject—that the soul of man was the product of material evolution. Later investigators, like Lord Kelvin, who is at present the leading scientific authority in England, have taken positive ground concerning the testimony which science offers of a spiritual creative power. In a recent public address Lord Kelvin said, as reported by the London Times: "It is not in dead matter that we live and move and have our being, but in the creative and directing power which science compels us to accept as an article of faith." And his remarks are reported as being received with applause by the audience of scientific men to whom they were addressed.

Granting, then, the proposition, which is not wholly untenable even from a scientific point of view, that the soul of man is a separate creation from that of the material world, it must still be referred to that "creative and directing power" which science recognizes in nature. This physical development, therefore, may reasonably be supposed to have followed along evolutionary lines and to be subject to evolutionary law. Let us then confidently enquire what would be the result of such a development from the mortal mammal to the immortal man; what would be some of the characteristic changes which would accompany the upright position and the possession of the germ of immortality.

Science and theology may be said to be curiously at one concerning the cause of this change. We have seen that the female was in advance of the male from an altruistic or moral point of view. The Bible story tells us that it was the woman who first coveted the fruit of the tree of knowledge of good and evil; that she ate of it and gave it to her companion.

Scientifically considered, it must have been the development of the frontal brain and a growing comprehensiveness of vision which led the simian pair to lift their eyes to the heavens and stand erect. Advancing knowledge and sense of spiritual things, a looking upward toward the light and not always downward to the earth, must have been their growing mental attitude. In the words of Lowell:

Perhaps the longing to be so
Helped make the soul immortal.

But the new position had its drawbacks. Medical authorities tell us to-day that the weak back, the easily disturbed circulation, and the frequent hernia of the race may be traced to the change in the bearing of gravitation upon the spinal column, the valveless blood vessels and the abdominal walls which the erect position necessitated. Man was no longer the peer in strength of the four-footed animals who were formerly his companions, and one of the first uses to which he was obliged to put his new intelligence was the invention of tools and weapons to defend himself against them. His house or cave was indeed his castle, and his less robust arm was fain to supplement itself with a club.

But if the upright position had its embarrassing results to the man, what shall we say of his child-bearing companion? She, too, must hereafter bear her burden under circumstances which, by making new and painful demands upon her strength, incapacitated her for labor and even for pleasure and reduced her in the eyes of primitive man to a condition of inferiority which made strong demands upon his patience, his temper and his love. She was indeed necessary to him; he could by no means divorce himself from her, but what a drag

upon his pursuits and pleasures had she become!

"I will greatly multiply thy sorrow and thy conception. In sorrow shalt thou bring forth children and thy desire shall be to thy husband and he shall rule over thee." So read the words of the "primal curse." How truly they have been verified, during the long ages since they were spoken, only women know. But as the Bible redeems the lot of woman with a promise given to her alone that "her seed should bruise the serpent's head," so science offers its own mitigation of her hapless destiny. Its teachings make clear to us the great principle of nature, that every maternal sacrifice is an offering laid upon the altar of progress. It was for this that woman was chosen from the earliest dawn of being as the altruistic vessel of honor. To give herself freely for the cause of humanity is the destiny foreordained for woman by God and nature. So doing her "curse" resolves itself into a supreme

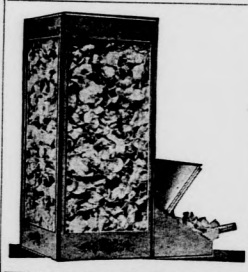
blessing for herself and the race to which she so becomes both mother and savior.

Out of her physical weakness and her dependence upon the father of her children grew the home. Miss Buckley (Mrs. Fisher) in her admirable books of scientific teaching for the young, was the first perhaps to point out how the "increase of parental care among birds and mammals and the noteworthy strengthening of the ties between mother and offspring were a factor in as well as the result of general ascent." Later John Fiske has demonstrated that the prolonged helplessness of the human infant, arising perhaps from the physical weakness of the mother and the consequent blending of mother love and father care in behalf of it, was a most important agency in developing the higher qualities of human character and laying the foundation of general civilization.

Nature's constant aim from the beginning has thus been, first to build

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, III.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

up by transmission the sex elements into well-defined male and female types, because, as Margaret Fuller has well said, "there must be units before there can be union," and to fuse them into one for the purposes of that reproduction which is the breath of her life and the only means by which her great purposes for the future can possibly be attained and to render permanent the union between the two. "They twain shall be one flesh" is the dictum of science as well as of revelation.

Caroline F. Corbin.

The Relation of the Jobber to the Retailer.

The relation of the jobber to the retailer is an interesting study, and their relations ought to be and are very important ones. There could be no jobber without the retailer, and the retailer would find it very awkward without the jobber. They both are a necessity to the successful existence of each other.

The jobber's main relationship to the retailer is promptness in shipments and ability to fill orders completely. The demands of the retailer are growing greater and greater each year, and under these conditions the jobber is compelled to give better service and deliver goods in better shape than heretofore. The service must be quicker and stocks must be better assorted and larger. It is the jobbers province to assemble the thousand items from as many different sources and distribute them through the retailer. The jobber is a convenience for the benefit of the retailer (and incidentally some benefit to himself), and the interests of both being mutual, the relations are harmonious, and there should be no cause for strained conditions.

I think the retailer, as a rule, considers the jobber as the legitimate and most accessible source of supply. The retailer would find it awkward, indeed, without the jobber, for he cannot afford to send away down to Connecticut or Pennsylvania for one dozen rim locks and one dozen mortise locks, or to Milwaukee or St Louis for one dozen pie plates and one dozen galvanized pails, although if any of you are in the market for a case of locks or a gross of galvanized pails, you will find numerous factories willing to accept your order direct.

You all know the catalogue houses have found open arms among the manufacturers. It is quantity only that makes a jobber in the eyes of some of the manufacturers. It is purely and simply volume that marks the line. So if your business is large enough to divide your purchases up, and the manufacturer agrees with you, then you are a jobber, and your troubles will have just begun. But the good judgment of the retailer will not allow him to be carried off his feet by the alluring prices quoted to the quantity buyer and be led into taking on gross lots when dozen lots would suit his capital and demands much better. You cannot do without the jobber. You must have a source of supply near by. You make your money on what you sell and deliver, and not on what you have en route

or what you have bought at a bargain and was not shipped until the season was nearly over. You have troubles enough already without adding thereto the terrifying task of buying each item only from the house that makes it.

The formation of your association was certainly a step in the right direction, and must inevitably lead to a clear defining of the relative positions to be occupied by the manufacturer, the jobber and the retailer. I hope that retail associations will continue to be formed, and that they will exert their influence for the benefit of their members, and through the medium of these associations establish relations alike friendly and profitable to all.

As far as the question of the relation between the jobber and the retailer is concerned, I think the question of organization must be carried back of the retailer to the jobber, in order to bring about the full and perfect results which your association is trying to accomplish. We have for years been suffering from unintelligent and greedy strife for trade. The manufacturer has encroached upon the jobber, and the jobber upon the retailer, and any movement that will tend to bring the distribution of hardware into its proper channels must be hailed with delight by all well-meaning men.

The National Hardware Association has for several years been endeavoring to hold the distribution of hardware in the proper channels, and have held that any course of action which did not recognize this important principle was detrimental to the interest of the manufacturer, jobber and retailer, and through this organization we are and have been endeavoring to benefit the retailer.

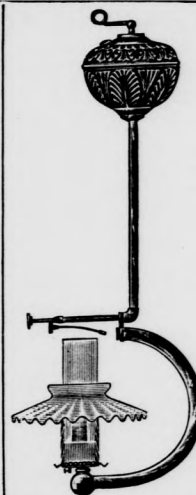
In the financial success of the mail order and catalogue houses lies the danger to individual and local enterprises to-day. This matter continues to be one of importance and their competition a source of difficulty to the retailer. Signs of relief, however, are not wanting, as assurances have been received that some manufacturers have realized the loss which they have indirectly caused the retailer in many sections of the country in supplying the catalogue houses at low prices. The National Hardware Association has been ever since its organization making a strong effort to reduce this class of competition. About the middle of May the executive committee of the National Hardware Association met the officers and a special committee of the National Retail Hardware Dealers' Association in Philadelphia. One of the main topics discussed at that meeting related to the question alluded to, and plans were adopted which I hope (through the co-operation of the two associations) will reduce the evil effect of this class of competition materially. I believe the retailer can safely rely upon the sincere assistance and co-operation of so powerful a body as the National Hardware Association, and were all jobbers members of this association many of the troubles of the retailer could be ad-

justed, and the manufacturers could control and regulate their products and prevent the demoralizing effect of the prices made by the mail order and catalogue houses by shutting off their supply, if necessary.

With faces turned toward the bright future, and hearts full of hope, let us look for the new and enlightened relationship upon upon which we may soon enter, a better feeling between the jobber and retailer, a relationship most cordial, and a spirit of mutual helpfulness.

W. M. Glass.

It is the body which gives beauty to the clothes, not the clothes to the body—it is the soul which gives character and meaning to both.



THE "CROWN" INCANDESCENT Gasoline Lights

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

The
Whiteman Mfg. Co.
Canton, Ohio

"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.

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.

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.

Loose Leaf Forms and Methods of Keeping Accounts.

While various manufacturers have been setting forth the advantages of loose leaf systems for years, the average business man has "shied" at them as some new-fangled complicated scheme needing an expert book-keeper and red tape without end. Four years' experience with loose leaf books and forms have convinced me that it is the only system adapted to a business carrying such varied lines as hardware embraces. Like most new things, a strong prejudice exists in favor of old methods that are well understood, and, for want of knowledge of something better, we are apt to stick to old lines. But these are days of expansion, and a dealer with a small stock one year may find conditions warranting a business of many times the original size next year. Warehouses have to be provided for, usually located at some distance from the retail stocks, larger store rooms are required, extra clerks are added, goods are delivered for miles, necessitating more teams, new lines are found to be advisable to take on to keep pace with the procession, and suddenly the proprietor finds that he has so much business that the bulk of his time is taken up with buying goods and attending to correspondence, that he can not watch small details, and so much for his assistants to do that it is impossible to keep track of stocks, particularly if sales are made from branches or if cash sales of goods delivered are not itemized.

Nothing is more discouraging to an employee than to find that he is out of staple articles simply for want of a memorandum of stock in time to order. Nothing is more disastrous than failure to deliver goods on time that have been sold. It seems to be an unwritten law that anything that can not be found elsewhere should be kept in a hardware store. The name "Department Store" would not do a modern hardware store justice. Any ordinary man could not commit to memory the names of all the departments. The writer recently helped inventory a very ordinary stock of hardware in a mining camp, and in using the utmost care in condensing the work over 12,000 entries were made. To simplify the methods of handling such stocks, and to devise means of overcoming every obstacle as met, has been the writer's earnest effort for the past ten years.

We started out, as I venture to say nine out of ten business firms do, by having the usual day-book or blotter, sales-book or journal, a cash-book and a ledger. As lumber dealers of about five years' experience, we had found delivery books printed in triplicate with the carbon sheet in connection with the other books referred to, well adapted to that business, so we continued it when we added hardware and other lines. In a short time a telephone service was installed in our city and we soon found a great many orders coming in to us by this modern convenience. But we found that if we were to keep proper records of our business we must have

additional office force, which meant more expense, and it was to avoid this and yet to maintain a complete record and system that we began to investigate the various methods suggested by hardware and lumber journals and manufacturers of stationery. So far as I know, the credit for improved methods is due mostly to the manufacturers, as I have yet to find what I call a complete system set forth in any of the trade journals.

To go back to the telephone, the history of an order was about as follows: The order was taken on a scratch pad (wrong to start out with, as by all means a telephone book should be kept at every telephone for all orders); from the scratch pad it was copied to the day-book, from the day-book to the team delivery book, next (after some usual corrections had been made after delivery) it was copied in the sales-book, and finally in due course reached a ledger page. During the time the order taken by 'phone is being entered, a customer in the store calls to leave an order, so after a while a second day-book is started for the store, and if the business is of much magnitude a third is soon found necessary, and the first time a customer wishes to refer to his account all of the different books have to be rounded up until a man's patience is tried in trying to ascertain where a certain item was delivered on a certain day, by whom ordered, delivered and receipted for.

What would happen with a loose leaf system would be as follows: Blocks of bills printed in three different colors, provided with carbons, are distributed at the 'phone, at various places in the store, at the warehouse or wherever goods may be sold, regardless of quantity, and sufficient for as many clerks as the business may require. These bills should have ample space for delivery or shipping instructions, how order is received, by whom received and delivered, date and hour.

The order is taken on these bills, the duplicate and triplicate going to a delivery or packing slip, the original never leaving the store. The order is never copied, our experience proving that more mistakes arise from copying than from any other cause, besides the waste of time and material. Duplicate and triplicate bills are sent with all deliveries, the duplicate being left with the customer, the triplicate receipted original, any changes corrected, and these copies filed in and returned to the office, where it is compared with the separate binders.

Three writings have been saved. The account could now be posted direct to the ledger, but the custom of rendering a monthly statement itemized has been so general that most firms find it advisable to copy all daily bills to a regular bill head form printed, perforated and bound, with a carbon and sheet of blank paper which constitutes a permanent binder. Bills being written up daily, customer's bills for the month's purchases are always up to date, so that the full itemized bill is always ready and at the end of the month are all made

out ready to be footed and torn out and the footing only posted, requiring one posting a month for each account. The footings on the carbon copy may be carried forward monthly to show the monthly and yearly sales, unless these are carried through the latest type of cash registers, as some prefer.

A business man of unquestioned ability said to me recently that he liked to have a ledger last indefinitely, and showed me a large cumbersome affair with dirty leaves and dead matter enough in it to warrant sending it to the undertaker. With a loose leaf he would take out and file away at stated intervals all accounts that had been closed. Carry to a suspense sheet old delinquent accounts, and he would have his ledger filled with live, active business only, and one that would outlive him. As fully as great convenience is the loose leaf as applied to other departments. When we first started our cost book we bought the largest and best bound one that we could find, and before it was half filled we found ourselves erasing and correcting that book, and finally discarded it the moment we saw a loose leaf. We have used these books three years. Instead of having one book, which is usually at the wrong end of the store, we have four cost books and the four cost us no more than the one large one we had formerly. Four copies are made at one writing, either by typewriter or pencil, and all market changes are made by insertion of new sheets.

Cost, job, wholesale and retail prices are given on all articles entered in the cost book, and a copy, together with the stock book, are always within reach from the telephone. The stock book is almost equally important. A representative of a well-known stove manufacturer said to me recently, that he did not get a certain dealer's order while in this city about a month ago because he had to take stock and see what stoves he carried over. I asked if he did not keep a stock book and he said no. Numerous dealers have told me they did not believe a stock book could be kept that would be any good. On the contrary, it can and would be if started right. All goods kept in warehouses, and a large part of those in basements, as well, the same lines on the floor should by all means be kept in a stock book. To keep the stock book up-to-date it should be checked against daily sales, and every sale made from a branch yard or warehouse should be itemized. Also all sales of such goods as are delivered from the store are entered on the daily bills, and the only possible leak would be a purchase that might be rung up in the register and no itemized bill given; but such sales are usually for small articles, not as a rule carried in stock books. Occasionally discrepancies creep in, but not in any degree to overcome the great advantage of being able to tell in a moment how many rolls of a certain kind of paper, or barrels of cement, stoves, refrigerators, nails, wire, or a hundred different things you may be asked about by some

customer at the other end of a long distance wire, and if you don't know and your competitor does, you are likely to get left next trip.

Stock books are best started from inventories, and certainly no system compares with the loose leaf for this work. Any number may take stock at the same time in different places. Sheets are assembled, numbered and filed in a binder which will hold several years' work. Each inventory should be provided with an index which renders the inventory very valuable throughout the year.

No matter how good your books are, if you are not using a loose leaf I would order immediately. In my judgment, it is the best investment one can possibly make. You will find it economical in the end, in not only the saving of stationery, but of valuable time. We all know the value of an original entry. Formerly if we had occasion to go into court we had an express wagon to cart the books. Now I stick a few loose leaves in my pocket and our books are not inspected by a judge or jury, but only the account in question. One word of caution: If you adopt the loose leaf system for sales and use it as you are likely to for receipts, cash sales, etc., be sure to have the bills numbered by the printer, and never allow an original or triplicate destroyed. Some may be spoiled by clerks not familiar with the system, but these should be marked void and put in the files in regular order. A triplicate may be spoiled occasionally, but for such cases you have the original. I understand it is the custom of some users of the loose leaf daily charge slips to number the bills after reaching the office and having been put in the file. To such I would say we paid dearly for our experience in this respect, and since that time all our bills are numbered, and we experience no difficulty in keeping our files in shape. Without being numbered it is possible for any employee to destroy any amount of bills without detection. There is nothing safer than the carbon receipt if it is numbered, but without numbers, with the other copies destroyed, the chances of detecting dishonest practices are very slim.

In conclusion would say that these remarks are based almost entirely upon our own experience, and I would be glad to hear from others, or to have the subject discussed with a view of bringing out features I have omitted or am not acquainted with.

I had some hesitancy in choosing such a dry subject, but in our section I have found so few merchants using forms that are labor-saving and up-to-date that I could think of nothing in the range of my acquaintance with the trade where reforms are so urgently needed as in a thorough, comprehensive system of accounts, giving at once all the information that could be reasonably expected in a business with such great diversity of lines, and yet so systematized that almost any employee can ascertain in the least possible time the information desired.

L. C. Jakeway.

Clerk's Mission to Attract New Trade.

Many clerks fail to realize that their principal mission in the store is to make and hold trade.

If they wait upon the people who come to the store and make an effort to keep the stock in good shape, they think their work is all done and their duties discharged.

Now and then a clerk is found who has a good idea of the trade territory of his town and the value he can be to the store by pulling trade from all parts of that territory and sometimes beyond it.

Nothing wins like personal solicitation.

Advertising is a great help and an essential in a well regulated store.

There are other things equally important.

But calling on the farmers in this district or that and becoming acquainted with them so that they can be talked to intelligently when they come to town is one of the great helps in the fight for business.

The clerk who employs the dull days in scouting around the country is the one who will win most of the trade when the farmer comes to town to buy.

There are clerks who make lists of the families in their territories and go at this trade winning systematically. They find where these people are doing their trading and why they trade where they do.

In this way they get a splendid idea of the trade in their vicinity. In addition to that they endeavor to make the acquaintance of every one of these people.

If a clerk knows the names of children of the farmers who visit his town, he is in a position to pull trade ahead of the man who has not that information.

This applies to any clerk no matter where he is located. If he is a clerk in a suburban grocery store in the city he should equip himself with all the information he can.

Know the trade, know the people and know the stock, are three of the essentials in the make-up of a good clerk.—Commercial Bulletin.

Could Hardly Believe It.

S. P. Langley, the aeronautical pioneer, will never discuss flying machines with newspaper men, but on other topics he is not so reticent. He talked the other day about his boyhood.

"Among the memories of my boyhood," he said, "there is one odd episode that is particularly vivid. It is a conversation that I overheard one morning as I walked toward the Boston high school between two women.

"The women were talking about babies—their size, weight, health and so forth.

"Why, when I was a week old," said the first woman, "I was such a little baby that they put me in a quart pot and put the lid on over me."

"The other woman was amazed and horrified. 'And did you live?' she asked.

"Well, well, well!" exclaimed the second woman; and she glanced at the other almost doubtfully."

Hardware Price Current

Ammunition									
Caps									
G. D., full count, per m.	40								
Hicks' Waterproof, per m.	50								
Musket, per m.	75								
Ely's Waterproof, per m.	80								
Cartridges									
No. 22 short, per m.	2 50								
No. 22 long, per m.	3 00								
No. 32 short, per m.	5 00								
No. 32 long, per m.	5 75								
Primers									
No. 2 U. M. C., boxes 250, per m.	1 40								
No. 2 Winchester, boxes 250, per m.	1 40								
Gun Wads									
Black edge, Nos. 11 and 12 U. M. C.	60								
Black edge, Nos. 9 and 10, per m.	70								
Black edge, No. 7, per m.	80								
Loaded Shells									
New Rival—For Shotguns									
No.	Drs. of	oz. of	Shot	Size	Gauge	Per			
120	4	1 1/4	10	10	10	\$2 90			
129	4	1 1/4	9	10	10	2 90			
128	4	1 1/4	8	10	10	2 90			
135	4 1/4	1 1/4	8	10	10	2 90			
154	4 1/4	1 1/4	5	10	10	2 95			
200	3	1	4	10	10	3 00			
208	3	1	8	12	12	2 50			
236	3 1/4	1 1/4	6	12	12	2 65			
265	3 1/4	1 1/4	5	12	12	2 70			
354	3 1/4	1 1/4	4	12	12	2 70			
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. Steel.	7 00								
First Quality, D. B. Steel.	10 50								
Barrows									
Railroad.	13 00								
Garden.	29 00								
Bolts									
Stove.	60								
Carriage, new list.	50								
Plow.	50								
Buckets									
Well, plain.	\$4 00								
Butts, Cast									
Cast Loose Pin, figured.	70								
Wrought Narrow.	80								
Chain									
Com.	7 c.	8 c.	5 c.	4 1/2 c.	1/2 in.	1/2 in.			
BB.	8 1/4	7 1/4	6 1/4	5 1/4	6	6			
BBB.	8 1/4	7 1/4	6 1/4	5 1/4	6 1/4	6 1/4			
Crowbars									
Cast Steel, per lb.	5								
Chisels									
Socket Firmer.	65								
Socket Framing.	65								
Socket Corner.	65								
Socket Slicks.	65								
Elbows									
Com. 4 piece, 6 in., per doz.	75								
Corrugated, per doz.	1 25								
Adjustable.	40 1/2								
Expansive Bits									
Clark's small, \$18; large, \$28.	40								
Ives' 1, \$18; 2, \$24; 3, \$30.	25								
Files—New List									
New American.	70 1/2								
Nicholson's.	70								
Heller's Horse Raps.	70								
Galvanized Iron									
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28, 29, 30.	28								
List 12 13 14 15 16.	17								
Discount, 70									
Gauges									
Stanley Rule and Level Co.'s.	60 1/2								
Glass									
Single Strength, by box.	90								
Double Strength, by box.	90								
By the Light.	90								
Hammers									
Maydole & Co.'s, new list.	33 1/4								
Verkes & Plumb's.	40 1/2								
Mason's Solid Cast Steel.	300								
Hinges									
Gate, Clark's 1, 2, 3.	60 1/2								
Hollow Ware									
Pots.	50 1/2								
Kettles.	50 1/2								
Spiders.	50 1/2								
Horse Nails									
Au Sable.	40 1/2								
House Furnishing Goods									
Stamped Tinware, new list.	70								
Japanned Tinware.	20 1/2								
Iron									
Bar Iron.	3 25								
Light Band.	3 25								
Knobs—New List									
Door, mineral, jap. trimmings.	75								
Door, porcelain, jap. trimmings.	85								
Lanterns									
Regular 6 Tubular, Dec.	5 00								
Warren, Galvanized Found.	80								

Levels

Stanley Rule and Level Co.'s.....dis 71

Adze Eye.....\$17 00..dis 60

600 pound casks.....7 1/2

Per pound.....8

Metals—Zinc

Bird Cages.....40

Pumps, Cistern.....75

Screws, New List.....85

Casters, Bed and Plate.....50&10&10

Dampers, American.....50

Molasses Gates

Stebbins' Pattern.....60&10

Enterprise, self-measuring.....30

Pans

Fry, Acme.....60&10&10

Common, polished.....70&85

Patent Planished Iron

"A" Wood's patent planished, Nos. 24 to 27.....10 90

"B" Wood's patent planished, Nos. 25 to 27.....9 80

Broken packages 1/2 c per pound extra.

Planes

Ohio Tool Co.'s, fancy.....40

Sciota Bench.....50

Sandusky Tool Co.'s, fancy.....40

Bench, first quality.....45

Nails

Advance over base, on both Steel and Wire.....2 75

Steel nails, base.....2 50

Wire nails, base.....2 50

20 to 60 advance.....5

10 to 16 advance.....10

8 advance.....20

4 advance.....30

3 advance.....45

2 advance.....70

Fine 3 advance.....70

Casing 10 advance.....15

Casing 8 advance.....25

Casing 6 advance.....35

Finish 8 advance.....25

Finish 6 advance.....35

Finish 4 advance.....45

Barrel 1/2 advance.....85

Rivets

Iron and Tinned.....40

Copper Rivets and Burs.....45

Roofing Plates

14x20 IC, Charcoal, Dean.....7 50

14x20 IX, Charcoal, Dean.....9 00

20x28 IC, Charcoal, Dean.....15 00

14x20 IC, Charcoal, Alloway Grade.....7 50

14x20 IX, Charcoal, Alloway Grade.....9 00

EVIL OMENS.

Salt Came in Handy to Remove the Hoodoo.

The scene was one of extraordinary interest. Featherston had just sat down amid tumultuous handclapping and knife rapping, after assuring the company that the present moment was the proudest and the happiest of his life and that words failed him adequately to describe his emotions which—er—with which he—er—in fact, to describe his emotions. The one-hour-old Mrs. Featherston had cut the cake and now the ladies were looking at their little slices apparently in a tremor of excitement.

Duffie was sitting next to little Miss Allyn. He usually sat next to little Miss Allyn when he got a chance. Several people had noticed that and it is possible that the young woman herself had. He was thinking just then how distractingly pretty she was, when a sense that something was happening or going to happen aroused him from his reverie.

"Well, why don't you tackle it?" he asked, referring to the cake. "It strikes me as just the thing to top off lobster mayonnaise and chocolate ice."

"Hush!" she said. "I want to see who gets it."

"Gets what?"

"The ring."

"I thought Mrs. Featherston had got it. Featherston didn't make any mistake, did he?"

"Don't be stupid. I mean the ring in the cake. There's a ring and a thimble and a cent. Are you superstitious?"

"Slavishly. I passed under a ladder on my way to the church. It was just outside the door when I started. They were painting the porch and had left it standing for the accommodation of burglars all night. I was thinking of the momentous occasion and of things in general, and I deliberately walked under it. Some great misfortune is going to happen. I'm trying to be gay, but that ladder weighs on me."

"I should think it would," said the young woman, sympathetically. "I wouldn't have a moment's peace. There! Cora Muir has the ring. I'm not going to wait any longer now."

She broke the cake and something bright rolled on the floor with a jingle.

"What was it?" asked Duffie, as he stopped. "The penny?"

Miss Allyn sighed heavily. "It's the thimble," she announced to the company, and a chorus of commiseration answered her.

"But I don't quite understand," said Duffie later on, after the bride and groom had departed. "I'm on on most of these things. I know that the old shoes and rice will inevitably bring the Featherstons good luck and happiness. And I've heard of the ring business and believe in it devoutly. But what do the penny and the thimble mean?"

"The penny brings wealth to the one that gets it," explained Miss Allyn.

"If a girl gets the thimble, it means that she will die an old maid."

"That's serious," said Duffie, after a pause. "That means—it's the ladder!"

"The ladder?"

"Yes, I—well. I don't know. I meant to say something else. You don't believe in these signs yourself, do you?"

"Indeed I do."

"You believe, then, that you will never marry?"

"I'm absolutely certain of it—after that."

"Are you sure you've got the right interpretation of it? It might be something else, you know."

"No, there's no mistake about it. Do you know where I can get a reliable parrot?"

"Don't joke about a serious thing like that. We've got to talk this matter over, you and I. I've got an idea. I told you about that ladder."

"What has the ladder got to do with it?"

"I wish you'd give me time to say what I want to say. It takes thought. You see, there's a curious involution of the ladder and you and the thimble and me. You see that, of course. The ladder means misfortune to me. Now if you've got to be an old maid by the stern decree of the thimble, there's my misfortune. You see that, too, don't you?"

"No, I don't."

"Maggie!"

"I don't, I tell you. Stop talking nonsense."

"Maggie!"

"Well, it might be your good fortune."

"Then signs go for nothing, and if they don't go for anything for me they don't for you. Therefore you aren't going to have your natural destiny affected by any thimble. Your natural destiny is to make me happy, and any arguments or omens or oracles that get in the way have got to suffer. Now tell me."

"You mustn't do that. Don't you suppose that some of those people are watching you?"

"Let 'em. I'm in earnest now. Will you, Maggie?"

"I might," she said, "but I know you too well. If it hadn't been for the ladder—but now if I say yes you'll always say there's lots of truth in that sign."

"I know what to do," said Duffie, suddenly. "Come back into the dining room. Never mind what I want. I'll show you. There's nobody there. Now," he continued, as they stood by the deserted breakfast table, "here's salt. You take a pinch. When I say the word we both throw the salt over our left shoulder. That takes the curse off and leaves us just as we were."

"Are you sure?" she asked, dipping her fingers into a saltcellar.

"Why, I thought everybody knew that," he answered. "It's a cinch. One, two, three! Throw!"

And the omens were averted.—Chicago News.

A business man who is too busy to take proper care of his health is like a mechanic who is too busy to sharpen his tools.

A VALUABLE ADDITION TO ANY GENERAL STORE IS A NICE LINE OF



FOREST CITY PAINTS

Please remember that we have but one agency in each town. If our paints are not sold in your town, write us and arrange for exclusive sale. It will pay you. We furnish a nice complete line of advertising, including bill heads, letter heads, etc., free of all cost.

The Forest City Paint & Varnish Co.

Cleveland, Ohio

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.

A MODERN STORE.

Will Work Wonders in a Bank Account.

In looking over one of the large dailies the other day the writer was struck with the very poor quality of work displayed in setting up the advertisements, which no doubt cost a good round sum of money. The best way for an advertiser to size up a newspaper on its facilities for setting up attractive looking announcements is to watch its own when it has anything to offer. Many newspapers seem to have a lot of trouble to make their clients' advertisements look attractive, but when they get up one of their own—well, that's another question. Nine times out of ten it will be a beauty, and totally unlike any of the work their advertisers receive. Keep tab on them. Cut out a few of their nice-looking announcements to show them what they really can do when they begin to explain what they can't do for you.

It is a mighty good thing once in a while for the boss to get around to the store at opening time in the morning and see how things move along. Of course, every man who has worked hard to build up his business thinks he is entitled to a little more time in the morning or to go a little earlier in the evening. But too much method in his coming and going isn't good. Very often he should be the first one to arrive in the morning and the last to leave at night, so that the boys won't be able to say, "Well, the boss won't get around before 9," or "It's going-home time for the boss and he won't come around again to-night." The man who allows himself too much leeway in the matter of time is apt to miss seeing a good many things going on in his store that it would be to his interest to know about.

The day of the dark, antiquated, dirty store is over. The sooner many small dealers realize this the better their chance of meeting competition. The people of to-day like modern, clean, light and attractive-looking stores, and they will buy of the man who conducts a store of this kind in preference to the other fellow, even if the modern store's prices are a shade higher. Have a clean, light, attractive store, and if elegance and a degree of splendor can be added, so much the better. It requires no great amount of capital to own a modern store. Anyone, be his capital ever so limited, can do much toward sprucing up his store. Choose neatness if you can't afford elegance, and be cleanly above all. Utilize the spare time in keeping off the dust. Dust seems to be partial to shoe stores and it needs your constant attention. Keep your store dustless and make such modern improvements as you can, and you will soon find less of your trade going to your competitor. To be successful, educate your trade to be progressive, and be progressive yourself. A modern store, with modern stock, judiciously advertised, will work wonders in a bank account.

Many large stores cater to out-of-town trade by sending, semi-annually, to a select list of names a handsome

catalogue. For a small store which cannot afford this expense, a small sixteen-page booklet touching upon some special lines at a popular price, with good, snappy matter, and nicely illustrated with cuts, is far better than nothing. On the front page of this booklet a picture of the store might be run with a few appropriate remarks about the business and its methods. The inside pages could be devoted to different lines of goods, with description and prices. A good idea in connection with this is to prepare a set of leaflets, each one illustrating and describing some special line. These can be placed in every package that leaves the store, and as they will in this way reach a class of people who know you and your goods, they will very likely bring good results. Don't skimp in the printing of these leaflets. This may be cheaper in the beginning, but nothing militates against results as much as poor printing—and results are what you are looking for.

Get the very best position possible for your advertisement in the paper, but don't be a crank on the subject and insist upon having a certain place or none at all. Some advertisers give so much time and attention to securing good positions that they have little to spend on the most important part, the preparation of good matter. A well-written advertisement will sell goods, no matter where it is placed—a poor advertisement placed in the costliest position won't.

No one denies that good position is a mighty good thing to have, but it doesn't pay to spend the best part of one's time to secure it. Snappy, interesting advertisements will pull trade. They will be seen and read, wherever they are placed, even if it be the most obscure and out-of-the-way position in the paper.

One way to crush out all the ambition in your help is to make them feel that they are only cogs in your business machine. If you want to get really valuable help out of your clerks make them feel their importance in your store and their responsibility in its success. Make them feel that you depend upon them for your success and that you are leaning upon them. Talk to them about what "we" ought to do, or what "we" ought to buy. Induce them to try their hand at writing an advertisement once in a while. You may dig up "a wonder" where you least expect it. It may give some of them big heads to do this, but—well, you know what to do in that case.—Shoe Retailer.

Got Even With a Rival.

Frank—I've got even with Jim at last.

Ned—How did you do it?

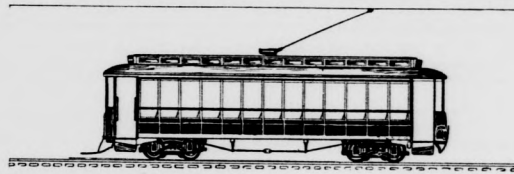
Frank—I gave his girl a pair of pretty vases and he will go broke keeping them filled with flowers.

Not So Far Wrong.

Teacher—Can any child here tell me the meaning of the word demagogue?

Small Boy—Yes'm, I can. It's one of them things that can hold lots of whisky.

Travelers from North of Grand Rapids



Should take the street cars at Mill Creek to save time and money. A nice large car leaves that station every ten minutes between 6 a. m. and 11:30 p. m., passing through all principal business streets. The fare is 8 cents from Mill Creek to any part of the city.

PAPER BOXES

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

Cereal Food, Candy, Shoe, Corset and Other Trades

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

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

COUPON BOOKS

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

TRADESMAN
COMPANY
GRAND RAPIDS, MICH.

Commercial Travelers

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

United Commercial Travelers of Michigan
Grand Counselor, J. C. EMERY, Grand Rapids; Grand Secretary, W. F. TRACY, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. HOLDEN; Secretary Treasurer, E. P. Andrew.

THE BELL BOY.

Another Creature of the Hotel Considered.

Written for the Tradesman.

When a traveling man comes to consider the "Wild Animals I have Met," such a consideration would not be complete without reference to the bell boy. The bell hop has neither fur nor horns; but he has many of the other characteristics. There are some bell boys, of course, who are perfectly sane and possess almost human intelligence; then there are others who smoke cigarettes.

Nearly all bell boys have sisters and all of them have sweethearts. The sisters are often objects of good-natured interest and enquiry from the traveling men; as for the sweethearts, they are of the most intense interest to the bell boys and make it necessary for the latter to be on almost constant exhibition in the front windows of the hostelry. A week may go by without the bell hop dusting off the chairs in the writing room; but no girl from his ward ever goes by without his knowledge, if he can help it.

It is difficult to see how a girl could well resist the charms of a bell boy. It is one of the great mysteries of a bell boy's existence. Sometimes these charms are enhanced by a blue uniform and brass buttons; then they are well-nigh irresistible.

There are oftentimes when the bell boy does not go so far as the First or the Eighth ward in search of an object on which to fasten his affections. Sometimes the object of his adoration is a dining room girl who has seen 38 summers, but is still in a good state of preservation. It is then that the entrance to the dining room is haunted by a youth in brass buttons and it is then that the lobby is penetrated by soulful sights when she strides off for her afternoon stroll on the boulevard. The bell boy fondly hopes that she will not fall in love with some lobster of a traveling man or with the clerk or the man who comes after the laundry; but it is a despairing hope, tintured with liberal portions of green-eyed jealousy. He hopes that she will wait for him until he has won fame and fortune, like Fred Fearnot or Frank Merriwell or some other celebrated hero. He never stops to consider that when he is 21 she will be 42 and that the girl realizes this and is not taking any chances. In consequence many a bell boy's first great sorrow is a white duck affair with a red, red rose in its hair.

At first he determines to butt his brains out down in the stone cellar. Then he thinks better of it and takes to cigarettes, which are more pleas-

ant and deadly; for there have been bell boys who butted their brains out and still lived. At least, such is my suspicion.

I know of at least one traveling man who has felt the same suspicion. He stepped up to the clerk's desk to pay his bill. He had just twelve minutes in which to catch his train. He thought it was twelve minutes, but he decided to look at his watch to make sure. When he felt for that article he turned pale. Then he called a bell boy to him.

"I have just eleven minutes in which to catch my train," said the traveling man to the intelligent youth. "I think I left a gold watch on the dresser up in 87. Run up and see if I didn't."

The boy was gone just four minutes. Then he came back and answered breathlessly:

"Yes, sir; you left it. There's one there."

Street & Smith would go into bankruptcy if the hotels of this country should decide to dispense with bell boys. The author of the red-front, successor to the yellow-back, would be compelled to turn his hand to writing historical novels, a consummation at which the author aforesaid and the literary critic shudder. The bell boy may not know much about G. A. Henty or Kirk Munroe; but he can tell you the story of "Iron-bound Ed, the Elevator Boy; or from the Bottom to the Top." He can thrill you with "Buffalo Bill's Last Fight; or the Bloody Battle of Big Butte." Adelina Patti's farewell appearance is not in it with Buffalo Bill's last fight, although many people suppose that Patti held the 'belt. Not so. Patti farewelled only 127 times; whereas Buffalo Bill fought his last fight 313 times and in eight different states. Then there is the story of "The Gory Coronet; or Fourteen Bucketfuls of Blood" and of "The Red Avengers of the Remorseless Reef." Do you wonder that the bell boy shudders when he passes the cigar store Indian after dark? Shudder? I should think he shud.

Bridal couples are meat for the bell hop. I know for I have bridalled twice. I have only been married once and it was five years ago that I made the investment. Two weeks ago, however, I journeyed to Grand Rapids to see "Ben Hur" and the Smith boom and the other sights of a great city. I took my wife along, a very careless thing for a married man to do. At the Morton I desired to send a message to my wife to join me at dinner. I so informed the bell boy. I perhaps should say "a" bell boy, so as not to leave the impression that there is only one bell boy on the Morton House premises. I so informed the bell boy. He looked at me a full second. Then there spread over his face that undisguisable "bridal couple" smile. It was a critical moment, one to test a man's abilities. I was not equal to the occasion. I smiled back in a foolish kind of a way. Thus was doubt in the bell boy's mind made a certainty and my condemnation rendered complete. It should be said in de-

fense of the bell boy, however, that I am still young and handsome and that none of the children were along.

When I consider the bell boy I am almost tempted to break forth into verse; but I don't at this moment recall anything that the bell boys of this country have ever done to me that I should in turn do anything like that. It is said that there is a hereafter. The bell boy will get his; why should I write poetry about him now? Douglas Malloch.

The Warwick

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

When in Detroit, and need a MESSENGER boy send for

The EAGLE Messengers

Office 47 Washington Ave.
F. H. VAUGHN, Proprietor and Manager
Ex-Clerk Griswold House

JUPITER

Is a gold mine with a complete 25 stamp mill, electric light plant; all run by water power; everything paid for; a body of ore 60 feet wide. Capital, \$1,000,000; shares \$1.00 par value; less than 600,000 shares outstanding, balance in the treasury.

A limited amount of stock for sale at 25c a share.

FOR PROSPECTUS, ETC., WRITE TO

J. A. ZAHN, FISCAL AGENT

1318 MAJESTIC BUILDING
DETROIT, MICH.

A GOOD THING === PUSH IT ALONG

The only one of its kind on the market.
DON'T MISS IT.

TWENTIETH CENTURY ADJUSTABLE Rein Holder

PATENTED AUGUST 6, 1901

Two sizes for whip and whip socket. It makes a regular Whip Lock and Rein Holder combined. Can be attached to any whip or whip socket by any one. The horses can't get the reins out.

Agents wanted in every state and county. Sample sent to any address on receipt of price, 25 cents, or write for prices, etc

ERNEST McLEAN, Box 94, Grand Rapids, Michigan

"The Perfect Wheat Food"



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

The choicest wheat prepared in a scientific way so as to retain and enhance every nutritive element. Many people cannot eat starchy foods. Nutro-Crisp is a boon to such and a blessing to all. The school children need generous nourishment. Give them Nutro-Crisp. A "benefit" coupon in each package.

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



Gripsack Brigade.

Charlotte Republican: J. A. Hageman is traveling for the Muslim Underwear Co., of Kalamazoo, with Michigan, Ohio and Illinois as his territory.

H. W. Dancer, formerly engaged in general trade at Mason, under the style of Holmes, Dancer & Co., is now on the road for the dry goods house of the Wm. Taylor Son & Co., of Cleveland, with headquarters at that place.

Mishawaka, Ind., Enterprise: C. W. Shaw has resigned from the shipping department of the Mishawaka Woolen Manufacturing Co., to accept a similar position with the Beatty Felting Co. January 1 he will go on the road for the company.

Fred H. Clarke, Michigan representative for Joseph Shrier, of Cleveland, has taken up his residence at Battle Creek after having resided in Detroit for thirty years. Mr. Clarke and his wife were both born and reared in Battle Creek and have long looked forward to the time when they could return to the scenes and associations of their childhood days. As Battle Creek is quite as central for Mr. Clarke as Detroit, he is now able to carry out the cherished ambition of a lifetime.

Albert F. Wixson, for several years Northern Peninsula representative for the Fletcher Hardware Co., but for the past few years connected with the Laurium Hardware Co., at Laurium, has organized a new company, to be known as the Milwaukee Paint & Varnish Co., occupying the position of Secretary and Treasurer, as well as General Manager, of the concern. The new company will start out as Wisconsin distributors of the Peninsular Paint & Varnish Co., of Detroit, and expects to be doing business and have six traveling men installed on the road by Jan. 1.

Onaway Outlook: Fred Hout, the popular salesman who covers this territory for the Gustin, Cook & Buckley Co., of Bay City, is about to engage in business. He has decided that Paterson's or Mullett Lake will make a town as soon as the advent of the D. & M. gives it a chance and he will at once build a store there. He will carry a full line of merchandise. Fred will retain his position on the road and the store will be managed by Mrs. Hout, with the assistance of Will Montgomery. It is expected that the store will be in operation within six weeks or so.

The Boys Behind the Counter.

Traverse City—J. F. Stewart, who has been window trimmer for the Chas. Star Co., of Three Rivers, has taken a position as window trimmer with E. Wilhelm. He has had about nine years' experience in the dry goods business.

Ann Arbor—Alva Ashley has resigned his place with George Blaish to take a position at the Schultz grocery store.

Ypsilanti—Harry Smith, who for a number of years has clerked in Beal's drug store, has resigned to enter the law department of the U. of M.

Nashville—Truman Navue, for several years in the employ of C. W.

Smith and recently engaged in the grocery business, has entered the employ of O. M. McLaughlin in his clothing store.

Grand Ledge—Will Pierce, who has been a clerk in Hixson & Bromley's grocery department for some time past, is moving to Battle Creek, where he will engage in the grocery business on his own account.

Alma—Chas. G. Rhodes has a new clerk in his drug store in the person of C. R. Murphy.

Big Rapids—John Gilmour succeeds Charles Ringler as clerk in the C. D. Carpenter dry goods store. Mr. Ringler will take up the study of dentistry at the U. of M.

Reading—Otis Abbott succeeds E. P. Kidder as clerk in the Hill grocery store.

Ypsilanti—Frank Yott, of Wayne, who has been prescription clerk in the Central drug store of that place for the past six years, has taken a similar position with E. R. Beal of this city. Mr. Yott is a U. of M. graduate and has had ten years' experience, having held positions at Wayne, Mt. Clemens and Ann Arbor.

Hides, Tallow, Pelts and Wool.

The hide market is very unsettled and uncertain on values. Sales have been made ahead at higher values than rule to-day. The scarcity of the country takeoff prevents filling. Packers have large stocks and are free sellers at a decline. Cattle are in large supply, but are largely branded stock, suitable only for sole leather. Some tanners are largely stocked with light hides, while others are buying only from hand to mouth, hoping for lower prices, which now seem probable. The market is really lower and the tendency is downward.

Tallow is dull, with buyers well supplied for present use and waiting to see what may turn up. Any sales now made must be at a concession of price.

Pelts are in fair request at full values, with light offerings.

Wool has been having a waiting game, with some sales at a concession of price. The market is again active, with larger sales, which have stimulated prices in the State. Buyers from the East are active and have advanced prices in the West fully 1/2c. Considerable is moving, with some lots still held above the market.

Wm. T. Hess.

They Want the Northern Book.

Traveling men who are compelled to use the mileage book of the Central Passenger Association are clamoring for the adoption of the Northern (Michigan) book in its place.

Commercial travelers do not like the Central because of the time required to make exchanges and passenger officials of roads that do not use the Northern book oppose it on the ground that mileage detached on the train is apt to be lost, in which event the books can not be redeemed. It is said that the Commissioner of the Michigan Association took 100 books at random a short time ago and in tracing their use on trains found that the mileage lost was less than one-tenth per cent.

Military Instruction.

This country has always been opposed to the maintenance of a large standing army, and, of course, to any form of compulsory military service, but it has always been recognized from the very beginning that some sort of military training was necessary for the masses of the population. The Constitution provided for the maintenance of an efficient militia, and prohibited any curtailment of the right of citizens to bear arms. In time of war large numbers of volunteers have always been raised to supplement the small standing military force, and it has been with volunteer armies that we have fought all of our wars.

In most other countries, particularly those with which a clash is always possible, because of keen commercial rivalry or other reason, great standing armies are maintained and all hold to the practice of universal military service. All able-bodied young men are compelled to serve a time in the army with the colors, and a still longer time in the reserve. This system not only maintains a large force under arms constantly, but practically trains the entire male population in military exercises, drill and the duties of soldiers.

Since we do not possess either a large standing army or a system of universal military service, we must do something to offset the military training of our possible rivals. This is partially accomplished by maintaining a militia system, but the organized militia is but a very small portion of the able-bodied youth of the country. It is true that the very extensive devotion to hunting among young men familiarizes the greater portion of our people with the use of firearms, but this does not supply the place of military drill and training.

Since the training of our youth in the military service is necessarily limited to a small portion entering the regular army or the organized militia, any plan which supplements these regular means of training is to be commended. The War Department has of recent years followed a very liberal policy in assigning officers of the army as military instructors in colleges and schools. Where formerly but a comparatively few large colleges had military instructors, at the present time a very large number of colleges and schools give employment to military instructors and have Army officers detailed. Even where no officers have been placed on duty military drill is taught by competent persons.

This early training of boys in the rudiments of military science is of the very greatest benefit, as young men trained in such schools become much more useful soldiers when called upon in an emergency than young men who have had no previous military training. This is no mere assertion, as the fact has already been amply established. During the Civil War and during the war with Spain, the young men who had been trained at military schools not only made good soldiers as a rule, but many of

them because of their training became officers.

The further extension of military drills and exercises in the schools cannot be too warmly recommended. Even where it is not possible to secure the detail of Army officers, much can be done in the way of teaching the rudiments. Such instruction not only serves a useful public purpose, but it affords healthful and entertaining exercise in which the entire school participates, thereby insuring or at least promoting a higher general standard of physical development.

A good cough may be a good thing. A woman in Port Dalhousie, Canada, coughed to good purpose the other day. She relieved herself of a water beetle, having a sharp proboscis, long legs and green wings. The woman had been ill for a year. Doctors said there was a cancerous growth in her stomach.

Detroit—The Acme Manufacturing Co. has been organized to engage in the silverware, glassware and crockery business. The authorized capital stock is \$5,000, held as follows: John J. Jackson, 260 shares; Geo. G. Harris, 130 shares, and S. D. Fry, 130 shares.

J. H. Henderson, formerly engaged in the grocery business at Belding, will shortly re-engage in general trade at that place. The Judson Grocer Co. furnished the groceries and the Grand Rapids Dry Goods Co. supplied the dry goods.

Flint—The W. P. Byers Co. has offered to remove its shoe factory from Columbus, Ohio, to this place, conditional on local citizens taking \$35,000 6 per cent. preferred stock and erecting building to lease to the new enterprise.

Pontiac—The factory building of the Pontiac Knitting Co. is completed and ready for the installation of the new machinery. It is probable that the capital stock will be increased from \$50,000 to \$100,000.

Clare—Winans & Anderson, owners of the elevator at Rosebush, have leased the Doherty warehouse, adjoining the P. M. tracks, and will conduct a wholesale produce business.

James H. Hallock, dealer in general merchandise, Imlay City: Don't believe I can afford to have my subscription to the Michigan Tradesman stopped.

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

Term expires
WILEY P. DOTY, Detroit - Dec. 31, 1903
CLARENCE B. STODDARD, Monroe - Dec. 31, 1904
JOHN D. MUIR, Grand Rapids - Dec. 31, 1905
ARTHUR H. WEBBER, Cadillac - Dec. 31, 1906
HENRY HEIM, Saginaw - Dec. 31, 1907

President, **HENRY HEIM, Saginaw.**
 Secretary, **JOHN D. MUIR, Grand Rapids.**
 Treasurer, **W. P. DOTY, Detroit.**

Examination Sessions.

Mich. State Pharmaceutical Association.

President—**LOU G. MOORE, Saginaw.**
 Secretary—**W. H. BURKE, Detroit.**
 Treasurer—**C. F. HUBER, Port Huron.**

The Drug Market.

Opium—Is firm at unchanged price.

Morphine—Is steady.

Quinine—Is in good demand and firm.

Citric Acid—On account of lack of demand and competition between manufacturers has declined 1c.

Cantharides, Russian — Higher prices continue with no prospects of decline.

Ergot—Has advanced and fluid extract manufacturers have advanced their prices.

Menthol—Has declined and will be lower later on.

Nitrate Silver—Has advanced on account of higher price for metal.

Spermacetti—Is scarce and higher.

Select Elm Bark—Is very scarce and continues higher.

Juniper Berries—The crop is large this year and price is lower.

Oil Cloves—Has advanced on account of rapid advance in the spice.

Oil Peppermint—Is very active. Sales have been large.

Oil Wormwood—Crop is very large this year and price will be much lower.

Oils Hemlock, Spruce and Cedar—Remain firm at price noted.

Oil Cassia and Anise—Is very firm on account of higher price in China.

Oil Spearmint—Is in very small supply and higher. New crop does not seem to reduce price any.

Arnica Flowers—Are very firm both here and in the primary market. Higher prices are looked for.

Saffron—Has again advanced 10c per pound and is tending higher.

Gum Asafoetida—Is very firm for prime gum.

Golden Seal Root—Is firm. Another advance is looked for. All manufacturers have advanced their prices.

Gum Shellac—Continues to advance and higher prices are looked for.

Cloves—Advanced again and are tending higher on account of small stocks and light crop.

Linseed Oil—Is firm and has advanced on account of condition of seed.

Owl Co. Sues Sixty-Five Druggists.

A test is to be made in the United States Court of the legality of a boycott on the Owl Drug Co., of San Francisco. This company cut the price of proprietary medicines, and the wholesale and retail druggists united to boycott it. The company now sues sixty-five druggists for \$5,000 each for damages and, if it succeeds, will also bring criminal suits.

The complaint declares that all the wholesale druggists refuse to sell to the Owl company, even when cash is tendered. As the articles which the company can not buy are manufactured outside of California and imported by the wholesalers, the complaint is made that the monopoly of the drug market created by the combine is a conspiracy contrary to the Sherman Anti-Trust law.

The plaintiff seeks to recover \$5,000 from each defendant, but under the law, the court may treble that amount if it so wishes. Counsel fees for \$2,500 are also asked.

Palatable Hints.

The best way to give quinine is to add one grain of tannic acid to each three grains of quinine, giving them in a vehicle of syrup of tolu. In case copaiba and turpentine are not given in gelatin capsules, an emulsion flavored with gaultheria comes next in order. For chloral hydrate, peppermint water is perhaps better than cinnamon. Equal parts of peppermint water and simple syrup make the best vehicle for sodium salicylate. A few grains of table salt placed upon the tongue will produce a copious flow of saliva and then if swallowed with medicine which has an objectionable taste it may in a measure be disguised. Care should be taken, however, that no chemical should be taken into the mouth when the secretions are inactive or the membranes dry and parched. Simple water or lemon juice will obviate a part of this trouble. A combination of syrup of red raspberry and glycerine makes an unusually palatable vehicle.

Surgical Instrument Makers Combine.

Surgical instrument makers, importers, and dealers, to the number of sixty-five, held a meeting recently, for the purpose of perfecting an organization similar to that of the dental trade. It is not the intention to make a trust, but simply to combine for mutual protection, through a clearing house, they keeping one another informed of all bad accounts, and any customer may be refused further credit by all the members until his account is settled. The body will be known as the American Surgical Trade Association, and any reputable manufacturer, dealer, or importer may become a member. All of these combinations for "social and benevolent intercourse," sooner or later, are tempted to abandon their original good resolutions to reduce prices and profits, so as to help the retailer in every way, and after getting acquainted, too often use their combination to squeeze the dealer.

Snow Jumble.

Put a spoonful of ice cream in a tall glass, add a layer of sliced pineapple (cut into small dice) a layer of ice cream, half a dozen maraschino cherries, a spoonful of crushed strawberries, stir up slightly with the fine soda stream and top off the glass with a generous spoonful of whipped cream.

Don't cry over spilt milk. There is enough water wasted as it is.

Cod Liver Oil.

The tremendous increase in the price of this oil will, no doubt, lead to extensive adulterations with cheaper animal or fish oils, for which Von Wolff advises the nitric acid test. To 15 drops of the suspected cod liver oil add 3 drops of pure nitric acid; if pure, the oil will show a red streak at point of contact that rapidly changes to bright red, and later, after considerable shaking, to lemon yellow. Seal oil does not change at once, but on standing becomes brown. Other fish oils give a blue color, changing to brown, and after prolonged standing, to a yellow color. The writer also lays much stress on the iodine and saponification numbers of the oil.

As an illustration of the reason for the great rise in price of cod liver oil, it is said that the catch for March, 1902, was 4,700,000 cod, while for the same period in 1903 it was only 120,000.

Toilet Soap Manufacturers Will Combine Again.

The toilet soap makers propose to reorganize on a broad basis during the latter part of October. The matter of prices is to be entirely eliminated, but many other abuses and evils can be rectified by a successful organization. The object of the new association is:

To promote mutual respect, goodwill and harmony.

To prevent unmercantile and unbusinesslike methods.

To create more confidence in each other, which often prevents ruinous competition.

To promote legislation that will be beneficial and prevent legislation likely to be injurious.

To use proper efforts to prevent extortion on freight rates and classification.

The meeting will be called for Friday, October 23, at the Grand Pacific Hotel, Chicago.

Grape Juice Crusade.

Druggists in Iowa and Nebraska have been handling "unfermented grape juice" which turns out to contain about 4 per cent. of alcohol. Revenue officers have recently displayed great activity and, as a consequence, certain brands of grape juice have been withdrawn from the market. The fines charged by the revenue collectors vary according to the length of time the "juice" has been handled. In some cases it will reach nearly twenty-five dollars, or the annual tax, and 50 per cent. of the revenue due is added in case of failure to report. Omaha and Des Moines wholesalers have received letters from many of their customers, threatening to deduct from their bills enough to pay the fines, claiming that they misrepresented the "juice" and that they have suffered much inconvenience and loss by the imposition.

Mimeograph Ink.

For use with any kind of a stencil, ink must be thick—more like a paste than like writing fluid, and it would apparently be best to use for the coloring agent some substance not soluble in the liquid employed to carry

it, as it would then have less tendency to "creep" under the edges of the stencil and so spoil the impression. The colors may be obtained in market ground in water, under the name of "distemper colors." An addition of gum arabic or dextrin mucilage would be necessary to hold the pigment to the paper on drying, and a very small quantity of glycerin would prevent the mixture from drying too readily. Anilin colors ground with dextrin mucilage can also probably be made to answer.

Joseph Lingley.

Purifying Water.

Water may be sterilized in five minutes, and made both harmless and palatable, as follows: To one gallon of water add three drops of the following solution: Water 100 parts, bromide 20 parts, potassium bromide 20 parts, and then, after five minutes, add three drops of a 9 per cent. solution of ammonia.

A hen is always in hard luck. She is seldom able to find anything where she laid it.

HOLIDAY GOODS

The grand display is ready in our sample room and our travelers are out with a large line of samples. Our line includes

Everything Desirable in Holiday Specialties

For the Drug, Stationery, Toy and Bazaar Trades.

Your early visit is desired. Prices right and terms liberal

FRED BRUNDAGE

Wholesale Drugs and Stationery
 Muskegon, Mich.

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 to 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.

WHOLESALE DRUG PRICE CURRENT

Advanced—Quinine, Cascara Sagrada.
Declined—

Acidum	
Aceticum.....	80 3
Benzolium, German.....	70 2
Boricum.....	12 1
Carbonium.....	22 2
Citricum.....	38 2
Hydrochloric.....	3 2
Nitricum.....	8 2
Oxalicum.....	12 2
Phosphoricum, dil.....	1 1
Sulphuricum.....	42 2
Tannicum.....	1 10 2
Tartaricum.....	38 2
Ammonia	
Aqua, 16 deg.....	4 2
Aqua, 20 deg.....	12 2
Carbonas.....	13 2
Chloridum.....	12 2
Aniline	
Black.....	2 30 2
Brown.....	30 2 1
Red.....	45 2
Yellow.....	2 50 2
Bacosa	
Onobas.....	22 2
Juniperum.....	5 2
Kantherium.....	30 2
Balsamum	
Copaiba.....	50 2
Ferru.....	1 10
Torabin, Canada.....	60 2
Tolutan.....	45 2
Cortex	
Abies, Canadian.....	18 2
Cassia.....	12 2
Cinchona Flava.....	18 2
Eunymus atropurp.....	30 2
Myrica Cerifera, po.....	20 2
Prunus Virgin.....	12 2
Quillaja, gr'd.....	12 2
Sassafras.....	14 2
Ulmus.....	16 2
Extractum	
Glycyrrhiza Glabra.....	24 2
Glycyrrhiza, po.....	28 2
Hematox, 15 lb. box.....	11 2
Hematox, 15.....	13 2
Hematox, 1/4.....	14 2
Hematox, 1/8.....	16 2
Flora	
Arnica.....	15 2
Anthemis.....	22 2
Matricaria.....	30 2
Folia	
Barosma.....	30 2
Cassia Acutifol, Tin.....	20 2
Cassia Acutifol, Alx.....	25 2
Salvia officinalis, 1/4.....	12 2
Uva Ursi.....	8 2
Gammal	
Acacia, 1st picked.....	8 2
Acacia, 2d picked.....	4 2
Acacia, 3d picked.....	3 2
Acacia, sifted sorts.....	2 2
Acacia, po.....	45 2
Aloe, Barb. po. 18.....	12 2
Aloe, Cape.....	2 2
Aloe, Socotri.....	30 2
Ammoniac.....	55 2
Assafoetida.....	30 2
Benzolium.....	50 2
Catechu, 1/4.....	13 2
Catechu, 1/8.....	14 2
Catechu, 1/16.....	16 2
Camphora.....	64 2
Euphorbium.....	40 2
Galbanum.....	1 2
Gamboge.....	1 2
Gumacum.....	1 2
Kino.....	1 2
Mastic.....	1 2
Myrrh.....	1 2
Opil.....	1 2
Shellac.....	1 2
Shellac, bleached.....	1 2
Tragacanth.....	1 2
Herba	
Absinthium.....	25 2
Eupatorium.....	25 2
Lobelia.....	25 2
Majorana.....	25 2
Mentha Pip.....	25 2
Mentha Vir.....	25 2
Rue.....	25 2
Tanacetum Voz.....	25 2
Thymus.....	25 2
Magnezia	
Calced, Pat.....	55 2
Carbonate, Pat.....	18 2
Carbonate, K. & M.....	18 2
Carbonate, Jennings.....	18 2
Oleum	
Absinthium.....	3 50 2
Amygdala, Dulo.....	50 2
Amygdala, Amara.....	8 2
Anisi.....	1 50 2
Aurant Cortex.....	2 10 2
Bergamit.....	2 50 2
Caliputi.....	35 2
Caryophyll.....	90 2
Cedar.....	80 2
Chenopadi.....	2 2
Cinnamoni.....	1 00 2
Oitronella.....	35 2
Conium Mac.	
Copaiba.....	80 2
Cubeba.....	1 15 2
Erechtitios.....	1 35 2
Erigeron.....	1 50 2
Gaultheria.....	2 30 2
Geranium, ounce.....	2 75 2
Gossypii, Sem. gal.....	50 2
Hedeoma.....	1 80 2
Juniper.....	1 50 2
Lavandula.....	90 2
Linum.....	1 15 2
Mentha Piper.....	3 10 2
Mentha Verid.....	5 00 2
Morruze, gal.....	5 00 2
Myrica.....	4 00 2
Olive.....	75 2
Picis Liquida.....	10 2
Picis Liquida, gal.....	10 2
Ricins.....	90 2
Rosmarini.....	90 2
Rose, ounce.....	6 50 2
Succini.....	40 2
Sabina.....	90 2
Santal.....	2 75 2
Sassafras.....	80 2
Sinapi, ess, ounce.....	1 50 2
Thyme.....	40 2
Thyme, opt.....	1 50 2
Theobromas.....	15 2
Potassium	
Bi-Carb.....	15 2
Bichromate.....	15 2
Bromide.....	40 2
Carb.....	12 2
Chlorate.....	18 2
Cyanide.....	34 2
Iodide.....	2 30 2
Potassa, Bittart, pure.....	28 2
Potassa Nitras, opt.....	70 2
Potassa Nitras.....	60 2
Prussiate.....	23 2
Sulphate po.....	15 2
Radix	
Aconitum.....	25 2
Aitha.....	30 2
Anchusa.....	10 2
Arum.....	2 2
Calamus.....	20 2
Gentiana.....	12 2
Glycyrrhiza, pv. 15.....	16 2
Hydrastis Canad.....	9 2
Hydrastis Can., po.....	12 2
Infusa, po.....	18 2
Ipecac.....	2 2
Iris plox.....	35 2
Jalapra, pr.....	25 2
Maranta, 1/4.....	2 2
Podophyllum, po.....	22 2
Rhei.....	75 2
Rhei, cut.....	1 25 2
Rhei, py.....	75 2
Spigelia.....	35 2
Sanguinaria, po. 15.....	18 2
Serpentaria.....	65 2
Senega.....	75 2
Smilax, officinalis H.....	10 2
Smilax, M.....	25 2
Solidag.....	10 2
Symplocarpus, Foeti.....	2 2
Valeriana, Eng. po. 30.....	15 2
Valeriana, German.....	14 2
Zingiber a.....	16 2
Zingiber j.....	16 2
Semen	
Anisum.....	18 2
Apium (gravelosa).....	13 2
Bird, 1s.....	4 2
Carul.....	10 2
Cardamon.....	70 2
Coriandrum.....	8 2
Cannabis Sativa.....	6 4 2
Cydonium.....	75 2
Chenopodium.....	25 2
Diplex Odorata.....	10 2
Foeniculum.....	10 2
Foenugreek, po.....	7 2
Lini.....	4 2
Lini, gr'd.....	4 2
Lobelia.....	1 50 2
Pharlaris Canarian.....	6 2
Rapa.....	5 2
Sinapi, Alba.....	9 2
Sinapi, Nigra.....	11 2
Spiritus	
Fruentum, W. D. Co.....	2 00 2
Fruentum, D. F. R.....	2 00 2
Fruentum.....	1 25 2
Juniperis Co. O. T.....	1 50 2
Juniperis Co.....	1 75 2
Saacharum N. E.....	1 90 2
Spt. Vini Galli.....	1 75 2
Vini Oportu.....	1 25 2
Vini Alba.....	1 25 2
Sponges	
Florida sheeps' wool.....	2 50 2
Nassau sheeps' wool.....	2 50 2
Velvet extra sheeps'.....	2 50 2
wool, carriage.....	2 15 2
Extra yellow sheeps'.....	2 12 2
wool, carriage.....	2 10 2
Grass sheeps' wool.....	2 75 2
carriage.....	2 10 2
Hard, for slate use.....	2 75 2
Yellow, for slate use.....	2 14 2
Syrups	
Acacia.....	2 50 2
Aurant Cortex.....	2 50 2
Zingiber.....	2 50 2
Ipecac.....	2 50 2
Ferri Iod.....	2 50 2
Rhei Arom.....	2 50 2
Smilax Officinalis.....	2 50 2
Senega.....	2 50 2
Antile.....	2 50 2

Menthol.....	6 75 2	7 00	Seidlitz Mixture.....	20 22	Linseed, pure raw....	40 43
Morphia, S. F. & W.....	2 35 2	2 60	Sinapis.....	2 18	Linseed, boiled.....	41 44
Morphia, S. N. Y. Q.....	2 35 2	2 60	Sinapis, opt.....	2 30	Neatsfoot, winter str	85 70
Morphia, Mal.....	2 35 2	2 60	Snuff, Macaboy, De	2 41	Spirits Turpentine....	64 68
Moschus Canton.....	2 35 2	2 60	Voss.....	2 41		
Myristica, No. 1.....	38 2	40	Snuff, Scotch, De Vo's	2 41	Paints	
Nux Vomica... po. is	2 10	10	Soda, Boras.....	2 11	Red Venetian.....	1 1/2 2
Os Sepia.....	25 2	26	Soda et Potass Tari.	2 28 2	Ochre, yellow Mars.....	1 1/2 2
Pepsin Saac, H. & P.			Soda, Carb.....	1 1/2 2	Ochre, yellow Ber.....	1 1/2 2
P. Co.....	2 100	2	Soda, Bi-Carb.....	2 5	Putty, commercial....	2 1/2 2 1/2
Picis Liq. N.N. 1/4 gal.			Soda, Ash.....	3 1/2 4	Putty, strictly pure.	2 1/2 2 1/2
doz.....	2 200	2	Soda, Sulphas.....	2 2	Vermillion, Prime	
Picis Liq. quartis.....	2 400	2	Spts. Cologne.....	2 2 60	American.....	1 30 15
Picis Liq. pinta.....	2 800	2	Spts. Ether Co.....	50 2 60	Vermillion, English..	70 2 75
Pil Hydrarg... po. 80	2 80	2	Spts. Myrota Dom.....	2 2 00	Green, Paris.....	14 2 18
Piper Nigra.....	2 22	2	Spts. Vini Rect. bbl.	2 2	Green, Peninsular....	13 2 16
Piper Alba.....	2 35	2	Spts. Vini Rect. 1/2 bbl.	2 2	Lead, red.....	8 1/2 7
Pilx Burgun.....	2 7	2	Spts. Vini Rect. 1/4 bbl.	2 2	Lead, white.....	8 1/2 7
Plumbi Acet.....	10 2	12	Spts. Vini Rect. 1/8 gal	2 2	Whiting, white Span	2 35
Pulvis Ipecac et Opil	1 30 2	1 50	Strychnia, Crystal....	90 2 1 15	Whiting, gliders.....	2 35
Pyrethrum, boxes H.			Sulphur, Subl.....	2 34 2	White, Paris, Amer.	2 1 25
& P. D. Co., doz.....	2 75	2	Sulphur, Roll.....	2 34 2	Whiting, Paris, Eng.	2 1 25
Pyrethrum, pv.....	2 25 2	2 30	Tamarinds.....	2 10	cliff.....	2 1 20
Quassia.....	2 10	2	Terebenth Venice.....	2 28 2	Universal Prepared.....	1 10 2 1 20
Quinia, S. F. & W.....	2 27 2	2 30	Theobromas.....	42 2 50		
Quinia, S. German.....	2 27 2	2 30	Vanilla.....	9 00 2 16 00	Varnishes	
Quinia, N. Y.....	2 27 2	2 30	Zinci Sulph.....	7 2 8	No. 1 Turp Coach....	1 10 2 1 20
Rubia Tinctorum.....	2 27 2	2 30			Extra Turp.....	1 10 2 1 20
Saccharum Lactis pv	2 27 2	2 30			Coach Body.....	2 75 2 3 00
Salaquin.....	4 50 2	4 75			No. 1 Turp Furn.....	1 00 2 1 10
Sanguis Draconis.....	4 50 2	4 75			Extra Turp Damar.....	1 50 2 1 60
Sapo, W.....	12 2	14			Jap. Dryer, No. 1 Turp	70 2
Sapo M.....	10 2	12				
Sapo G.....	10 2	12				
	2 15	2				

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 ordersHazelton & 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

DECLINED

Index to Markets
By Columns

		1		2	
		AXLE GREASE		Pineapple	
A	Col.	Aurora	doz. gross	Grated	1 25@2 75
		Oastor Oil	55 6 00	Sliced	1 50@2 55
		Diamond	50 7 00	Fair	Pumpkin
		Frazer's	75 9 00	Good	75
B		IXL Golden, tin boxes	75 9 00	Gallon	1 10
		BATH BRICK		Raspberries	2 50
		American	75	Standard	1 15
		English	85	Russian Caviar	3 75
C		BROOMS		1 lb. cans	7 00
		No. 1 Carpet	2 50	1 lb. can	12 00
		No. 2 Carpet	2 25	Salmon	11@14
		No. 3 Carpet	2 15	Columbia River, falls	11@14
D		No. 4 Carpet	1 75	Columbia River, flats	11@14
		Parlor Gem	3 40	California, 1/2	1 40@1 65
		Common Whisk	85	Red Alaska	1 40@1 65
		Fancy Whisk	1 20	Pink Alaska	1 40@1 65
E		Warehouse	2 90	Sardines	3 75
		BRUSHES		Domestic, 1/2	3 75
		Scrub	75	Domestic, 1/2	3 75
		Solid Back, 8 in.	75	Domestic, Mustard	5 00
F		Solid Back, 11 in.	85	California, 1/2	11@14
		Pointed Ends	85	French, 1/2	11@14
		STOVE		French, 1/2	11@14
		No. 3	75	Shrimps	1 20@1 40
G		No. 2	1 10	Succotash	1 40
		No. 1	1 75	Good	1 40
		SHOE		Fancy	1 40
		No. 8	1 00	Strawberries	1 10
H		No. 7	1 30	Standard	1 10
		No. 6	1 70	Fancy	1 40
		No. 5	1 90	Tomatoes	90@1 00
		BUTTER COLOR		Good	1 15
I		W. R. & Co.'s, 16c size	1 25	Fancy	1 25
		W. R. & Co.'s, 25c size	2 00	Gallons	8 25
		CANDLES		CARBON OILS	
		Electric Light, 34	9 1/4	Perfection	11 1/4
J		Electric Light, 16c	18	Water White	11 1/4
		Paraffine, 34	9 1/4	D. S. Gasoline	11 1/4
		Paraffine, 12c	9 1/4	Deodorized Naphtha	11 1/4
		Wicking	17	Cylinder	29
K		CANNED GOODS		Engine	18
		3 lb. Standards	80	Black, winter	9
		Gallons, standards	2 00@2 25	CATSUP	
		Blackberries		Columbia, 25 pints	4 50
L		Standards	85	Columbia, 25 pints	2 00
		Baked	80@1 30	Snider's quarts	3 25
		Red Kidney	80@1 30	Snider's pints	2 25
		String	70@1 25	Snider's 1/2 pints	1 30
M		Wax	75@1 25	CHEESE	
		Blueberries		Ames	11
		Standard	1 35	Amber	11
		Brook Trout	1 90	Carson City	11 1/4
N		2 lb. cans, Spiced	1 90	Elise	11 1/4
		Clams		Emblem	11 1/4
		Little Neck, 1 lb.	1 00@1 25	Gem	11 1/4
		Little Neck, 2 lb.	1 50	Gold Medal	11
O		Clam Bouillon		Ideal	11 1/4
		Burnham's, 1/2 pint	1 02	Jersey	11 1/4
		Burnham's, pints	3 00	Riverside	11 1/4
		Burnham's, quarts	7 20	Edam	11@1 1/4
P		Cherries		Lelden	11 1/4
		Red Standards	1 30@1 50	Limburger	11 1/4
		White	1 50	Pineapple	50@75
		Corn		Sap Sago	1 20
Q		Fair	1 20	CHEWING GUM	
		Good	1 25	American Flag Spruce	55
		Fancy	1 50	Beeman's Pepsin	50
		French Peas		Black Jack	50
R		Sur Extra Fine	22	Largest Gum Made	50
		Extra Fine	19	Ben Ben	55
		Fine	15	Sen Sen Breath Perfume	1 00
		Moyen	11	Sugar Leaf	55
S		Gooseberries		Yucatan	55
		Standard	90	CHICORY	
		Standard	85	Bulk	7
		Lobster		Red	7
T		Star, 1/2 lb.	2 00	Eagle	7
		Star, 1 lb.	3 75	Frank's	6
		Picnic Tails	2 40	Schener's	6
		Mackerel		CHOCOLATE	
U		Mustard, 1 lb.	1 80	Walter Baker & Co.'s	28
		Mustard, 2 lb.	1 80	German Sweet	28
		Soused, 1 lb.	2 80	Premium	31
		Soused, 2 lb.	2 80	Vanilla	31
V		Tomato, 1 lb.	1 80	Caracas	31
		Tomato, 2 lb.	2 80	Eagle	28
		Mushrooms		CLOTHES LINES	
		Hotels	18@20	Sisal	1 00
W		Buttons	22@25	60 ft, 3 thread, extra	1 00
		Oysters		72 ft, 3 thread, extra	1 40
		Cove, 1 lb.	80 90	90 ft, 3 thread, extra	1 70
		Cove, 2 lb.	1 50	60 ft, 6 thread, extra	1 20
X		Cove, 1 lb Oval	1 00	72 ft, 6 thread, extra	1 20
		Peaches		Jute	
		Pie	1 00@1 10	80 ft.	75
		Yellow	1 45@1 85	90 ft.	75
Y		Pears		120 ft.	1 05
		Standard	1 00	Cotton Victor	1 50
		Fancy	1 25	50 ft.	1 00
		Marrowfat	90@1 00	60 ft.	1 00
Z		Early June	90@1 00	80 ft.	1 15
		Early June Sifted	90@1 00	70 ft.	1 15
		Plums	1 00	Newton	1 30
		Yeast Cake	10		

3

50 ft.	Cotton Windsor	
60 ft.		
70 ft.		
80 ft.		
40 ft.	Cotton Braided	
50 ft.		
60 ft.		
	Galvanized Wire	
No. 20, each 100 ft long.		
No. 19, each 100 ft long.		
	COCOA	
Baker's		
Cleveland		
Colonial, 1/2		
Colonial, 1/4		
Epps		
Huyler		
Van Houten, 1/2		
Van Houten, 1/4		
Van Houten, 1/8		
Van Houten, 1/16		
Webb		
Wilbur, 1/2		
Wilbur, 1/4		
	COCOANUT	
Dunham's 1/2		
Dunham's 1/4 and 1/8		
Dunham's 1/8		
Dunham's 1/16		
Bulk		
	COCOA SHEETS	
20 lb. bags		
Less quantity		
Pound packages		
	COFFEE	
	Rio	
Common		
Fair		
Choice		
Fancy		
	Santos	
Common		
Fair		
Choice		
Fancy		
Peaberry		
Fair	Maracaibo	
Choice		
	Mexican	
Choice		
Fancy		
	Guatemala	
Choice		
	Java	
African		
Fancy African		
O. G.		
P. G.		
Arabian	Mocha	
	Package	
	New York Basis.	
Arbuckle		1
Dillworth		1
Jersey		1
Lion		1
McLaughlin's XXXX		1
retailers only. Mail all orders		
direct to W. F. McLaughlin &		
Co., Chicago.		
	Extract	
Holland, 1/2 gross boxes		1
Felix 1/2 gross		1
Hummel's toll 1/2 gross		1
Hummel's tin 1/2 gross		1
	CRACKERS	
	National Biscuit Co.'s brands	
	Butter	
Seymour		1
New York		1
Family		1
Salted		1
Wolverine		1
	Soda	
N. B. C.		1
Reception Flakes		1
Duchess		1
Zephyrette		1
	Oysters	
Round		1
Square		1
Faust		1
Extra Farina		1
Argo		1
	Sweet Goods-Boxes	
Assorted Cake		1
Belle Rose		1
Bent's Water		1
Cinnamon Bar		1
Coffee Cake, Iced		1
Cocoa Cake, Java		1
Cocoanut Macaroons.		1
Cocoa Bar		1
Cocoanut Taffy.		1
Cracknels		1
Creams, Iced		1
Cream Crisp		1
Cubans		1
Currant Fruit		1
Frosted Honey		1
Frosted Cream		1
Gingers		1
Ginger Gems, 1/2 gross		1
Ginger Snaps, N. B. C.		1
Gladiator		1
Graham Crackers		1
Graham Wafers		1
Grand Rapids Tea		1
Honey Fingers		1
Iced Honey Crumpets.		1
Imperial		1
Jumbles, Honey		1
Lady Fingers		1
Lemon Snaps		1
Lemon Wafers		1
Marshmallow		1
Marshmallow Creams.		1
Marshmallow Walnuts.		1
Mary Ann		1
Mixed Plum.		1
Milk Blacuit		1
Molasses Cake		1
Molasses Bar		1
Molasses		1
as Jelly Bar		1
Mary Ann		1

[illegible]

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....55 6 00

BAKING POWDER

JAXON

1 lb. cans, 4 doz. case.....45
1 lb. cans, 4 doz. case.....85
1 lb. cans, 2 doz. case.....1 60

Royal



10c size.....90
1/4 lb. cans 1 35
6 oz. cans. 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans. 4 80
3 lb. cans 13 00
5 lb. cans. 21 50

BLUING

Arctic, 4 oz. ovals, per gross 4 00
Arctic, 8 oz. ovals, per gross 6 00
Arctic 16 oz. round per gross 9 00

BREAKFAST FOOD

Nutro-Grip
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

DR. PRICE'S
FOOD

Peptonized Celery Food, 3
doz. in case.....4 05
Hulled Corn, per doz.....95

Grits

Waish-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; Melsel & Goeschel,
Bay City; Fiebach Co., Toledo.

CONDENSED MILK

4 doz in case.



Gail Borden Eagle.....6 40
Brown.....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



Vanilla.....Lemon.....
2 oz panel. 1 20 2 oz panel. 75
4 oz panel. 2 00 4 oz panel. 1 50

TABLE SAUCES



LEA & PERRIN'S
SAUCE

The Original and
Genuine
Worcestershire.

Lea & Perrin's, pints.....5 00
Lea & Perrin's, 1/2 pints.....2 75
Halford, large.....3 75
Halford, small.....3 25

SOAP

Beaver Soap Co. brands



100 cakes, large size.....6 50
50 cakes, large size.....3 25
100 cakes, small size.....3 85
50 cakes, small size.....1 95

JAXON

Single box.....3 10
5 box lots, delivered.....3 05
10 box lots, delivered.....3 00

Place Your
Business
on a
Cash Basis
by using
Coupon Books.

We
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 Without a Rival

There are something like \$5,000 com-
mercial institutions in the country that
issue catalogues of some sort. They are
all trade-getters—some of them are success-
ful and some are not.

Ours is a successful one. In fact it is
THE successful one.

It sells more goods than any other three
catalogues or any 400 traveling salesmen
in the country.

It lists the largest line of general mer-
chandise in the world.

It is the most concise and best illustrated
catalogue gotten up by any American
wholesale house.

It is the only representative of the larg-
est house in the world that does business
entirely by catalogue.

It quotes but one price to all and that is
the lowest.

Its prices are guaranteed and do not
change until another catalogue is issued.

It never misrepresents. You can bank
on what it tells you about the goods it
offers—our reputation is back of it.

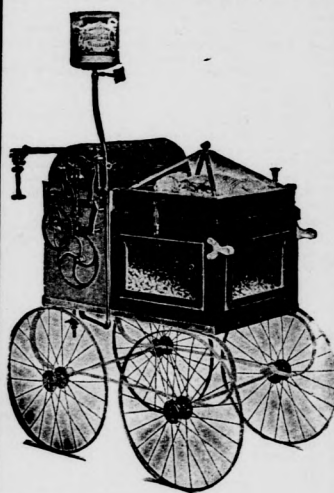
It enables you to select your goods
according to your own best judgment and
with much more satisfaction than you can
from the flesh-and-blood salesman, who
is always endeavoring to pad his orders
and work off his firm's dead stock.

Ask for catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—
By Catalogue Only.

New York Chicago St. Louis

Little Gem
Peanut Roaster

A late invention, and the most durable, con-
venient 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 Pop-
pers, Roasters and Poppers Combined from
\$8.75 to \$200. Most complete line on the mar-
ket. Also Crystal Flake (the celebrated Ice
Cream Improver, 1/4 lb. sample and recipe
free), Flavoring Extracts, power and hand Ice
Cream Freezers; Ice Cream Cabinets, Ice
Breakers, Porcelain, Iron and Steel Cans,
Tubs, Ice Cream Dishes, Ice Shavers, Milk
Shakers, etc., etc.

Kingery Manufacturing Co.,

131 E. Pearl Street,
Cincinnati, Ohio

MICA
AXLE
GREASE

has become known on account of its good qualities. Merchants handle
Mica because their customers want the best axle grease they can get for
their money. Mica is the best because it is made especially to reduce
friction, and friction is the greatest destroyer of axles and axle boxes.
It is becoming a common saying that "Only one-half as much Mica is
required for satisfactory lubrication as of any other axle grease," so that
Mica is not only the best axle grease on the market but the most eco-
nomical as well. Ask your dealer to show you Mica in the new white
and blue tin packages.

ILLUMINATING AND
LUBRICATING OILS

PERFECTION OIL IS THE STANDARD
THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY OILBARREL AND GASOLINE BARRELS

STANDARD OIL CO.

IGNORANT GROCERS

Frequently Achieve Success Despite Their Shortcomings.

We see a lot of ideas exploded as we amble through life.

We learn a lot of things in our youth—rules of life—that we have to unlearn in our old age, when it is pretty hard to do it.

One of those ideas, for example, is that a man simply can not succeed unless he is posted on his business. That idea is drummed into our heads from the ground up, and it is perfectly logical. How can a man do anything well when he does not know what he is doing?

Still, every week, I believe I see half a dozen cases which show that knowledge of one's business is not indispensable to success.

I was thinking over this business on the train the other day, when the case of a grocer I have known for years came to me. He is the greatest monument of colossal ignorance I ever knew. He assumes to know everything about the grocery business, but, as a fact, he knows nothing.

Yet he has succeeded all right.

Let me see if I can think of some of this grocer's curious breaks.

One day I heard a customer kick about the granulated sugar he was selling her.

"Is that the best sugar you are selling me?" she said. "It's so coarse."

"Yessum," answered the grocer. "That's the very best imported sugar. I don't sell cheap domestic sugar at all—that is coarse, but the sugar I sell is the best Cuban sugar, and you can't get any better anywhere."

How is that for a good bluff at ignorance? Any grocer ought to know that the best sugar is domestic sugar, not imported sugar, and that no refined sugar comes from Cuba at all.

You could hardly crowd more ignorance into a single sentence, could you?

Another time I heard him bragging up his currants. They were pretty good—extra large and cleaned well. I don't know what variety they were.

"These is the finest currants I ever had in my store," he said to a lady in my hearing.

"Where do they come from, anyway?" asked the lady, just by way of small talk.

"These are 'way from California," he answered. "Some currants come from Florida, but they ain't as good as the Californias and I won't have 'em."

I am sure that ninety-nine out of a hundred grocers know that no currants are raised in this country at all; that they all come from Greece. But he did not.

Well, these are only typical of the foolish mistakes I have heard this grocer make. If I had time to sit back and think, I could write all day along the same line, for I have been visiting his store regularly for years, and he has never learned anything in all that time. The man is no reader. He takes no trade paper and reads nothing outside.

I got into an argument with him once about the different varieties of

mackerel. He contended that they all came from England. As a matter of fact, no mackerel whatever come from England. The nearest to English mackerel is Irish mackerel.

How this grocer got these fragments of misinformation into his head I do not know. His old noddle is simply filled to the top with mistakes—half truths—jumbled and distorted hints at fact—it must look like a junk shop.

And yet the man has succeeded. He is making money and he has made money from the very start. I suppose he is a good business man outside of the kind of knowledge I have referred to, and that kind of knowledge, after all, really does not go to the heart of the business, which is good goods at right prices.

Another thing, the man has in his favor the fact that the people he talks to are even more ignorant than he is, if such a thing is possible. They do not know what foolishness he is talking and so his mistakes do no harm.

I knew another grocer—he is dead now—who was a perfect cyclopaedia of information about the grocery business. He had read and studied and searched and he was posted on every subject connected with his business. He did not think the best sugar came from Cuba, and he never warranted currants to be the best Californias.

And yet the poor devil was sold out by the sheriff. He never more than got within sight of success—never more than made a bare living.

I ran across another successful gro-

cer once—I have not seen him, either, for years—who actually could not read or write. He was tremendously sensitive about it, but outside of the fact that he could scrawl his own name, the man was helpless. He had a Secretary and managed, through his kindly offices, to confine his own end of the thing to the signing of his name occasionally.

As I say, this grocer got along, and if he is alive to-day I will bet he is rich.

How much better business men these fellows could have been, though, if they had been well equipped with necessary knowledge.—Stroller in Grocery World.

Gauge Business By Net.

The real worth of a business is gauged not by its volume of sales but by the "net" it shows at the end of the year.

The man who can take five thousand dollars and with it show as large profits as his neighbor can with ten thousand has vastly the better business of the two.

And the difference between retailers who make a bare living and those who really make money is not so much in ability as it is in methods.

A lot of men strain and struggle and sweat during a twelvemonth and at the end have left only a paltry profit, which may stick on the shelf in the form of slow goods. Perhaps if they had gone with the current instead of trying to row up stream, the story would have been different.—St. Paul Trade.

Only Change is Everlasting.

The "everlasting hills" is a no more misleading phrase than "the everlasting rocks." All well informed people know that the surface of the earth is constantly undergoing change—high ground is being worn down and low ground being filled up. In the interior of most rocks, even those that appear hard and unchanging, there is going on a steady although very slow metamorphism, persisting at the greatest depths of which we have accurate knowledge. Some minerals are altered in form, some in chemical composition; some are being removed and replaced by still others. There are the best of reasons for believing that nothing below the earth's surface is permanently stationary or unaltered.

The Rewards of Right Doing.

The rewards that come of coercion, of threats, of discontent, of whining, or of the patronage of others, is seldom enduring and never beneficial to the mind or heart. But to be earnest, to be adept, to be cheerful, to be fair, to know your business and to have pride in it, these are the equipments which best force the hand of fate; these are the weapons which any man may be proud to wield for they bespeak intelligence, self-reliance, justice. The victories which they win are gentle but permanent triumphs, and nobody is too young, too humble, too poor, or too hard-working to set his head and his hand to that first duty of "knowing your business."—Dry Goods Reporter.

J. W. SYMONS, Pres.
S. DAVIS, Sec. & Treas.

J. W. HALL, Secy.
S. E. SYMONS, Treas.



SYMONS BROTHERS & CO.
WHOLESALE GROCERS.

SAGINAW, MICH. July 28, 1905.

E. A. Stowe,

Grand Rapids, Mich.,

Dear Sir--We are afraid that if we were to tell you just how much we appreciate the Michigan Tradesman and how valuable we think it is to the reader and to the advertiser, you would blush; but, truly, we do appreciate it as being the BEST TRADE PAPER IN AMERICA, and we are very much pleased that your efforts in the way of building up a trade journal have been so successful.

We say to every manufacturer where an opportunity offers that your paper is the most valuable trade journal we know of, and we are very glad indeed to assist you in interesting manufacturers, such as Dwinell-Wright Co., Northwestern Consolidated Milling Co., Royal Remedy & Extract Co., and others. We do this because we know it will do us good as well as do them good.

Again congratulating you on your success, we are

Very truly,

SYMONS BROS. & CO.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES

FOR SALE—GOOD HARNESS BUSINESS in town of 500 on railroad; ill health reason for selling. Address James H. Thompson, Kendall, Wis. 785

FOR SALE—TWO STORY FRAME STORE, 40x100; stock \$12,000; only store in town; yearly sales \$40,000; fine opportunity to step into established business in rich dairy district; also feed house and coal sheds, capacity 24 cars, with good business; sold separately if desired; stock reduced to suit purchaser. J. E. Cristy, Ringwood, Ill. 787

FOR SALE—70x40 FOUNDRY, 20x60 THREE story machine shop and manufacturing business; small cash payment; balance can be paid for in work. Forge Factory, Marcellus, Mich. 786

FOR SALE—HARDWARE AND HOUSE furnishing business located in the gas belt, New Castle, Ind., one of the most progressive towns in the state; one of the largest factories in the United States located here. Wish to retire, business having been established 35 years. Also will sell or rent business block and furniture factory located in most desirable part of our town. Address L. A. Jennings, New Castle, Ind. 790

FOR SALE—IF YOU WANT A NICE FARM of 47 acres in city limits of Tallapoosa, plenty of fruit, I have a bargain. Write A. I. Willard, Tallapoosa, Ga. 789

SPECIAL AGENTS WANTED—WE WANT responsible men to represent us in the sale of our high grade real estate securities. Liberal terms will be offered to those who can give all or part of their time. Call or write Financial Dept., City & Suburban Homes Co., Ltd., 35 and 37 State St., Detroit, Mich. 785

FOR SALE—GOOD ESTABLISHED HARNESS BUSINESS. Splendid farming country. Good reason for selling. R. N. Sayers, Byron, Mich. 770

FOR SALE—WILL SELL EITHER ONE of the undermentioned businesses situated in one of Michigan's best towns 25 miles from Detroit—clothing and men's furnishing goods stock doing yearly business of \$15,000 on \$4,000 stock; or dry goods, millinery and ladies' furnishing goods stock doing yearly business of \$22,000 on stock of \$10,000. Both businesses established four years and stock new, clean and up-to-date. Withdrawal of partner reason for selling. Write or enquire 469 Greenwood ave., Detroit, Mich. 769

FOR SALE—DRUG STORE IN GRAND RAPIDS; centrally located; good trade; clean stock; invoices \$3,500 to \$4,000. Address No. 788, care Michigan Tradesman. 768

FOR SALE—THE PROSPEROUS BUSINESS of Laurium Hardware Co., Laurium, Mich., is for sale. Clean and up-to-date. Plumbing and heating in connection. Store located in the heart of the greatest copper mining country in the world. Forty thousand inhabitants within a radius of two miles. 779

FOR SALE—BEST GROCERY AND MEAT market in thriving city of 7,000 in Northern Michigan; established twenty-one years; yearly cash sales \$25,000 to \$30,000; fine location; a great bargain. Address E, care Michigan Tradesman. 778

FOR SALE—THE STOCK OF DRUGS AND fixtures formerly owned by Dewey & De-Field at Coloma, Mich. Good stock, well located and a bargain for the right party. Will be sold quick. For particulars write or telephone to Hazeline & Perkins Drug Co., Grand Rapids, Mich. 777

FOR SALE—STOCK DRUGS, GROCERIES, hardware, dry goods, shoes, grocery and general notions in a thriving Northern Michigan village on railroad. As owner has other business, would offer special inducement to cash purchaser. Building, which is 75x70 with double front and other additions, is either for sale or rent. Address No. 776, care Michigan Tradesman. 776

FOR SALE—TWO-STORY FRAME STORE building and stock of general merchandise for sale cheap, or will exchange for real estate. Stock and fixtures well inventory about \$2,000. Address No. 775, care Michigan Tradesman. 775

FOR SALE—HARDWARE, FURNITURE and implement stock and building. Stock invoices \$2,500 in small town in Southern Michigan. Good reasons for selling. Address No. 774, care Michigan Tradesman. 774

FOR SALE—A STOCK OF DRUGS, ETC., in one of the best towns of Southern Michigan, involving \$1,800 to \$2,000. We have a boom on at present. A good chance for a live, hustling young man. Address No. 773, care Michigan Tradesman. 773

GROW GINSENG—LITTLE GARDENS pay enormous profits; seed and roots. \$5 and up; plant now; ginseng book and magazine, 4c. Ozark Ginseng Co., Joplin, Mo. 772

FOR SALE—SAFE, 45x55 OUTSIDE MEAS- ure. Burglar proof box. Time lock. Judson Grocer Co. 781

FOR SALE—JEWELRY STORE IN MICHIGAN town of 4,000. Stock and fixtures \$4,000. Yearly sales, \$4,500. Bench work, \$1,050. Big discount if sold at once, or will reduce stock to suit purchaser after Jan. 1. Address No. 737, care Michigan Tradesman. 737

FOR SALE—SAW AND SHINGLE MILL, consisting of circular, Chalmers double block and Perkins hand machine, all new, now running. Timber enough for a two years' run goes with the mill. Timber is largely cedar and tamarack, some oak, ash, birch and spruce. Splendid chance to make money. Owner too old to operate. For particulars address 1124 East First St., Duluth, Minn. 751

FOR SALE—FLORIDA HOME AND orange grove; 40 acres of land, ten acres grove; good house, barn, etc., and land all fenced. Will sell or trade for stock of general merchandise worth \$3,000. Crop now on trees goes if sold soon. Address No. 749, care Michigan Tradesman. 749

FOR SALE—SECOND-HAND BOWLING alley in good condition. Address either A. D. Rathbone or Majestic Theatre Co., Grand Rapids, Mich. 758

TAILOR SHOP FOR SALE. TOWN OF 3,000, only shop in town; doing good business all the year around. Address No. 759, care Michigan Tradesman. 759

FOR SALE—AT A BARGAIN IF TAKEN quick, a well equipped flour and oat meal mill, well located in city. For particulars address Box 536, Windsor, Ont. 750

SPECIAL AGENTS WANTED. THE MICH- igan Mutual Life Insurance Company wants several experienced men for special work in establishing agencies and assisting local agents in the field. Liberal terms to first-class men will be offered. Apply at company's office, 150 Jefferson ave., Detroit, Mich., or write to T. F. Giddings, General Supt. of Agencies. 763

SHOE STOCK FOR SALE—FINE TOWN, fine stock, fine business, good reason. A. S. Lake, Shenandoah, Iowa. 764

WILL PAY CASH FOR A \$1,500 SHOE stock in good condition in village of about 1,500 near Grand Rapids. Address 756, care Michigan Tradesman. 756

FOR SALE—60 SHARES OF STOCK ONE of the best and leading food companies Battle Creek, Mich. No stock on the market. Need the money. Address A. Snapp, care Michigan Tradesman. 757

NEW STORE BUILDING, GENERAL stock of merchandise, fine residence, three lots for sale. Would take small farm in exchange. Box 223, Cedar Springs, Mich. 783

FOR RENT—GROCERY ROOM 20x120 FEET, with basement; old stand; best located in city of 5,000 inhabitants; good opportunity for a hustler. Address M. Lehnert, Delphi, Ind. 726

FOR SALE—DENTIST'S OFFICE AND practice in thriving county seat of 5,000; one other office; splendid farming country; must sell immediately, as desire to settle up estate R. L. Hamilton, Ithaca, Mich. 767

FOR SALE—OLD ESTABLISHED BUSINESS; 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. 736

WANTED—A GENERAL OR BOOT and shoe stock from \$2,000 to \$5,000. 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. 728

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. 715

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

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. 723

FOR SALE—GROCERY 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 L. Hardy, General Manager, Parker's Prairie Minn. 678

FOR RENT—FINE LOCATION FOR A department or general or dry goods store. 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, Waukegan, Wis. 735

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. DeRoos, Holland, Mich. 684

FOR SALE ON ACCOUNT OF POOR health—A clean stock of dry goods, notions, men's furnishing goods, shoes, hats and trunks; invoices \$8,000; good town; fine grain stock and blue grass country; cash; no trade wanted. Address John B. Gannaway, Bell Buckle, Tenn. 712

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. 721, care Michigan Tradesman. 733

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. Merrietta Bishop, Horton, Mich. 708

FOR SALE—50 CENTS ON DOLLAR WILL buy \$8,500 stock clean merchandise; in bustling southern Wisconsin town; largest stock and best location; good reasons for selling. Address Will H. Schallert Co., Johnson Creek, Wis. 703

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

FOR SALE—GROCERY DOING \$18,000. Small stock. No. 1 opportunity for general or 5 and 10 cent store. Brunson of Course, Kenton, Ohio. 702

FOR SALE—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 unusual 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 chicken shop in connection. A. Green, Devil's Lake, Mich. 683

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

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. 684

SAFES—NEW AND SECOND-HAND FIRE and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 378 South Ionia St., Grand Rapids. 681

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

FOR SALE—BAKERY, ICE CREAM PAR- lora, fruits, confectionery, canned goods, tobacco and cigar stock in town of 900 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. 681

FOR SALE—STOCK OF GENERAL MER- chandise in Grandville, Mich. Invoices \$1,500. Will rent store or sell. M. D. Lynch, Grandville, Mich. 610

FOR SALE—STOCK OF HARDWARE AND farming implements; good location for trade; prospects good for new railroad. The survey is completed and the graders at work within six miles of us. Stock will invoice about \$5,000. Population about 600. Store building 24x60, two stories; wareroom, 24x40; implement shed, 50x50. Must have the money; otherwise do not reply. Reason for selling, wish to remove to Oregon. Address No. 508, care Michigan Tradesman. 508

ADMINISTRATOR'S SALE—SAW MILL complete, consisting of two boilers, 24x36 feet, 35 inch shell, engine 13x20, cable gear saw rig, patent edger, lath machine, cutoff saw and Perkins gummer, and small tools which go with plant. Address Hiram Barker, Administrator, Pierson, Mich. 705

WANTED—TO EXCHANGE \$5,000 STOCK in one of Grand Rapids' best mercantile houses for stock of general merchandise. Address No. 784, care Michigan Tradesman. 784

THE HOOSIER HUSTLER, NOTED MER- chandise auctioneer, carries the largest book of reference of any living man in the business. Now closing stock Chelsea, Indian Territory. For reference and terms address Box 273, Chelsea, I. T. 784

F. LOTZ, MANUFACTURER OF THE German hand cheese and favorite Saratoga potato chips. 927 N. 9th st., Reading, Pa. 753

FOR SALE—OLD ESTABLISHED CON- fectionery and ice cream business in heart of city. Property included. Town growing. H. Nichols, Grand Haven, Mich. 789

FOR SALE—\$5,000 STOCK OF GENERAL merchandise and \$2,500 store building in best country seat in Northern Michigan. Annual sales \$50,000. New fall and winter goods all in. This is the chance of a life time. Satisfactory reasons for selling. Address No. 750, care Michigan Tradesman. 750

FOR SALE—NEW STOCK OF CLOTHING and shoes invoicing \$6,000; doing a business of \$8,000 yearly. Only store of the kind in ten miles. Best farming community. No trade. Cash sale only. Henderson & Branshan, Piercetown, Ind. 782

FOR SALE—A FIRST-CLASS SHINGLE mill, engine 12x16, center crank, ample boiler room, Perkins machine knot saw, boiler and cut-off saws, gummer, drag saw, endless log chain, elevator, all good belts, four good shingle saws, everything first-class. Address A. R. Morehouse, Big Rapids, Mich. 800

WANTED—CLOTHING SALESMAN TO take orders by sample for the finest merchant tailoring produced; good opportunity to grow into a splendid business and be your own "boss". Write for full information. E. L. Moon, Gen'l Manager, Station A, Columbus, O. 458

FOR SALE CHEAP—ALL THE SIDE WALL and cross partition fixtures now in my drug store (about 80 feet); also two perfume or toilet goods cases and a sponge case. Will be ready for delivery not later than Oct. 1. B. Schrouder, 37 Monroe St., Grand Rapids, Mich. 457

MISCELLANEOUS

WANTED—CLERKS OF ALL KINDS. Good wages. Enclose self addressed envelope and one dollar. Globe Employment & Agency Co., Cadillac, Mich. 771

WANTED—CLERK IN A DRY GOODS store. Must be a fair window dresser and good salesman. Address No. 506, care Michigan Tradesman. 605

SALESMAN WANTED

TRAVELING MEN—I HAVE THE BEST selling side line ever introduced. Light easily carried, sells at night. Address E. McLean, Box 94, Grand Rapids, Mich. 780

WANTED—CLOTHING SALESMAN AT Messinger & Co., Alma, Mich. 725

WANTED—SALESMAN TO SELL AS side line or on commission Dilleys Queen Washer. Any territory but Michigan. Address Lyons Washing Machine Company, Lyons, Mich. 558

AUCTIONEERS AND TRADERS

FERRY & WILSON MAKE EXCLUSIVE business of closing out or reducing stocks of merchandise in any part of the country. With our new ideas and methods we are making successful sales and at a profit. Every sale personally conducted. For terms and dates, address 1414 Wabash Ave., Chicago. 517

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Realize Hundreds of Dollars Clear Cash. Get rid of odds and ends and undesirables and draw throngs of eager buyers to your store by a great and controlling power, their New Idea System of Retail Selling

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