

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 6, 1903

Number 1046

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WIDDICOMB BLDG. GRAND RAPIDS.
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WE FURNISH PROTECTION AGAINST
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WHY NOT BUY YOUR FALL LINE OF

CLOTHING

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

The William Connor Co.

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

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GENERAL TRADE REVIEW.

Another break in low records of stocks is being followed by a spirit of waiting, although each such period seems to be accompanied by more hopefulness as to the resumption of a healthier tone. It is a matter of significance that while the strain of carrying heavy purchases on margins, made when prices were much higher, must be tremendous, there are yet no important failures; in fact, none in the great centers. Waiting dulness, pending developments, especially as to action on dividends must be expected under such conditions.

The tendency to readjust prices in some leading lines, notably steel and iron, naturally produces some conservatism in placing orders, owing to the general principle that people always rush to buy when prices are advancing. This readjustment, however, from conditions of boom pressure to a healthy business basis, which will bring the world's markets again into consideration, is a necessary preparation for a healthy continuance of activity. With better assured labor control and prices on a basis to give confidence there is an assurance of industrial extension in this country alone which must keep up an indefinite activity. The purchasing power of the people is much greater now than ever known and this will not only keep up a demand for agricultural implements and supplies, but will continue the tremendously rapid extension of transportation work—marine, railway, interurban and, last but not least, highways. Then the demand for building operations in both cities and country is an increasing factor which will be assured indefinitely under more reasonable cost of materials and better conditions of labor.

Railway distribution is still breaking records and scarcity of cars is a widespread complaint. Considering how long the pressure of work has continued in railway material factories it argues that there is yet no diminution in the ratio of increase in general distribution.

In textiles the price question is still a serious matter, causing conservatism in orders. The demand for footwear continues with out abatement and shipments from the East continue to break all records.

Late State Items.

Manton—J. H. Chivvis will shortly open a new market here.

Saranac—Palmer & Eddy have purchased the grocery stock of O. E. Jennings.

Port Huron—The Port Huron Engine & Thresher Co. has sold up to date \$650,000 of its bonds. The board of directors has voted to sell \$150,000 more of the bonds.

Lansing—The National Supply Co. has increased its capital stock to \$75,000 and is erecting a new building, 38x110 in dimensions, in the rear of its present quarters.

Detroit—The Palmer Manufacturing Co., manufacturer of furniture, has filed amended articles of incorporation, increasing its capital stock from \$14,200 to \$25,000.

Battle Creek—The Malta-Vita Pure Food Co. has purchased of the Grocers' Specialty Manufacturing Co., Ltd., the right to make the patent biscuit heretofore manufactured by the latter company.

Saginaw—The Michigan Paving Brick Co. has engaged in the manufacture of a paving brick, with kilns at Arenac. The capital stock is \$45,000, held by Wm. C. Mueller, 1,553 shares; John S. Dietrich, 452 shares, and John Carrigan, 300 shares.

Hancock—Ward, Williams & Cruse Co., manufacturer of iron, brass and copper castings, has merged its business into a corporation, with an authorized capital stock of \$15,000, held in equal amounts by Chas. W. Ward, Robt. Williams and Wm. J. Cruse.

Detroit—The American Skirt & Corset Co. has been incorporated with \$6,000 capital, all of which is subscribed. The stockholders are: F. Reno Deming, Charles W. Lloyd, Edward N. Hines and F. Reno Deming, trustee. The business will be carried on in Detroit.

Petoskey—The Petoskey Climax Dish Co. has been formed to engage in the manufacture of the Climax butter dish. The authorized capital stock is \$50,000, the shares being held as follows: A. M. Coburn, 1,000; M. E. Benjamin, 500; C. A. Reynolds, 200, and Samuel Rosenthal, 200.

Saginaw—The Swan Chemical Co.,

has been organized with an authorized capital stock of \$100,000 to engage in the manufacture of sulphur candles, under a process that is patented in the United States and Canada. The stockholders are as follows: G. Leo T. Weadock, \$40,000; L. H. Swan, \$20,000; Wm. Swan, \$20,000; Wm. Swan, trustee, \$20,000.

Monroe—The Monroe Folding Box Co. has been organized to engage in the manufacture of paper boxes. The authorized capital stock is \$30,000, held as follows: W. C. Fullie, Dayton, Ohio, 75 shares; F. E. Williamson, Dayton, Ohio, 75 shares; Wm. A. Stone, Kalamazoo, 75 shares; H. A. Lockwood, Monroe, 50 shares, and E. C. Rouch, Monroe, 25 shares.

Grand Haven—The Economy Dry Goods Co. has been organized with a capital stock of \$10,000, held by Grand Rapids gentlemen as follows: Ira M. Smith, 650 shares; R. J. Ball, 250 shares, and Peter Doran, 100 shares. Mr. Ball, for several years with M. Friedman & Co., of Grand Rapids, will have the management of the business. The new company has purchased the stock of the Watson Dry Goods Co. and will enlarge the stock.

South Haven—A number of South Haven druggists have been sentenced in the Circuit Court at Paw Paw for violation of the local-option law. William Remus, John Wentworth and Frank Brien were each given 20 days in jail and \$50 fine, and Solon H. Nevins and William J. Remus were each given 20 days in jail. B. F. Smithinson, a traveling salesman, was given 40 days in jail and \$50 fine. Other sentences were Peter Berkenstock, assault, 30 days and \$50, and Seth Warner, forgery, six months in jail.

It is a well demonstrated and indisputable fact that the United States leads all other countries in the excellence, ingenuity and practicability of its agricultural implements. The American farmer has long been doing by machinery what his rivals abroad have been doing by hand. Foreign farmers have slowly come to a realizing sense and in recent years have been buying American utensils and apparatus for use in tilling the soil. In 1893 the value of agricultural implements exported from this country was \$4,500,000. In the fiscal year ending last June the United States exported \$21,000,000 worth of agricultural implements. It is reckoned that this trade is really only just fairly started and that succeeding years will see it grow greatly.

The fact that we can't take our money with us when we die is a great consolation to the legal profession.

RANDOM REFLECTIONS.

Any employer of labor who recognizes the union by agreeing to employ union men exclusively is a traitor to his country, because he sets at variance that clause in the constitution which assures to every citizen the right of life, liberty and the pursuit of happiness. In recognizing the union he voluntarily places an embargo on the independent workman who refuses to bend his neck to the yoke of the walking delegate.

* * *

I heard a pathetic story the other day of a man who was persecuted by a local union because he refused to contribute to the "beer fund" assessed on each member of the organization at every meeting of the union. It appears that the workman is a Christian and could not consistently join in the debauch indulged in by was raised by an arbitrary assessment their hall over a saloon. Because he refused to participate in the revelries or contribute to the fund which was raised by an arbitrary assessment on the entire membership, he was expelled from the union and pursued so vindictively by his former associates that he lost his position and is to-day working as a janitor at \$7.50 per week, whereas he formerly drew from \$15 to \$20 at his trade.

* * *

"I am fully convinced," remarked a missionary worker the other day, "that the unions are doing more to make drunkards than the saloons are. I happen to know of dozens of unions which make their meetings the occasion of a grand carousal, interspersed with vulgar stories and filthy talk which would not be tolerated in a brothel. Young men are taken into these meetings and started on the downward road to damnation, the seducers being guaranteed protection by the oath-bound obligation required of every member on the occasion of his going into the union. In my opinion, the time will soon come when the preachers will class the union with the saloon and brothel, a category which every man at all familiar with the subject concedes is correct."

* * *

"I don't know who writes Random Reflections," remarked a gentleman the other day, "but I want to say to him that his criticism of the union carpenters is fully justified. I have had occasion to do considerable building this season—would have done more but for the imbecile strike undertaken by the union—and I have yet to find a union carpenter who is not a botch workman. On the other hand, I have found many non-union workmen who are excellent mechanics and are willing and able to do an honest day's work for an honest day's pay. Not only is the union man a sloven and botch, but he is invariably a shirk of the first water. He appears to be so engrossed over discussing union topics that he is utterly oblivious to his duty to his employer and stops his work a dozen times a day to discuss subjects which should be relegated to the privacy of the meeting hall."

I stood in my front door the other day while the local militia marched by on the way to the train. Directly in front of me stood a couple of bleary-eyed disciples of Gambrinus whom I soon discovered were union men. They sneered at the embryo soldiers, called them bad names, and undertook to attract their attention by applying the favorite union terms, "scabs" and "tin soldiers." Not content with scoffing and reviling the lads who had pledged themselves to preserve the nation's honor in the event of war, they proceeded to predict that the time would come when union men would be so thick that no one would dare to enlist in the service of Uncle Sam and that any attempt to enforce the law against mobs or strikes would result in the soldier being hanged to the nearest lamp post.

* * *

So-called "organized labor" will be opposed to the public good until it learns to concede to all other men the rights which it claims for itself. The "right to organize" is nowhere questioned. But men who claim and are freely conceded this right must concede to other men the right to refrain from organizing, and the right of those who refrain from organizing to earn an honest living by honest work. Unorganized workmen have as good a right to follow their vocations as have organized workmen.

* * *

The trouble with the majority of labor organizations is that they are unwilling to concede to other men the simple, fundamental rights which they freely and ostentatiously claim for themselves. Out of this selfish arrogance grow most of the evils of trades unionism—the strike, the boycott, and other kindred evils which are bred of organized greed and systematic injustice. Public sentiment in the United States will never, in any general or true sense, support the pretensions and the assumptions of these proscriptive organizations so long as they are conducted as they are at the present time; for public sentiment, in a broad general sense, is almost invariably on the side of right and justice. The American people are quick to perceive injustice, and to distinguish the right from the wrong; therefore, they can not support the assumptions nor tolerate the presumptions of the professional labor agitator and his dupes.

The Forceful Window.

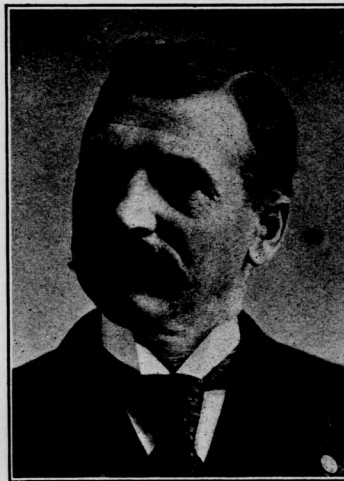
It is through the window that you talk to the people. The newspapers do their part, but the windows show the goods. It makes the genteel man seasick to look at another in exaggerated apparel. Your display window must be masculine, harmonious. There must be nothing in it stronger than the goods themselves and they must have the most simple treatment. The window must suggest. The customer should know about what he wants before he opens your door; the window must tell him.

The man, the cucumber and the newspaper are alike in that they are valueless when ripe. Only when they are growing are they worth anything.

SUCCESSFUL SALESMEN.

John E. Darrah, Representing the Nichols & Shepard Co.

John E. Darrah was born on a farm near Bachelorville, Saratoga county, N. Y., Jan. 1, 1847. His father was of Irish descent and his mother of Holland parentage. When he was 3 years old, his parents removed to Ross township, Kalamazoo county, where they lived five years. They then removed to Penfield township, Calhoun county, where they remained four years. The family was then broken up by the death of the mother, and John made his home for a time with a family in Kalamazoo county. Not liking the treatment accorded him in this place, he ran away to Pennsylvania, where he worked a while in the lumbering woods, enlisting in the spring of 1865 in the 57th Pennsylvania. He made a mistake quite common at that time by enlisting in an old regiment, and not being accustomed to long marches and the rigors



of camp life, he found his flesh reduced from 180 to 90 pounds within the space of five months. On his discharge from the service he drifted around for a year, finally landing in Big Rapids, where he worked on a farm, subsequently taking charge of the lumbering operations of Geo. R. Roberts, of Muskegon. This occupation he followed three years, when he took a contract from the Putman & Barnhart Lumber Co., who were then operating in Sand Lake. Three years later he removed to Clarion, where he entered a homestead, moving into a cabin 11x13 feet in dimensions, with a bark roof. He still lives on that land, but the log cabin has been replaced with a beautiful frame house, which cost him \$3,000, and the 80 acres embodied in his original homestead entry has increased to 560 acres in one solid chunk, adjoining Clarion on the north and west. After thirteen years of arduous farm labor, he decided to go on the road and, in 1890, sought and obtained a position as commission salesman for the Century School Supply Co., of Chicago, covering Northern Michigan, Northern Wisconsin and Dakota and Wyoming. He remained with this house five years, when he retired to accept a more lucrative position with what is now known as the International

Harvester Co., of Springfield, Ohio. He remained with this firm six years, covering the Upper Peninsula and the Lower Peninsula north of Reed City. He was then offered a still better position with the Nichols & Shepard Co., of Battle Creek, with whom he is still identified, covering all of the territory west of the G. R. & I. Railroad from Van Buren county on the south to the Straits on the north and the Upper Peninsula.

Mr. Darrah was married Jan. 1, 1870, to Miss Ruth Lillie, of Cooper, Kalamazoo county. Their only child, a boy, died at the age of 2 years, but an adopted daughter whom they reared from infancy is married and lives on an adjoining farm.

Mr. Darrah is a member of Colonel Lombard Post, No. 170, Durand Lodge, No. 344, Emmet Chapter, No. 104, and Petoskey Council, No. 56, all of Petoskey. He has been supervisor of Melrose township for eight years and chairman of the board for two years. He has never found time to go to the Legislature, but expects before long to indulge his ambition in this direction in order that he may push through a bill for the encouragement of good roads, which is his principal hobby. He believes in state and county organization and in the abandonment of township and district organization and, on account of the manner in which he has advocated this subject, in season and out of season, for the past two years, he has come to be regarded as something of a crank on the subject by those people who do not realize that the world is turned with a crank and that much of the advancement made by the world is accomplished through the medium of persistent agitation.

Observations of an Ignoramus.

If you no a Pritty Gurl who Never Laffs yu mabee Shure She haz bad Teeth.

A Smaul Boy kan git Hoar Fun out ov an Ole Barrul Moor than u or i Kan out ov an ougtermobel.

Fun iz as Necessary tu the Growin Yungster az Sunshine is 2 a Kabbage.

As soon az yu Stop havin Fun you begin 2 hav morgages, Dispepsyay & Bald Heds.

Awl Statistics go 2 sho that very phew Men hav ever died ov 2 much Cheerfulness.

If u let worry & Patent medicine alone u will B a long time Dyin.

The man Who Laffs at Seein a little Kat run around after its Tale may knot ever B the president ov a Rale Road, butt e iz I u ma Trust.

I hav moar Konfidence inn a Man who noes How to Laff, than in I who Awlways Trys 2 look Dignifide.

R. E. Leek.

A Question of Loss.

Customer—I er—I haven't any change with me this morning; will you trust me for a postage stamp until to-morrow?

Drug Clerk—Certainly, Mr. Jones. Customer—But suppose I should get killed, or—

Drug Clerk—Pray don't, don't speak of it, Mr. Jones. The loss would be but a trifle.

STAPLE AS GOLD

Grocers are wise to sell more Royal Baking Powder, because in the end it yields a greater profit than the low-priced powders, many of which contain alum, which is injurious to health.

Royal Baking Powder is always worth one hundred cents on the dollar, and no grocer need hesitate to carry a large amount of it in stock.

Royal Baking Powder retains its full strength in all climates all the time.

Varying atmospheres do not lessen its leavening qualities. You have no spoiled stock.

It is absolutely pure and healthful and always sure in results.

It never fails to satisfy the consumer.

It is sold the world over and is as staple as gold.

Around the State

Movements of Merchants.

Gowen—R. Nielson has sold his general merchandise stock to Bricker & Co.

Lake Odessa—Thomas Lowrey has engaged in the grocery business at this place.

Kalamazoo—J. P. Cave has sold his grocery stock to Markley & Gault, of Goblesville.

Battle Creek—J. H. Tomlinson has purchased the grocery stock of Lyndon K. Phelps.

Charlotte—Sam Robinson has sold his drug stock to Dr. Thornton, of Eaton Rapids.

Cadillac—A. H. Brady, of Ithaca, has purchased the meat market of Sackett & Flynn.

Harbor Springs—M. E. McIntosh has purchased the grocery stock of Christian Pontius.

Galesburg—George Hartom has purchased the grocery stock of Adelbert R. Skinner.

Nashville—H. G. Glasner, general merchandise dealer, has sold his stock to A. A. Whiteman.

Oscoda—Mills & Hamilton succeed A. Hutton & Son in the hardware and plumbing business.

Decatur—O. A. Roberts has purchased the interest of his partner in the meat business of Roberts & Ball.

Vicksburg—Al. Klingel has taken possession of the grocery stock he recently purchased of Geo. W. Wait.

Nashville—Ackett & Troxler have engaged in the meat business, having purchased the market of H. E. Downing.

Concord—Abram K. Tucker, dealer in implements, buggies and harnesses, has removed into his new store building.

Hancock—Dr. S. E. Campbell, who is mine physician at the Wynona mine, has purchased the drug stock of W. B. Minthorn.

Lake Linden—D. Toplon has leased the I. O. O. F. block and will occupy the ground floor with a stock of dry goods and furnishings.

Corunna—J. C. Quayle has sold his grocery stock to his brother, William Quayle. Poor health necessitates a retirement from business.

East Jordan—Gage & Co. have sold their stock of groceries to Jerome Smith, who will continue the business at the same location.

Champion—Jacob Levine has purchased the interest of his partner in the dry goods and boot and shoe business of Levine & Davidson.

Hamilton—Borgman & DeGroot, general merchandise dealers, have dissolved partnership. The business is continued by Borgman & Henthal.

Beulah—Barker & Bailey, dealers in hardware, harnesses and implements, have dissolved partnership. The business is continued under the style of Barker Bros.

Owosso—Arthur J. Byerly, for seven years clerk for Osburn & Son, has associated himself with L. C. Hall in the grocery business, which stock was recently purchased by Mr. Hall from Frazier Bros.

Sand Lake—The Sand Lake Potato Storage Co. has been organized and officered as follows: President, E. S. Moody; Secretary, R. T. Hamilton, and Treasurer, R. Farnum.

Benson—Chas. A. Benson has engaged in the grocery business, purchasing his stock of J. Cornwell & Sons, of Cadillac. He expects to add lines of groceries and shoes later.

Mesick—R. M. Harry, who recently sold his interest in the hardware and furniture stock of Harry & Turner, has removed to Marion, where he will engage in the hardware business.

Lansing—Charles S. Burrows, proprietor of the Burrows Table Supply Co., has consolidated his business interests with Guy M. Carleton, who has conducted a grocery store at 401 River street.

Calumet—Sheridan & Duncan, hardware dealers, have dissolved partnership, Wm. Duncan shortly leaving for the West. Edward Emmons will be associated, with Mr. Sheridan in the business in the position of manager.

Boyer City—E. S. Morris, of Eastport, has leased the corner store recently occupied by M. Stanford & Co., and will open a general store in a few days. Mr. Morris has been engaged in mercantile business for several years.

Bronson—Floyd George, of the grocery and crockery firm of Zapf, Sessions & George, has sold his interest to his partners and will remove to Coldwater, where he will enter into partnership in the grocery and meat market business.

Battle Creek—C. B. Farnham has purchased the furnishing goods stock formerly owned by E. C. Green, of the Big Four store. The stock was purchased at 50 cents on the dollar. Mr. Farnham has placed H. J. Allen, of Jackson, in charge of the business.

Lake City—James Berry has sold his general stock to Arthur E. Burkholder & Co., who have been engaged in general trade here about three years. The stocks have been consolidated in the store building formerly occupied by Mr. Berry. Mr. Berry informs the Tradesman that, after a few months' rest and recreation, he expects to re-engage in trade at some other point.

Sault Ste. Marie—D. K. Moses has leased the new Blumrosen block and will occupy it with his department store stock. At the time of the fire in which the Leader was destroyed, Mr. Moses had many goods in transit, and a large proportion of the goods destroyed by fire have been ordered in duplicate. The annex store will be discontinued as soon as the present stock which it contains is sold.

Manufacturing Matters.

South Haven—Barrett & Barrett are erecting new buildings for the manufacture of cider and vinegar.

Detroit—The capital stock of the Pioneer Woolen Mills has been increased from \$100,000 to \$150,000.

Manistee—The Union Lumber & Salt Co. has filed notice of a decrease of capital stock from \$156,600 to \$5,000.

Detroit—The Siphon Stove Co. has been organized to manufacture stoves

and furnaces. It is capitalized at \$50,000, all of the stock being held by S. E. Whitney with the exception of four shares.

Port Huron—The style of the Davidson-Martin Manufacturing Co., manufacturer of flour mill machinery, grain elevators and fanning mills, has been changed to the Meisel Manufacturing Co.

Flint—The Michigan Paint Co. has purchased the paint machinery of the Silver Lead Paint Co., of Lansing, which has discontinued the manufacturing business. The purchase will afford the factory double capacity.

Detroit—The Ideal Register & Metallic Furniture Co. has been formed to engage in the manufacture of metallic furniture. The authorized capital stock is \$25,000, owned as follows: F. F. Liggett, 1,550 shares; E. A. Fordon, 413 shares; R. W. Herrick, 357 shares, and Ella M. Liggett, 180 shares.

Mancelona—The Antrim iron furnace at this place has been blown out, having been in blast continuously for a period covering two years, nine months and twenty-one days. This is the longest run ever made on this stack, and its output of iron during this blast figures up to 97,249 tons. In addition to making the necessary repairs on the stack, the lines of the furnace are to be changed somewhat. The present dimensions of the furnace are 10½x60 feet, and it has been decided to make it 12x60 feet. Repairs have already been commenced and it is expected to get in blast again in about 6 weeks.

Hastings—Jonas Early has sold his machine shop to the Standish Manufacturing Co., of Standish, and the machinery will be removed to that place. The buildings here will be used by the Wood Working Co., the foundry being in charge of A. A. Willmont.

Central Lake—The Brown & Horlacher Cooperage Co. has been formed to engage in the manufacture of staves and headings. The concern is capitalized at \$10,000, held as follows: G. S. Brown, 500 shares; A. A. White, 100 shares; M. E. Horlacher, 333 shares, and Geo. F. Brown, 67 shares.

Lansing—The Hall Lumber Co. has purchased the property of A. R. Hardy at the corner of Michigan avenue and Larch street and has broken ground for a two-story brick building, 20x80 feet in dimensions. The office will be located in the front portion and the remainder will be used for a warehouse and mill.

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.

Tea—There have been no changes in the market during the week, and none seem especially likely. From present appearances the market will probably be maintained on the present basis for the balance of the year anyway. The receipts of new tea are normal or slightly below normal.

Coffee—The movement of the Brazilian crop has been very moderate for this time of the year and the news from the growing crop of that country is not favorable. As yet the more expensive grades of coffee have not been affected and will probably not be unless the conditions should become more pronounced.

Dried Fruits—It looks like unchanged prices for prunes until December shipment, at least, when a decline may possibly come. Peaches are slow, but are being held firmer on the coast, as the stock is mostly out of first hands and in the hands of the packers. Loose muscatels are unchanged, with some demand at the high opening prices. Seeded prices were named during the week, as reported elsewhere. They are relatively lower than loose. The difference between loose and seeded is 1½c per pound this year, as against 1¼c last year, actual cost of seeding, and a normal difference of 2c. The demand is good. Apricots are still firm, but quiet. Currants are slow at unchanged prices.

Syrups and Molasses—New crop molasses is arriving. Primary markets report grocery grades of molasses as firmly held and stocks not overly large. Syrups are quiet. The recent corn fluctuations have not yet affected the glucose grades.

Fish—The mackerel market has advanced considerably during the past week. Shores could be bought early in the week at \$19, but later in the week the price advanced another 50c. Norways have also advanced several dollars a barrel. The sardine situation has somewhat improved, by reason of a better run of fish, although prices have not receded any. Codfish is almost prohibitively high, except for actual demand. The price now, in a large way, is 6½c f. o. b. Gloucester, as against 4½c a year ago. Hake and haddock are just as high relatively. Lake fish is scarce and high. All salmon prices have now been named, the Pacific Co. having named the same price as the Alaska Packers' Association. Trade at the opening price is very dull, owing to the fact that most of the trade are long on old salmon.

Canned Goods—California reports that market as unchanged. In this market the volume of trade is fair, the staple fruits forming the bulk of the trade. As in the case of the cured fruits, no one seems to be stocking up heavily. It is apparent that lower prices are looked for by the buyers. Salmon is the strong point of the market still. Little business is being transacted in the top grades as the season is not here and there is little inducement to take hold with prices where they are. Spot

goods are also firm and are reported higher for red Alaskas. Considerable activity is reported in canned oysters, as there promises to be a shorter pack this year than last, and an advance is looked for about the 15th. Reports from Maine's sardine packing points are still discouraging. Maryland advices are to the effect that the tomato market is slightly firmer and the prediction is made that there will be no further declines.

Hides, Pelts, Tallow and Wool.

The hide market has been weak and unsettled until this week, when it shows a slight advance and more firmness. Receipts have not been up to expectations. What is termed the "country kill" has been light, while receipts of cattle at various stock yards have been large. The quality is the best of the year and there is a good demand for the product. Prices are too high for the tanner.

Pelts are in light supply, with a good demand at unchanged values.

Tallow is low, dull and slow of sale. Greases are in large supply. Soapers are well stocked, but are using large quantities. The market is without change.

Wools have revived from their dull sales and are strongly held, with sales of more volume and no concession of price. Holders are firm, while manufacturers are willing they should carry stocks until they are ready to use them. There is no indication of lower values, nor much show of an advance in the immediate future.

Wm. T. Hess.

An American who went to Italy was chagrined to find that his pronunciation of the Italian language, to which he had devoted a great deal of study, was unintelligible to the people. At last, one night he went to the theater in the hope of accustoming himself to the sound of the language in its purity. Most of the players talked Greek to him, like the people on the street, but there was one extravagantly dressed character whose every word rang out clear as a bell in his ear. He understood every phrase and shade of meaning. The man was evidently a comedian, for his sallies were greeted with much laughter. It was only after study of the play bill that he discovered the funny man was portraying an American tourist.

B. H. Putman, formerly engaged in the grocery business at Sparta, has re-engaged in the grocery trade at the same place. The Worden Grocer Co. furnished the stock.

The W. G. Smith Co., of Elko, Nevada, have been in this market for the past week purchasing their line of holiday goods of the Hazeltine & Perkins Drug Co.

Henry Bergeron has purchased the interest of his partner, John C. Becker, in the grocery business of Becker & Bergeron at 659 South Lafayette street.

J. A. Hoedemaker has sold his drug stock at 601 Cherry street to Harley H. Rodenbaugh, who will continue the business at the same location.

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 active demand on the basis of 18½@19c. Receipts of dairy grades are fully up to the average, considering the season, and the quality is above the average. Local dealers hold the price at 13c for packing stock, 15c for choice and 17c for fancy.

Cabbage—50@60c per doz.

Carrots—30c per bu.

Cauliflower—\$1@1.25 per doz.

Celery—15c per bunch.

Citron—90c per doz.

Cranberries—\$7.50 per bbl. for Cape Cods.

Cucumbers—75c per bu.

Eggs—Receipts are quite as large in volume as could be expected and the quality holds up to the average. 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 price has stiffened as the season advances and the demand has shown a corresponding improvement. Concord and Brightons fetch \$1 per bu.; Niagaras, \$1.10 per bu.; Delawares, 15c per 4 lb. basket; Wordens, 19c 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—Messinas, \$5@5.50; Californias, \$4.75@5.

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

Mint—50c per doz. bunches.

Muskmelons—Osage, 80@85c per doz.

Onions—The crop is large in volume and fine in quality. Local dealers pay 30@40c in carlots.

Oranges—California late Valencias, \$4.50@4.75; Jamaicas, \$3.50.

Parsley—25c per doz. bunches.

Peaches—Smocks are still coming in in limited quantities, finding ready sale on the basis of \$2@2.25.

Pears—Kiefer's, \$1@1.10; Anjos, \$1.25@1.50.

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

Potatoes—40@45c per bu.

Poultry—Local dealers pay as follows for live fowls: Spring chickens, 9@10c; yearling chickens, 7@8c; white spring ducks, 8@9c; young turkeys, 13@14c; old turkeys, 9@11c; nester squabs, \$1.50@2 per doz.; pig-eons, 50c per doz.

Pumpkin—\$1 per doz.

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

Squash—1¼c per lb. for Hubbard. Sweet Potatoes—Have declined to

\$2.40 per bbl. for Virginias and \$3.40 per bbl. for Genuine Jerseys.

Tomatoes—60c per bu.

Turnips—40c per bu.

Watermelons—10c for home grown.

In London as in New York the charge has lately been made that society women are indulging the habit of liquor drinking to excess. The charge is denied and the statement made that society women seldom drink except at dinner in the evening. There is no doubt, however, from the evidence of wine merchants, managers of restaurants and hotel proprietors, that liquor drinking has become very fashionable during recent years, and that a great deal more liquor is now sold than three or four years ago. Creme de menthe, with its strong peppermint flavor, is the one almost exclusively favored by ladies, and liquor sellers are unanimous in saying that enormous quantities of this liquor are now being sold. The stronger and more expensive liquor, such as the famous benedictine and chartreuse, are rarely drunk by ladies. The general result of enquiries shows that ladies of good position make one glass of liquor with the coffee the absolute limit.

It is estimated that \$50,000,000 is invested in pleasure boats in the United States. In steam yachts alone there is \$40,000,000. The cost of maintaining them is something prodigious. One rich gentleman said recently that he reckoned on a cost of \$1,000 a day as long as his yacht was in commission, and another claimed to have spent \$150,000 for the maintenance of his 270-foot yacht last year.

According to a Paris physician who has noted the hour of death of 2,880 persons, the maximum hour is from 5 to 6 a. m., and the minimum from 9 to 11 a. m. In the first case the mortality is 40 per cent. greater than the average and in the latter 6½ per cent. less. From 10 a. m. to 3 p. m. in the day the mortality is not high, the most fatal hours being from 3 to 6 in the morning.

R. Fred Anderson, the Jennings merchant, is spending the week with friends in the city.

Frank Keyes has sold his grocery stock at the Soldiers' Home to Gustave F. Miller.

Wisdom is the name some men apply to their self-conceit.

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.

THE DEAD LEVEL.

How the Unions Crush Out All Ambition.

The great generalship of Napoleon was indicated in its entirety by his declaration that every private carried a marshal's baton in his knapsack. His armies were imbued with the knowledge that merit meant promotion and they were thus inspired to intelligent valor which swept conscripts and mercenaries to defeat before them.

In the victories of peace the struggle is won by aggregations whose individual units are inspired with the assurances that skill, intelligence and probity are the only conditions of promotion. All successful establishments, whether commercial or mechanical—and most of them are both—have some "system of promotion." The older heads are forced by a progress as inexorable as the advancing calendar to provide for the succession, and that selection must be made by competency. The nobility of leaders in commercial and manufacturing affairs must be recruited from the laborers as truly as an aristocracy is kept alive by the infusion of the commoners. The wage-earners of one business generation furnish the managers for the next. Any man of extended business experience can give but one general answer to the question of the life history of successful business men; and that is that such positions were reached through promotions and not through hereditment.

It has been claimed there is not a business man in New York who inherited a large fortune and who has doubled his patrimony. Whether this may be true without exception we will not question, but it is certainly correct in the main; and the wrecks of wasted heritage are painfully frequent. The essential of those vitally interested in the welfare of a concern was well expressed by the owner of a large establishment who declared that he did not wish to keep a boy who did not say "we" before he or she had been in the works a fortnight.

What are the trades unions doing for those of its members who should aspire to leadership in their occupation? Worse than nothing! In place of the conditions of years ago, when skill meant advantage in constant employment, where ability meant positions of supervision, where capacity meant attainment of responsibility—all of these results meaning higher wages, from wages to salaries and from salaries to "an interest," there is now under the limitations of trades unionism the substitution of uniform union wages, broken by strikes. What incentive remains possible for any greater skill? The member relies on the union for general standing, as a journeyman, and not on his individual efforts, while in return that body vindictively keeps its adherents down to the union wage.

In all cities are institutions where instruction in free mechanical drawing and other technical training are given during winter evenings; but why should a handicraftsman master these useful avocations if he can not

avail himself of the results? Ask any architect or engineer of experience as to the relative number of masons, carpenters or machinists who can "read a drawing" in comparison with a dozen years ago, and his answer will be humiliating to those who pin their faith upon the future of the American artisan. A master plumber who has a successful business recently said that he had no idea who was to succeed to his place. Handicraftness is important, but it is not everything, and he has no men who evince any indication of a desire to lay out work or to estimate cost.

Some years ago a hardware store in Chicago had an old retainer with a strong memory which enabled him to state where any needed article could be found. A new office boy soon observed the state of affairs and resolved to make himself not merely useful but as near as may be essential by acquiring this knowledge. A half hour early in the morning and a part of his lunch hour, looking into boxes and reading labels, soon gave him this knowledge, and an accident that disabled the veteran compelled the firm to promote the boy, as the business demanded that such knowledge must be available in the store. The boy did not remain in that position long, for he had in due time an establishment of his own.

What would union restrictions have done to this boy? Nipped his aspirations in the bud!

Within limits, capital that is so managed as to maintain itself against competition can defend itself against ill-advised assaults of trades unionism, but where can the skilled, ambitious young artisan find a champion who will protect him against the restrictions of his own unions which impair his own possibilities of advancement?

The congestion of the commercial and manufacturing matters at the present day is all based upon co-operative effort, and co-operative effort is attainable only by wise organization. The great advancement of such affairs was that of the Hanseatic League of the Middle Ages where, in a time when thrones were tottering, courts corrupt, armies mere pillagers, this organization established a high standard of probity and skill among its members and it is to their efforts that the world now owes that great principle known as business honor.

It is organizations of this kind that will uplift the members, that will recognize ability, that will be governed by probity, so American artisanship in the future may be brought up to the standard of its best members.—N. Y. Commercial.

Extending Trade in New Lines.

Those who have not looked into the matter are probably unaware of the extent to which retail stove and hardware merchants are taking hold of lines which have not been regarded as strictly belonging to their trade. This is a feature which has wide bearing on the future of the trade, and it is difficult to estimate at all confidently what the ultimate effect of the tendency and change will be. Regarded simply in its immediate and obvious aspects, without attempt-

ing to forecast the course of things in the trade at large, the taking up of new lines by a dealer is an evidence of enterprise on his part which deserves the heartiest commendation in these days, when enterprise is so essential to business success. It is a breaking away from former limitations and striking out in a new path. It is a practical recognition of the obligation, according to the laws of business, to extend one's trade. It is an effort on the part of the individual merchant to escape from the routine methods and traditional limitations which are the bane of those who are content to continue in well worn and narrow ruts. The addition of a new line, the making of a new departure in trade, is in itself the mark of enterprise and push. Whatever may be the result of the experiment, which will, of course, depend on circumstances, the spirit prompting the effort is commendable.

The effect of the effort upon the merchant himself is not to be overlooked. Enterprise in one direction is pretty sure to be accompanied by a general vigilance and vigor of administration in others. Alertness in one department makes itself felt in the whole establishment. Something new in business, as in thought and effort in almost every field of activity, has a stimulating influence. Cases are not rare in which a new department in connection with an established business has brought the infusion of new energy into all departments. The efforts necessarily made to command the attention of the public to the new line and to secure customers for it have a direct influence on trade in other branches. The publicity thus secured contributes directly to the growth of the business as a whole, and the new methods employed for the marketing of one line affect sales in all lines. While these considerations have weight, each merchant must of course determine for himself the advisability, all things taken into account, of extending the classes of goods carried by him in stock, and must decide the question in view of all the circumstances and opportunities.

Cause of Cigarette Smoking.

Stratekut—Doctor, do you believe that smoking cigarettes ever made any one crazy?

Doctor—I'm not sure about that, but I suspect that craziness has caused a good many people to take up cigarettes.

QUICK MEAL

Gas, Gasoline, Wickless Stoves And Steel Ranges

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

D. E. VANDERVEEN, Jobber

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PAT. 1897

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Gas Toaster 25c

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

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

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

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Autographic Standard Cash Register

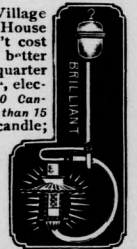
Does what no other register will. It gives you a complete statement of your day's business.

IT Makes Clerks Careful Detects Carelessness. What more do you want? Prices moderate. Address

Standard Cash Register Co.
No. 4 Factory St., Wabash, Ind.

The BRILLIANT Gas Lamp

should be in every Village Store, Home and Farm House in America. They don't cost much to start with, are better and can be run for one-quarter the expense of kerosene, electric lights or gas. Gives 10 Candle Power Gas Light at Less than 15 cents a month. Safe as a candle; can be used anywhere by anyone. Over 100,000 in daily use during the last five years and all are good. Write for Catalogue. **Brilliant Gas Lamp Co.** 42 State St., Chicago, Ill.



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PREPARED MUSTARD WITH HORSERADISH

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

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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

Saving a Lifetime to Spend in a Year.

The best thing that can happen to the average grocer is never to make enough money to retire on.

All who think I am crazy please say aye.

Seems to be unanimous.

But I am not. The grocer who has a business that is established and that makes him a good living until he dies, but is never large enough to let him pile up sufficient money to drop it entirely, is the grocer who is best off.

That is exactly the way I would want things to go if I were a grocer.

I have seen a heap of cases in my time, and I am seeing them every day, where a grocer will work and slave for forty or fifty years to accumulate enough money to live on the rest of his life, and then retire and lose it all in a few months.

He gets too short a run for his money.

The grocer who has worked hard in a store all his life is peculiarly susceptible to fake investment—fake gold, silver, copper mining schemes—schemes that are as thick as flies in summer. He has been wrapped up in his business and has seen little outside, and so is not well fitted to judge, it seems to me, of the many seductive fakes that smile for a man's money.

Some of these Western investment fakes are the most seductive things you ever saw.

I know a grocer over in Paterson, N. J. He has been in business for forty-two years—started when he was 18 years old, and so is 60 now. He has saved himself and has had a saving wife, so he was able to save in the forty-two years about \$30,000, which he had invested from time to time in mortgages paying an average of 5 per cent.

That meant that he had an income of \$1,500 a year, or \$30 a week, for himself and wife to live on, and that it was just as safe as Government bonds. As both his children were married and doing well, \$30 a week would have fixed the old people so they could have gone down the declining path of life quietly and comfortably.

That is the way the old man looked at it; so about a year ago he retired. The business was intact and he gave that outright to his son, who had grown up in it.

Well, for a month or two the old man enjoyed his freedom. He and "mamma" took little trips and had a good easy time for about the first time in their whole married life. Soon it got to pall a little, and pretty soon the old grocer was like a fish out of water.

One day he fell across one of these investment sharks that have a scent like a hound for a man with a little money, especially a man who is unsophisticated. The fellow was selling Kansas mortgages that paid 10 and 15 and 20 per cent.

Ten, 15 and 20 per cent. make 5 per cent. look sick, and the grocer became dissatisfied with his investments for the first time in his life.

He and "mamma" figured up that \$30,000 at 20 per cent. meant \$6,000 a year instead of \$1,500—why, they could go to Europe!

To make a long story short, the old man put \$22,000 of his \$30,000 in Kansas mortgages and lost every dollar if it!

The interest on \$8,000 at 5 per cent. is what he had to live on the rest of his life.

It was a bitter blow. The old folks figured around a while and then the old man went to the son to whom he had given the business and told him the situation. He thought that surely only that would be necessary to make the boy immediately offer to give the business back, or at least a share of it.

But it did not work. The young hound whined and worried and went on like a wild man. "There was not enough in the business for two," and "why had not the old man been more careful?" and "mighty mean, after I have got all fixed here, to upset things this way," and so on and so on.

And not until the old man got his dander up and threatened to take legal proceedings did the son grudgingly give up half the business.

I would not even buy postage stamps of a fellow like that.

Well, that is one case. I could relate fifty.

I knew another case where a grocer who was expecting to retire the next year was induced to put most of his money in a Colorado gold mine whose prospects were painted so brightly that he saw himself shoving Ponty Morgan off the sidewalk.

This was one of those delightful mining schemes where they are always needing a stamping mill, or railroad siding, or some new machinery, and where they levy assessments on the stockholders to pay for them.

When the time came for this grocer to retire, he had spent nearly all the rest of his money in assessments.

A few months after that a committee of the stockholders got cold feet and sent a man out to Colorado to see just what sort of a mine they had.

He came back and said that they had simply a fine large hole in the ground; that there had never been gold there nor the sign of gold, and that the scheme was the butt of all that part of Colorado.

I know another hard-working grocer, probably 60 years old, who has put practically all the money he has made in a lifetime of labor into a Montana cattle-raising scheme.

I know another who is promoting a seashore resort real estate operation.

If these schemes go, both grocers will be rich men. If they do not go they will be ruined, with nothing but a blue taste in their mouths to show for forty or fifty years of unremitting toil.

Oh, the comfortable safety of little old 5 per cent. mortgages, where you can either get your money any time or the value of it! Great Caesar, but I can not see how a grocer, who has worked as hard for his coin as grocers have to, can bring himself

to let it go out of his sight—2,000 miles away to Montana or Colorado, where gold and gilt are mined together!

I can see how the prospects of big returns can dazzle him at first, but when the sober second thought comes and he realizes that there is absolutely no security—no recourse in case the scheme should fail—that it is purely and simply a gamble; when he closes his eyes and runs over his long years of work and slow accumulation—then is the time I should think he would shut his jaws hard and say, "No, sir!"

The best way to get along is the way I do—do not have any money and then you can not worry over it. I am perfectly willing to worry, though.—Stroller in Grocery World.

Albumin as a Paste.

Fresh egg albumin is recommended as a paste for affixing labels to bottles. It is said that labels put on with this substance and well dried at the time will not come loose, even when the bottles are put into water and left there for quite awhile. Albumin, dry, is almost proof against mold or ferments. As to cost, it is but little, if any, higher than gum arabic, the white of one egg being sufficient to attach at least a hundred medium sized labels.

Used the Wrong Name.

Grocer—Can't I sell you a package of these paralyzed oats?

Old Lady—No, I don't think you kin. I know it would make me sick abed.

"Why, may I ask? Have you ever tried it?"

"No; but I see in its advertisement that it is recommended by the doctors."

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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.

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Late State Food Commissioner

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

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Get our Latest Prices

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

Get Your Orders in Early

for

Lily White

"The flour the best cooks use"

This is October! The month when flour sales jump up to the highest notch of all the year.

The month when hundreds of families lay in their winter's supply.

The month when you, as a dealer, should be sure to keep plenty of Lily White, "The flour the best cooks use," on hand to take care of the increased demand for it you are sure to have.

Don't blame us if you get out. We are crowding our mills to full capacity night and day, but the demand for Lily White is just a little ahead of us all the time.

You must order early and order freely if you expect to reap the harvest.

Valley City Milling Co.

Grand Rapids, Mich.



Devoted to the Best Interests of Business Men

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Entered at the Grand Rapids Postoffice

E. A. STOWE, EDITOR.

WEDNESDAY - - OCTOBER 7, 1903

AMERICAN IMPLEMENTS.

This country has always enjoyed a high reputation for the perfection of its agricultural machinery, particularly such as is designed to replace manual labor. This perfection has arisen to some extent from the great areas that American agriculturists have essayed to cultivate with a limited labor supply, the inventive genius with which our people are so wonderfully gifted having been quick to provide a remedy for the dearth of manual labor which for so long prevailed in many districts of the West, and which still prevails to a greater or less extent in the farming sections of the country.

While our agricultural machinery has had a most extensive use at home for many years, and has been known and admired abroad, it is only within a comparatively few years that we have been shipping great quantities of it to foreign countries. According to the Bureau of Statistics of the Department of Commerce and Labor, agricultural implements exported from the United States last year amounted to twenty-one million dollars in value; in 1893 they amounted to only four and a half million dollars in value; in 1883, to less than four million dollars; in 1873, to two and a half millions, and in 1863 to less than a half million dollars. The growth of exportation of this class of manufactures has been extremely rapid. Prior to 1865 the exportation of agricultural implements had never reached as much as a million dollars, and during the twenty-five years following that date the growth was slow, the total having reached about \$3,859,000 in 1890. From that date forward, however, the growth was rapid. By 1895 the total was five and a half million dollars; in 1900, sixteen millions, and, as already indicated, in 1903, twenty-one millions.

This is certainly a record to be proud of, particularly as our agricultural implements have made their way in competition with those manufactured in such countries as Great Britain, France and Germany. It is but natural that Canada should buy largely of us, and it is even to be expected that Mexico and Central America should purchase in the United States such agricultural implements and machinery as they need. Next to British North America, France has been our best customer. Of the total of twenty million dollars' worth of agricultural implements exported

last year, nearly three million dollars in value went to France, and about an equal sum to Argentina; a million and a half to the United Kingdom, and about an equal sum to Germany; a million and a quarter to Australia, and over a million to Africa. These are the figures of 1903. In 1893 the value of agricultural implements sent to France was but about \$300,000, as against nearly three millions in the year just ended. The value of those sent to Germany in 1893 was about \$300,000, against about one and a half millions in the year just ended. To Argentina the value in 1893 was about one and a quarter millions, against nearly three millions in the year just ended.

While the demand for agricultural implements of American make includes all sorts of implements, our mowers and reapers and our plows command the greatest admiration and sale. The Bureau of Statistics' export statement shows that reapers and mowers were sent in 1902 to over fifty different countries, and plows and cultivators to even a larger list of countries and dependencies. The sound of the American mower and reaper is heard in British, French and Portuguese Africa, in Egypt, in European and Asiatic Turkey, in European and Asiatic Russia, in Japan, in India, in Australia, and in practically all of the South American countries and all of the countries of Europe, while the American plow and cultivator go to practically every country in the world.

Henry Dexter, father of the Adirondack land owner, who was assassinated the other day, expresses regret that when he had amassed a fortune he did not take his family to England to live instead of remaining in this country. "The United States," he says, "has no place for a man of wealth who does not strive for more wealth, and the personal danger of every man of wealth has grown greater here every year. There is no leisure class here. Even the wealthiest are actively interested in commercial enterprises, and often in speculation. I do not know a single wealthy American who is seeking rest with honor from business and devoting the autumn of his life to uncommercial occupation. If there be such he is alone in a strange land." Mr. Dexter is a very unhappy man. His wife died several years ago and now his son is gone. According to his own story, Mr. Dexter's money has brought him only misery. Extended travels brought him no satisfaction. When he was abroad he longed for home, and when he was home he had nothing to do and was uneasy. He thinks he would have found more congenial surroundings in England. Rich Americans who have betaken themselves to England have not, however, found complete happiness there. This is the happiest land under the sun, except for those who have neglected the wisdom of the sage, who said: "Don't make more hay than you need."

As men grow wealthy they begin to enquire into their ancestry.

SUCCESS TO THEM.

The United States continues to be a marvel to our English cousins. They do not seem able "to attain unto us." They no sooner get us down to a fine point than presto! they change their point of view and have to begin all over again. At first we were investigated in regard to our ability and skill in making things. Do their best we "went them several better" and they came over to see how it was done. Then our business methods took the wind out of their sails and they wanted to see how we did it. They had an idea that somehow the American in spite of his English parentage was—and is—just American and nothing else, and they are wondering how such a thing can be, and they investigate along that line. Workman is compared with workman, nation is compared with nation, with a result even to prejudiced eyes in favor of this country, and still the underlying reason remains unfound. Finally a commission came last year with express purpose of enquiring into the industrial situation. It was made up of British workmen and the expense of the trip was borne by a wealthy and public-spirited Englishman. Now the same gentleman is about to bring another commission to the United States. It is to be representative of teachers, school boards and similar bodies having connection with educational matters and will include a number of university professors, headmasters of colleges and schools, lawyers, clergymen and practical business men.

The aim this time seems to be to get at the nature and effect of American education as applied to professional and business life. There also seems to be a pretty general agreement that American education in the secondary schools and in the colleges and universities is more practical and more valuable to men of affairs than that of Great Britain; and what this commission is expected to find is how this mental training enters into and becomes a part of the American nation, in order that the English people by employing the same methods may be able to obtain similar results.

The trouble with all these commissions is that they do not go back far enough in their investigations. They forget that there is a wide difference between the Englishman and the American. Time was when they had the same history, but that time is not now. It is about three hundred years since the May Flower plowed the main and for three hundred years the up-to-date American has been widening the distance between him and his Anglo Saxon relation. They have stood still but he has moved on. The spirit of a boundless continent and of immensity in the lump has become incarnate in him. He early came to despise all crowns except his own and he has kept his continent free from the power of the scepter and the shadow of it. He has learned to hold up his head and to say any man may whose will interferes with his. Unhampered himself by tradition he and his heirs forever are determined not to know what

caste means. Despising all helps and hindrances he has learned to stand on his own feet and to sustain himself there with brain and fist. He asks no odds and wants none. The old-time "Fair field and no favor" is out of date; he will take the field as he finds it and abide the consequences; and to-day he will meet the English commissioners with his three centuries of Americanized, Praise-God-Bare-Bones grandfathers behind him and leave them wondering at him and despairing at the task before them of furnishing from this twentieth Anglo Saxon specimen of the Western Hemisphere a model for the Mediaeval English yeoman of to-day to follow.

The fact is the average Englishman is comparatively a way-back. Rip Van Winkle, after a twenty years' sleep, found himself out of joint with the world, and the conditions are only intensified when, after three centuries, the sleeper is expected to grapple successfully with facts and circumstances which he can not be expected to understand and to which he can not adapt himself. He, in thought and action, and his grandfathers are one and to expect more of him than of them is to expect that a Crusader will lay aside his coat of mail and fight to a successful finish on a modern gunboat. He simply can not do it.

The commissioners, then, will be successful if they will take into account what has been going on in America since the landing of the Mayflower. They must remember that a continent has been wrested from the savages and civilized; that the Saxon brawn and brain has struggled through toils and tears into unfettered manhood; that into that manhood the mountain air has come fresh from the skies with the vigor of the morning in it and the hope and the joy and the determination to make the most of itself no matter what the conditions may be; that the church and the schoolhouse have done their best to give the American a worthy ancestry and have seen to it that he is worthy of them, and that the whole prosperous condition of the United States to-day is due to the thoughtful training of these three hundred years. If this shall be the result of the commissioners they will not have come in vain. Success to them!

The Department of Commerce and Labor has inherited a statistical usage from the Treasury Bureau of Statistics which will not bear examination. It includes in its list of tropical and sub-tropical imports sugar, silk and tea. As sugar is produced with profit in nearly hyperborean regions, such as Sweden, and silk and tea are grown in parts of the world without a suggestion of the tropics in their climatic conditions, it is a trifle misleading to designate them as tropical or sub-tropical. Tobacco is another product in the list which is freely grown in other than tropical or sub-tropical countries.

Pride often lifts a man up by the handle attached to his name.

CHIEF MODERN LANGUAGES.

Every now and then some learned person rises up and invents a universal language, which is intended to be learned and used by all the people in the world.

It is wonderful how learned persons can give a moment's attention to such a delusion. Possibly in the earliest times there was some spoken tongue common to all people. It is said that in the beginning there was no spoken language, because it was not needed to give expression to human thoughts.

The earlier men were so spiritual, associating, as they did, with angelic beings, that they read each other's thoughts in their faces. The time came, however, when they committed acts and harbored thoughts which they dared not allow others to know, and they then began to cultivate the art of hardening their faces as well as their hearts, so that their facial expression and play of features would no longer betray their thoughts and feelings, and then it was that language was necessary for communicating, one with another. The cunning and sarcastic diplomatist Talleyrand, when he declared that the object of speech is to conceal thought, must have had some knowledge of the ancient tradition mentioned above.

The Chinese language, with its congener, the Japanese, is a very ancient tongue, and is spoken perhaps by some 400,000,000 people, but it bears no marks of ever having been universal, since its structure, which is very peculiar, is confined to the tongues obtaining in Northern Asia. Hebrew and Arabic are kindred tongues, the latter having been spread over earth by commerce and wars. The Romans carried their language to every land, and in its day it was as nearly universal as any other.

In modern times the Spaniards, who were the greatest discoverers and colonizers the world had ever known, carried their language to the New World and to the Philippine archipelago, in Asiatic waters. Following after the Spaniards, but overtaking and passing them in the spread of their language, are the English-speaking peoples. They are found in Europe, Asia, America and Africa, and in the Australasian regions of the Southern hemisphere. It is estimated that in the century between 1801 and 1901 the English language has more than doubled its percentage in Europe, where in 1801 12 per cent. and in 1901 27 per cent. of Europe's population spoke English. During the same period every other European language suffered a loss in percentage. These facts show the victorious progress of English. In addition to this, there are far more English-speaking people outside England, in the United States, Canada and Australia, than in England; and now that English has been made compulsory in India, about 300,000,000 people have been, or are in process of being, added to the English-speaking race.

Although France and Spain have lost their American possessions, the French and the Spanish languages

hold their own in America. More than 1,000,000 Canadians speak French—the French of Louis XIV.—and there are French universities in Quebec and Montreal. And although there are only 18,000,000 people in Spain, there are nevertheless 35,000,000 in America speaking her tongue. There are 110 Spanish-American writers and poets, all born outside Spain—showing the vast colonial resources of the Spanish language. Similar resources are also to be found in Portuguese, which is spoken by only 5,000,000 people in Portugal and by more than 11,000,000 in Brazil. The victorious spread of Portuguese in Brazil is supported by a flourishing Brazilian literature—chiefly fiction and poetry. Dutch is also expanding. There are more Dutch-speaking people in the East Indies and in South Africa than in Holland proper.

The propagation of a language depends on several considerations. One is the activity and energy with which it is carried abroad and impressed upon strangers. When this is done by war, necessarily the conquered are forced to learn the speech of the conqueror. When commerce is the medium for the propagation and diffusion of a language, all the parties interested in such commerce will learn the tongue that is easiest. Whatever may be the grammatical difficulties of the English language, there is none more easy to learn by mere sound and memory, and having been carried into every land by war and commerce, more people learned it, in a measure, than are acquainted with any other save, perhaps, Chinese.

The German language has not been carried into far-off regions to any extent until in the past few decades, but it is spoken by a great body of people in the German and Austrian empires. Spanish, French and German are the most important of the modern languages to the young man of the United States, and of these, for commercial and political reasons, Spanish comes first.

New Hampshire has a liquor law which penalizes the sale of intoxicants to any person who is "posted" as an habitual drunkard. One of this class has, however, discovered a vulnerable point in the law, having secured enough liquor through a friend to make him roaring drunk after being "posted" and all the saloonkeepers in town notified not to sell to him. He was arrested, and explained in the police court how he got the whisky. Then his "obliging friend" was arrested, but it was discovered that the law failed to prohibit the giving of liquor to an habitual drunkard and the charge against him had to be dismissed.

The new Government census of the Philippines shows a total population of 6,976,574, of which number less than 650,000 are classed as "wild tribes." This showing ought to help the Constitution of the United States to follow the flag and extend its jurisdiction over the islands in the fullest sense.

THE PAPER HAT.

A curious controversy has been started by some unknown man who wrote to a New York paper a letter of protest because cartoonists making pictures regarding the relations of labor and capital usually portray the workingman with a square paper cap on his head. The complainant declared that he has been a working mechanic the greater part of his life and ought to know something about the headgear of his fellow craftsmen, and that he had never seen one of them wearing such a cap. This started up quite a bunch of correspondence, with varying opinions. Some workmen upheld the protestant and others upheld the cartoonists. Several have said in former years more than at present it was customary for men working in shops to wear these paper caps, which were cheap, light and protected the head from dust as well as a cloth cap, and were much cooler and more comfortable.

It does not appear that the paper cap was ever intended as a badge of dishonor by those who wear it or by the cartoonists who employ it in their pictures. It is a conventionality, just as many other things are which have descended from sire to son among the designers. Certain figures are accepted as designating certain ideas. Uncle Sam, for instance, is the figure used to represent the United States. He is always pictured as a long, lean, lank Yankee with chin whiskers and a tall hat, not at all the style that citizens wear nowadays. John Bull, a short, pudgy party, with a low crowned silk hat, represents England. Father Knickerbocker, with his queer tile and coat, is a familiar figure in the cartoons. So the regularly recognized figure of a stalwart workingman, usually with sleeves rolled up and wearing a stiff paper hat, is used to portray the idea of the American workingman, and a fine looking figure he is. The controversy over the subject which has been going on in the New York papers has been interesting and perhaps instructive. There is no basis for saying that there is any intention to slight the American mechanic or to offer any indignity. In fact, any man who has such a stalwart, dignified figure as the cartoonists portray in this instance could be pardoned for taking pride in his shape.

Even the great manufacturers of England are admitting, reluctantly, to be sure, that the seat and center of the cotton industry has moved from their tidy little island to the United States. This season orders placed with the Lancashire cotton mills were filled in New England. The American manufacturer has the advantage of being closer to the great cotton fields in our Southern States. The Yankee machinery in this branch of business is the best, and although our factories have labor troubles enough, they do not have as many strikes as those of England, which is due in a large measure to the fact that the American mill hand gets better wages. These conditions are supplemented by another quite

as serious, and that is the exodus of the skilled labor from England to the United States. The British mill hand is learning that there are better opportunities for steady work and higher pay in the United States. It will be a great many years before there are no cotton mills in England, and the time has already come when the largest number and the best ones are here.

Reference was made some time ago to the experiments of F. X. Schoonmaker, who from the summit of Pike's Peak is trying to take electrical energy from the air above in such a way as to make it valuable for practical uses on the earth. If his word is to be accepted, he has already made progress enough to warrant the assertion that success will eventually attend his efforts. To the average individual there seems to be a great deal of improbability about the undertaking and its alleged promises. Cautious people are slow to say that it is impossible, because in these days of scientific investigation and invention it almost seems as if nothing is impossible. If Mr. Schoonmaker can get unlimited electric energy out of the upper air what a lot of power and other plants he can put out of business. If he succeeds, the only use for coal will be for heating and cooking and even for these things electricity has already been successfully used. Even those who play the role of Doubting Thomas wish him well.

The State of Alabama is soon to have a law which prohibits labor unions from placing boycotts on corporations, firms or individuals and heavy penalties for violation are imposed. It has passed both branches of the Legislature and it is understood that the Governor will sign it. Naturally it has stirred up a good deal of feeling. Certain it is that the boycott is un-American and deserves unpopularity. Such a law ought to be very general, not directed in particular against labor unions, but against anybody and everybody who through organizations, whatever their purpose or their name, indulge in the practices which generally go by the name of boycott. It is not to be commended, whoever indulges in it. If the new statute becomes effective in Alabama, its practical operation will be watched with interest in every other state of the Union.

The father of a New York boy has asked permission for his son to attend school without shoes. He says the lad has gone barefooted winter and summer ever since he was born. "He can walk on tacks," says the father, "and even broken glass does not cut his feet. He coasts down hill and uses his bare feet as other boys use their shoes. He can sleep out doors in any kind of weather and has never had a cold or a day's illness." The school officials will investigate the case. It may be found that the boy has hoofs instead of feet.

Remember that when a man gives his reason for anything it is quite likely the reason is pretended.

DISCOURTEOUS SALESMAN.

True Incident That Lost a Possible Future Customer.

Written for the Tradesman.

'Tis strange, sometimes, what little things will influence a person as to trading at different places—things, apparently, of small moment and yet which either prejudice a transient customer irrevocably against a store or so incline him to like it that he will do the bulk of his trading there.

In a certain town—which shall be nameless—there is a certain store—which also shall be nameless—where I wouldn't trade if I had to go bare-footed. You may infer that the place which has excited my dislike is presided over by Saint Crispin. The inference is correct.

I had been in this establishment on two other occasions to purchase shoes for my small brother. He'd rather go there, he said, because he liked their shoes. He said they had always been pleasant to him, so why shouldn't he like them? "But," he asserted, "if they are mean to you, I'll not trade with them any more. Their shoes for boys are all right—I like 'em—but if they ain't good to my sister they won't see this chicken comin' their way again."

The speaker is a little fellow of strong personality. I am glad he is. I hate a namby-pamby individual of either sex, grown up or child. I'd rather take my chances on the former's growing into a person of some use to the world than to expect the one of opposite tendencies to amount to a row of pins. Give me the person of strong likes and dislikes, of positive individuality. He may allow his feelings to run away with him at times, but he is the person who "does things."

But I am wandering from my subject. I set out to narrate the circumstance which changed me from a probable future customer of a certain shoe store to—well, I won't exactly call myself their enemy, for I sha'n't set out to do them any injury, but, the angry way I feel now, I shall never again enter that place for shoes unless I find it impossible to suit myself first in one of a dozen or two others.

Early in the season I had purchased a pair of black oxfords at the store where I have traded more or less ever since I was a young tomboy. The shoes in question gave excellent satisfaction as to wear, and I was thoroughly in love with their dainty little French heels. But they went back on me in one essential—they didn't keep their shape. From the instep to the toe they "spread out," almost from the first day I donned them. They were such good quality, however, having cost me a pretty penny, that I could not afford to discard them. So I consoled myself with the consciousness that they were elegant in appearance from the back, when I had occasion to grab my skirts, and it could not be denied that they were the most comfortable shoes I had ever possessed.

After they lost their pristine freshness I began to haunt the various window displays of footgear in the

hope of spying therein just the sort of low shoe that would strike my fancy. First in my estimation the heel must be of the frivolous variety—frivolous, but not too frivolous—in other words, Frenchy, but not too Frenchy. I didn't long for du Barry heels, although, if I couldn't find just what I wished without taking spikes along with the desired characteristics, I intended to take the idiotic style and grin and bear it. But I didn't intend to walk on stilts if I could find a heel of the inch and a half height, instead of two and a half or even of such an altitude as a couple of inches. I think these are silly. However, a girl has to be silly sometimes or she wouldn't be of the feminine gender.

I wanted some patent leather to be in evidence somewhere in the make-up of my second oxfords, also some dull, unpolished leather or a touch of cloth. There must be broad silk laces coming through about three big holes on a side. I have never taken kindly to the bulldoggy toes in any description of footwear, so my new pedal covering must incline somewhat to the narrow toes. I like a long, slim effect.

I was in no special hurry for my next purchase, so several weeks went by. Finally, in a window somewhat remote from my customary shoe dealer's place of business, I happened to see reposing an oxford that seemed to meet my every requirement.

Eagerly I entered the place. Now were my hopes to be realized!

As I advanced toward the seating space I glanced to the right and left to try and discover the clerk who waited on my brother on the former two occasions. But he was nowhere to be seen. And no wonder—on my enquiring for him the reply was: "That clerk ain't here any more."

The young man in question had been in two other stores where I occasionally trade, and when I accidentally ran onto him in this third one when I bought the boy's shoes I was surprised, also pleased, to see him again, for he was an ideal salesman—always pleasant, chatty without being "fresh," anxious to suit all customers, rich and poor alike.

I especially remember one effort he made on my behalf when he was employed by the firm before this one:

I had gone to store after store in search of a certain style of riding legging. Finally I drifted into the store where this young man was clerking. I had never happened to purchase anything there and did not know this favorite clerk had left his other place. He greeted me cordially and proceeded to try to find the article I described to him. But it was not in their stock. And what do you suppose that young fellow did? The most unusual—the most unheard-of thing, in this day of careless, unaccommodating, nerve-wracking salesmen! He asked me if I could wait ten or fifteen minutes. I answered in the affirmative. I was really in a great hurry, my time being limited that morning, but my curiosity was aroused as to his procedure,

and if he were about to propose putting himself out on a customer's account, the rarity was certainly worth a little sacrifice on my part to witness!

It was raining "pitchforks and nigger babies" at the time, as the drizzling, dreary umbrellas standing around could testify—if they stood up long enough; many of them had slapped themselves down in a limp wet rag on the nice carpet—but that affable, gentlemanly clerk, dressed "as spic and span as if just out of a bandbox," actually offered to go down to a wholesale house half a dozen blocks away and get the leggings I had been chasing around for—said he knew to a certainty they carried them!

Say! I was so surprised I was dazed for a few moments! I wouldn't have believed the occurrence if anybody had told me about it.

In about twenty minutes the young man returned, bringing with him my coveted leggings. I was so pleased with the strange courtesy that I was really sorry the price named for the goods wasn't twice as much!

But how I have digressed. Pardonnez-moi.

Where was I? Oh, yes; I was disappointed not to find the polite, unselfish clerk.

"He's not here, he's gone out West," was the unwelcome information.

I hesitated.

"Have you my sizes in low shoes like the ones in the window?" and I

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The cost of painting the house and barn, outbuildings and fences is a heavy burden. Cheap paints soon fade, peel or scale off and white lead and oil costs so much and has to be replaced so often that it is a constant expense to keep the bright, clean appearance so desirable in the cozy cottage-home or the elegant mansion. To meet the needs of the small purse and at the same time give the rich, lasting, protecting effect of a first-class paint caused the manufacture of



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and it is the best paint for house, barn or fence; for interior or exterior work it has no equal. It is smoother, covers more surface, brightens and preserves colors, is used on wood, iron, tin, brick, stone or tile, and never cracks, peels, blisters or chinks; it does not fade, it outlasts the best white lead or any mixed paint, and it covers so much more surface to the gallon that it is cheaper in the first costs than most cheap paints.

The following are a few of the large users of Carrara Paint: The Waldorf-Astoria, New York City, one of the most magnificent hotels in the world, is painted entirely with the world-famous CARRARA PAINT; Pennsylvania R. R. Co.; Pullman Palace Car Co.; Chicago Telephone Co.; Central Southern; C. & E. I. R. Co.; Denver & Rio Grande R. R.; Wellington Hotel, Chicago.

Agents wanted in every town in Western Michigan.

WORDEN GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS, MICH.

told what sizes I wear and which shoes I meant in front.

"That fellow back there'll wait on you," was the indifferent rejoinder.

I waited a long time for "that fellow back there" to get to the skir-mish line.

When he at last arrived I had to go over the whole rigmarole again as to sizes and which kind of shoes I had selected in the window.

The fellow looked a long while at a few boxes and, after what seemed an age since I had crossed the threshold, took my old oxfords off and put on his new ones.

But, alas! the Fates were against me, they were too wide by far. I did not want a repetition of my last experience, and I said as much.

"I must have a narrower width. These won't do at all," I told him.

Then the fellow from way back hunted another interminable length of time, and finally came back to where I was waiting, in the usual shoeless condition, and stated that that was the narrowest they had in that length.

In the meantime a great big strapping colored girl had come in and plumped herself down in the chair next to mine and the so-called clerk who had taken my shoe off left me and began performing the same office for her.

As soon as I could do so without interrupting the operation, I said:

"I will have you put my shoes on so I can go."

I wish I could tell you how many minutes I sat there, waiting in my stocking feet, while that apology for a salesman brought out shoe after shoe and tried on my dusky neighbor. It seemed to me a century, but I presume it wasn't.

I wouldn't have been quite so mad if I had been able to get my shoes back on, myself. But I could not put them on, they were so snug on the heel, even at home without a "horn."

It was the evident intention of the fellow to punish me for not taking the shoes he had insisted were "all right."

Do you think I shall ever darken the door of that establishment again? Not if I have to go barefooted—as it looked as if I would have to!

Josephine Thurber.

Origin and Development of the Meerschaum Industry.

Meerschaum is not foam of the sea, as many suppose, but a silicate of magnesia.

The raw material comes from Asia Minor, wherefrom the Turkish government derives a great deal of revenue.

It is extracted much the same way as coal. Near Eski-Shehir, an important station on the Anatolian railway, where rich deposits are found, pits from twenty-five to one hundred and twenty feet deep are dug; as soon as the vein is struck horizontal galleries, sometimes of considerable length, are made.

The stone as extracted is called ham-tash (rough block) and is soft enough to be easily cut with a knife.

It is white and is covered by a red, clayey soil.

The manipulation required before it is ready for export is long and costly.

There is some found in Spain, but it is not suitable, being too full of flaws.

The best quality is called "Spiegel meerschaum" (looking-glass meerschaum, on account of its beautiful luster when colored).

The first piece of meerschaum was brought into Hungary by a nobleman about the year 1800, who gave it to a cobbler on his estate (who was somewhat of a genius) to carve into a pipe bowl. As he was mending shoes, thereby using wax, some of it got on the bowl, which caused the pipe to color when smoked.

The smoke drawn through the meerschaum, which is porous, settles on the surface, which is a fatty substance—wax.

When a pipe is overheated it evaporates the wax and then the chemical process is lost.

Budapest, the capital of Hungary, became the center of the meerschaum trade, wherefrom it radiated to Vienna and other parts of Europe.

The first meerschaum pipes with short stems (where the amber joins) were made by a Mr. Saltiel, an enterprising young pipe carver of Vienna, and exhibited in London in the year 1855 at the first world's exhibition. The wealthy classes of the entire world, through this, overwhelmed him with so many orders that he found himself too suddenly rich and became insane.

The first meerschaum pipe made in the United States was carved by Charles Pollak, in New York City, in 1860, from a block which Rev. Dr. Tyng, of Brooklyn, New York, brought from Turkey.

He had learned his trade from his father-in-law in Old Buda.

He imported the raw material in blocks the same year to manufacture it into pipes for the trade, thereby introducing into this country a new industry.

He exhibited at the American In-

stitute in New York an immense and beautifully carved pipe representing Washington and his generals, which attracted a great deal of attention.

The officers of the armies of the Continent employ soldiers and non-commissioned officers to smoke and color their meerschaums for them, and in England there are regular establishments where the nobility and men of means have their meerschaum pipes and cigar-holders colored for a consideration. Francis Edler.

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**Two Statements
 That Mean Something**

The factory number on our last September invoice was 20655
 The factory number on our last August invoice was . . . 19747
 Subtract them and you have as a result . . . 908

That means that 908 F. P. Lighting Systems were sold during the month of September, 1903 908 merchants in the United States purchased those 908 F. P. Lighting Systems. This ought to tell you that if you have a poor light or an expensive light you would make no mistake in installing an F. P. Lighting System manufactured by the Incandescent Light & Stove Co., Cincinnati, Ohio. Let us tell you more about it. Better still, let us send one of our agents to show you the best light in the world.

LANG & DIXON, Ft. Wayne, Ind.
 State Agents in Indiana and Michigan

Clerks' Corner.

An Up-to-Date Application of an Old Proverb.

Written for the Tradesman.

Cale Corbin threw himself full length upon the lounge and drew a long breath.

"I'll tell you what it is, Pard, these three weeks at that wrapping counter are about all I can stand. I've been on my feet from morning until night and instead of getting used to it it is getting worse. Gregg told me when I started in that a fortnight would be the outside of my being at the parcel counter, and when I asked him to-night about a move-up he grunted something about my being soon discouraged and walked off.

"You see if I had to do that kind of work I wouldn't so much mind, but I don't. This idea of standing on the ground and working up is good theory and good practice if a feller has to; but bundle-wrapping calls only for muscular dexterity, and I've got it down to a dot and now I want to move on. I'm going to give one more week to it and then I'll move up or out, and I don't care a nickel which. I want something that calls for shrewdness with quick returns, and doing up bundles at three dollars a week and find yourself isn't conducive to happiness and a long life, and I guess I'll quit."

"'A rolling stone gathers no moss.'"

"What's the stuff good for if it did? Like the rest of those old saws it doesn't cut any ice, so don't throw any more at me. What's the Silver Plume been doing to-day? She went up 2½ yesterday, ½ day before and I wouldn't be surprised to see her go 1½ better to-day. I'll tell you what, Jo, that is where you can double up on your money. I have been watching that mine a good while now and if I had only bought some shares when she began to go up I should have just tripled my money. The other day I was over at the Exchange and I got acquainted with a rather elderly man who has been a miner for years and we took quite a notion to each other. He says the Silver Plume is all right and if I want to get a few shares now's the time to do it. In less than three months she's going to double up several times. She can't help it. He's been down into the mine and looked her all over and he knows what he's talking about. I've gone over the thing carefully and I've about a thousand dollars that I may as well play with as not. So far as I can see, by watching the market I can make that thousand and dollars give me a good living with considerable extra for spending money, and I don't know why I can't cut adrift from that bundle counter and start in on what I am going to make my life work."

"What's that?"

"A physician. I'm acquainted with Dr. Goodwin, who takes his meals where I do, and he's been telling me about the fees he takes in. That's what I'm after. I'm nineteen now, with a fair enough education. It'll take three years to go through the

course. The Doctor says he'll take me right into his office when I get through. Of course I know it's going to be slow work building up practice at first, but with the increased income of my thousand dollars that won't bother me. Once I graduate I'll be going up all the time and, leaving eight years at most for that, by the time I am thirty I shall be well established in my profession, raking in the dough hand over fist, with a home of my own on Collingwood avenue and something fine in leathers and fur on my arm; all of which is a great deal better than standing on my feet all day doing up packages at three dollars a week."

"When are you going to begin?"

"In September, with the medical college; but I've already started in on the income. In May I could have sold at 50 per cent. profit; in June I had doubled that; July I expected to hold my own and did. For the rest of the summer I sha'n't do much, but I've already made enough to meet the expenses of the year."

"Well, you don't intend to run the Exchange and study medicine, do you?"

"Why, yes; why not? The Exchange is only a few blocks away from the college and I can easily keep track of the market. I see what you are thinking about. What's the proverb for it?"

"I don't know which is the better: 'Between two stools you will fall to the ground,' or 'Too many irons in the fire.'"

"Carl, what do you want to be such a fool for? Can't you see that you are counting your chickens before they are hatched; and don't you know that of all addled eggs for hatching mining stock is by far the worst? Then, too, you know, or you ought to know that the study of medicine, like all professional study, calls for the best mental work a man can do, and you've been fooling enough with the 'ticker' to know how much constant thought and worry it insists on. Now, how much good work can you give to each of these two absorbing subjects if you are doing both at once? Don't do it. If you want to study medicine do it and success to you; but remember what I tell you: You can't do both and you'll break down if you try it."

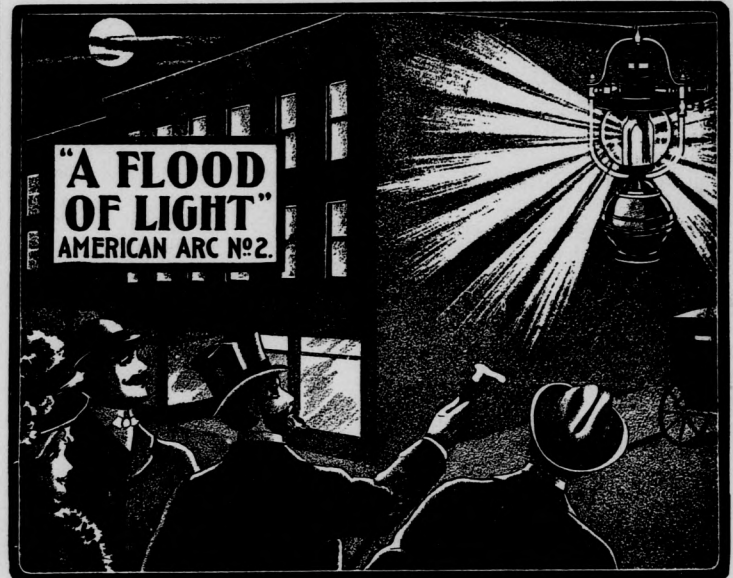
It was sound advice, but it was thrown away. The first of September saw the man who had stood at the foot of the commercial ladder sitting at the feet of Esculapius in the lecture room in the morning and at three in the afternoon studying the latest mining reports in the Exchange; at the end of the academic year it was with no little exultation that he announced to his friends that he had carried on successfully his freshman studies and had made something over seven hundred dollars besides his expenses with his stocks. "So you see my eggs were not addled so very badly, after all."

That was five years ago. This last summer I was in Denver and in turning the corner of Sixteenth and Tremont streets I came near running over Carl Corbin, who stood there

Sent on 5 Days' Trial!

A Modern Wonder

Included in the list of approved lamps of the Examining Engineers of the National Board of Fire Underwriters; can therefore be used in any insured building without additional cost of insurance.



The finest artificial light in the world. Hang or stand them anywhere. One lamp lights ordinary store. Two ample for room 25x100 feet. No smoke, no odor. Very simple to operate. Burns ordinary gasoline. Absolutely non-explosive. 800 candle power light at cost of 5 cents for 10 hours. Ask for catalogue.

R. J. WHITE CO., Chicago Ridge, Ill.

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

GOOD MERCHANTS

Can recommend to their customers and friends

MEYER'S Red Seal Luncheon Cheese

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

This Elegant Display Case, filled with 2½ dozen 10 cent packages, \$2.40

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

J. W. MEYER,

127 E. Indiana St.

CHICAGO

Manufacturer of Red Seal Brand Saratoga Potato Chips

talking with a friend. In an instant afterward his right hand and mine had bridged the years that had separated us and some minutes later I was with him in his office and we were telling each other of what had happened to each since we had parted. He listened attentively while I was telling my story; but when I had finished he had no story to tell. Naturally enough I asked questions. This gave me chance to look at him without seeming curious, which I improved in comparing the old-time Carl with the one before me. The old red cheeks of "his boyhood's grace" were gone. At twenty-four his face wore the care of middle life and the crow's-feet were deeply marked about his eyes. My old fun-loving, light-hearted Carl was gone. He had been displaced by this drying-up specimen of early manhood, well along on the road to old age.

"Well, old man, I suppose you have come to the big-fee days of the profession; how do you like it?"

"It's hardly time for that."

"Well, you have one thing to comfort you—being in with your friend, the Doctor."

I had touched a sore spot and soon learned that the Doctor gave him only the unimportant cases and paid him much less than the young man thought he ought to have; and then followed a long line of grievances which the beginner always has to overcome. For two good hours I listened and then hastened to the friend who had invited me to lunch.

Naturally enough Corbin became the subject of conversation, and here is the gist of it:

"Corbin doesn't like me very well. When he began his course he had an inheritance of several thousand dollars, large enough to support him comfortably; but he got infatuated with mining stocks and to-day he hasn't a red. During the last year of his course he wanted to borrow \$200 to pay his bills and offered his stock as security and he was mad because I wouldn't take it. The worst of it is that between the exacting hard study and the excitement of the Exchange he's an old man at twenty-three. He got his diploma by the skin of his teeth and instead of coming out at the head of his class he was at the other end—as good an instance as I know of the maxim, 'Between two stools the sitter comes to the ground.' Corbin doesn't have much to say to me now, but I have heard that he now thinks he would be better off if he had clung to the old commercial life left some five years ago"—a statement Corbin himself made to me just before I left Denver. Richard Malcolm Strong.

The Secret of Success in Business.

Business ability consists largely in seeing many things with other people's eyes. In all business relations there is a wonderful potency in the tone of the voice. So called personal magnetism is largely dependent upon it, and fortunate is the man with a pleasing tone—he conquers where greater minds fail.

All ideas, even the simplest, have a commercial value. The man of talent

discovers their application to the needs of mankind and develops their usefulness.

There is a positive value in properly governed enthusiasm. The habit of becoming enthusiastic over anything undertaken is one of easy acquirement—a matter of taking one's self into a belief.

More failures result from doing too much business for the capital employed than from any other cause.

Knowing where to stop in anything is perhaps of more importance than knowing where to begin.

Nine-tenths of humankind intend to be honest and are entitled to some commercial credit for the intention. The question is—how much?

Crispness in business as well as in some kinds of candy meets with prompt approval. To be brief and to the point, but comprehensive even in briefness, should be the aim—yet the crispness must be properly sweetened to the palate.

A business man who throws advertisements and circulars into the waste basket without at least learning their purport is throwing away many ideas that would be of decided profit to him.

A merchant who will not handle a piece of goods because he personally does not like its taste or appearance is short-sighted. This is the point to consider—does the consumer like it?

To sell goods is to teach goods. We must teach the public to appreciate the things we sell. There must be enough newness to interest and charm, and just enough of the old to be recognized.

Gum Chewing and Lunacy.

Who would have thought that doctors would countenance the practice of gum chewing? Yet here is the news from St. Paul that the Minnesota State Board of Control includes chewing gum in the list of supplies for insane asylums, as its use is often found to have an excellent effect upon patients, soothing them during violent spells, and enabling them to concentrate their minds upon various forms of work. Doubtless it is the muscular, not the secretory, activity that produces the beneficial result. The secretory activity may deplete the salivary glands, and thus prove prejudicial to digestion. Insane people are nervous, and almost every one inclined to nervousness has discovered that there are forms of fidgeting which enable him to relieve the tension upon his nerves and help him to concentrate his attention.

Many a lawyer and many an orator would be at a loss in speaking if he could not twiddle his watch chain or twirl his eyeglasses. Many a traveling man and many a politician would lose his reputation for ease of manner in conversation if deprived of the cigar which he gracefully puffs in the intervals of his talk. And the fan! What mistress of coquetry would be willing to surrender her fan?

But while gum chewing may relieve the fidgets in the case of those who do the chewing, the sight of it is likely to give the fidgets to other people obliged to look on.

MICA AXLE GREASE

has become known on account of its good qualities. Merchants handle Mica because their customers want the best axle grease they can get for their money. Mica is the best because it is made especially to reduce friction, and friction is the greatest destroyer of axles and axle boxes. It is becoming a common saying that "Only one-half as much Mica is required for satisfactory lubrication as of any other axle grease," so that Mica is not only the best axle grease on the market but the most economical as well. Ask your dealer to show you Mica in the new white and blue tin packages.

ILLUMINATING AND LUBRICATING OILS

PERFECTION OIL IS THE STANDARD THE WORLD OVER

HIGHEST PRICE PAID FOR EMPTY OARBON AND GASOLINE BARRELS

STANDARD OIL CO.

RYE STRAW

We are in urgent need of good rye straw and can take all you will ship us. Let us quote you prices f. o. b. your city.

Smith Young & Co.

1019 Michigan Avenue, Lansing, Mich.

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

We have the finest line of Patent Steel Wire Bale Ties on the market.

STRAIGHT GOODS

Today people are eating FULL CREAM CARMELS and high-grade CHOCOLATES as never before. In fact, we have wrought a silent re-valuation (as it were) in that line of goods in the past few years. The S. B. & A. brand is a guarantee of quality. Mail orders solicited.

Yours truly,

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

"PRACTICAL CANDY MAKERS"

Dry Goods

Weekly Market Review of the Principal Staples.

Wool Dress Goods—Progress of an encouraging character continues to mark the spring dress goods season. Agents handling foreign and domestic lines of goods, including cloth effects, sheer weaves, plain goods and novelties, report that they find jobbers, cutters-up and representatives of large department stores in a confident, healthy frame of mind that leads to buying operations that give promise of a volume of consumption for the season that will compare favorably with recent satisfactory records. One factor which agents are pleased to call attention to, and which they look upon as indicating a good volumed, healthy business, has relation to the lack of any widespread uncertainty or timidity among buyers in connection with fabric tendencies. They consider, apparently, that the tendencies of demand are sufficiently clearly defined to reduce the risk involved in the placing of goodly orders for first needs as much within the limits of perfect safety as first purchases can well be. While, of course, the buyer can not rest in perfect assurance just how well staples will resist the competing onslaughts of the fancy and novelty fabrics, he has learned sufficient from the recent developments of the trading to indicate clearly that while certain classes of fancies and novelties have gained a recognized place among salable fabrics evidence points strongly to a relatively larger yardage consumption of solid-toned fabrics than of fancies.

Plain Goods and Fancies—The favor with which fancy goods for suiting wear have been received by the final consumer can not by any means be viewed as a detracting factor, even although it may, as it unquestionably does, cut in, to a certain extent, on the selling strength of certain plain fabrics. The tendency toward fancies opens up a wider field of endeavor to the manufacturer, gives the market a greater breadth and in a word opens up a field for profitable production that many manufacturers find preferable to the plain goods end of the market. Experience has proved that good profit possibilities face the manufacturer who can evolve an acceptable fancy or novelty, for the buyer's idea of producing cost is not as closely drawn in that case as it is in regard to staple goods that he has been buying and selling steadily in more or less substantial quantity for years. For some years past the ideas of a good many manufacturers and sellers of dress goods have centered, to a considerable extent, in the possibilities of a shifting of the demand to goods of a fancy character, and every development which has given even the slightest basis for the belief that fancies promised to return to popular favor was seized upon by certain factors and made the most of. When the fancy waistings came in favor the business was pointed to as the entering wedge that was to lead to the taking up of fancies of various character for full costumes in an ac-

tive manner. It was found, however, that the tendency toward fancies depicted in the waist business got little farther, plain fabrics continuing in favor for suit, skirt and the more elaborate costumes of the dressmaker's production. Then came a tendency to fancy effects in suit and skirt fabrics, which yielded many goods manufacturers good business. Again have fancy and novelty effects come into favor principally for suit purposes. The demand found reflection in the taking up of mannish made cloths and hairy goods of the mohair class for fall. So satisfactory have second hands found the demand for these goods for fall and winter wear that their operations for spring in the initial market follow in the same general channel as in the fall season, subject, of course, to certain modifications as regards weight, etc.

Staple Cottons—With the exception of more frequent and urgent requests for spot goods the situation in staple cottons is practically unchanged. The buying is limited to actual needs of the moment in every case, and no amount of argument can change the buyer's ideas. There are a few manufacturers who are trying to induce trade by shading figures a trifle for such goods as have accumulated on their hands, but even these mills make no concessions for future delivery. There is but small expected business noted on sheetings and drills, although many enquiries have been received. For the most part, however, the prices mentioned do not agree with the agents' ideas. Four-yard sheetings are in small supply as a rule, although it is reported that certain makes of 56x60s have been sold at slightly below the general market quotations.

Prints and Gingham—Print buyers are acting in a very conservative manner, although they are exceedingly anxious to have goods delivered promptly, when ordered. Purchases for the future, however, are very small. There are many enquiries being received for spring goods, and some of the low grades have found fair sales in both first and second hands. The jobbers have certain lines of light colors on hand with which they have had a good business for next season, as judged from reports. Shirting prints will probably not be shown under four or five weeks yet as a rule, although in some cases they may be presented to the trade before that. Printers have been purchasing print cloths in a somewhat increased manner, although their orders could hardly be considered as large. Most of the printers state that their stocks of cloths are very much reduced. In certain directions there have been sales of standard fancies for next spring made quietly and at an advance of half a cent over the present level.

Underwear—The underwear market grows quieter each week. The orders are fewer and the size individually smaller. The agents are hoping and expecting a return of the buyers to fill out their season's requirements, but, as time draws on, this seems less and less likely to occur.



The Best is none too good

A good merchant buys the best. The "Lowell" wrappers and night robes are the best in style, pattern and fit. Write for samples or call and see us when in town.

Lowell Manufacturing Co.
87, 89, 91 Campau St.
Grand Rapids, Mich.

READ THIS

Goods that sell quick, and bring good returns, are what you want. We have one of the best lines ever shown, in the following goods:

Fascinator Squares
Circle Shawls
Scarfs

In plain colors, fancy stitch, and combinations of colors. Prices from \$2.25 to \$15.00 the dozen. Ask our agents to show you their line.

P. Stekete & Sons, Wholesale Dry Goods,
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.

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.

Either the buyers have made up their minds that they have enough goods for their expected trade, or they feel that it is policy to await further developments, believing that they can get the goods anyway without a great deal of trouble, and prefer to risk somewhat high prices rather than do anything that savors of speculation just now. At the beginning of the season the orders appeared to be very small; questions in regard to them were met with promises of more business later on, and sellers have depended upon this to a considerable extent. They are disappointed, however, because it has not materialized; yet they have by no means given up hope, and if the buyers do not come to the market, the market will go to the buyers. In other words, representatives will make another tour in the interests of the mills. October may show important developments. The regular spring business, however, in spite of what may come later, is practically over.

Hosiery—There are few buyers today to be found in the New York market, and trading for two weeks past has been slow. Even where prices were made especially attractive, they seem to have failed to arouse enthusiasm, and there have been very disturbing rumors in the market in regard to manufacturers shading prices, yet it seems hardly consistent with the general market conditions. It must be remembered that rumors of this kind are always to be heard at this time of the year—the efforts of buyers to get moderate concessions. In the few instances where price concessions have been actually made they have been for spring lines, and the date of delivery promises very late, and these prices were based on what the manufacturers considered the probability of lower prices on raw material by that time.

Reverse Action.

The minister was annoyed. He had become accustomed to procrastination in the matter of the payment of his salary, and also to occasional reductions in the amount of it. But it seemed to him the limit had been reached, so he protested.

"Well," replied one of the good deacons, "if you think you are giving us too much for the money, cut a little of it off. We rather expected you would, and the fact that you didn't naturally led to the inference that you were overpaid before."

The minister pondered this deeply. Then he had an inspiration and preached a longer sermon than usual.

"You see," he explained, when the deacons spoke of it, "you have got it all wrong. This thing works with a reverse action. Have you never noticed that it is the poorly paid parson who preaches the longest sermon?"

After that he was more suitably and promptly reimbursed for his labors.

In writing advertisements it is a good idea to presume that men are anxious to know all about the goods you offer for sale.

Advertising Value of the Delivery Wagon.

The delivery wagon is the public representative of a retail business. It is continually in the public eye, traversing all streets, going into all sorts of neighborhoods and stopping at all sorts of houses. It behooves a high-class business house, therefore, to see that it is creditably represented by its vehicles. It is not enough that they should be serviceable—they ought also to be handsome and elegant and correctly represent the spirit that animates the store.

No one likes to have a shabby delivery wagon stop in front of the door. Other things being equal, a lady will patronize, every time, the house which she knows will deliver her purchase to her in style. A fine delivery wagon is the best sort of advertisement. It is noticed and commented upon in the street. The inference, naturally, is that the wagons are turned out in such excellent style the house itself must be first class. When one considers the amount of money that is spent on all kinds of ephemeral advertising it would seem as though a reasonable sum ought to be appropriated for these traveling advertisements. Fine delivery wagons are, after all, just as cheap in the long run, for they last longer and cost less for repairs.

What the Shoe Jobber Said.

"Don't be too quick to change. I'm head of this firm, but years ago was only an employe. I worked my way up until I controlled some large accounts and looked after the credits. My desk was next to that of the proprietor. One day I received a letter from a bigger house than ours offering me almost double the modest salary I was receiving. I tossed the letter on the proprietor's desk and went out to see some one in the trade. When I returned the old man walked up to me with the letter in his hand. 'We can't pay you any such money as this firm offers you; what are you going to do?' he said. 'I shall turn it down and accept what I think is a better offer,' I answered. 'You've got a better offer than this?' said the proprietor. 'Yes, when my contract expires with you next year I shall accept your offer to give me an interest in the firm.' 'Well, you have a good nerve,' said the old man, 'but I'll do it.' He did do it, and here I am."

Frank's Mistake.

It was Saturday and Washington's birthday, and the sun shone beautifully, evidently in an effort to do the old hero honor, for it was the first time there had been any sunshine for days and days. The clerks at the Globe vainly wished for a holiday.

"O, well, never mind," said the chief clerk, consolingly. "It will soon be summer, and we shall have a holiday every Saturday afternoon."

The new stenographer looked up quickly.

"Do we really?" she asked.

"O, yes, and the boss plays golf most every afternoon in the week. You'll have an easy time then."

He knew, for he had been the ste-

nographer last summer. He looked out at the sunshine, and dreamed idly for a few moments of his success in reaching his present position.

One Road to Success.

"Did she succeed as a cook?"
"Oh, dear, no; she couldn't cook at all."

"But she seems to be prosperous."
"Of course. You see, after she failed as a practical cook she got up a cookbook, and it had a big sale."

Bleeding Days Not Yet Over.

"I had supposed until yesterday, doctor, that the days of the bleeding of patients were past."

"And so they are. But what changed my mind?"

"The bill you sent me."

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

RUGS FROM OLD CARPETS THE SANITARY KIND

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

HOME INDUSTRY
\$12 TO \$20 WEEKLY



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

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

LOOK OVER

OUR LINE OF



Sweaters, Mackinaws, Duck, Kersey and Triplex Covert Coats

WE ARE HEADQUARTERS

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

Clothing

Style Tendencies in Little Folks' Wearables.

Among the retailers the higher grade boys' clothing has sold well, independently of weather conditions, but in the cheaper lines the cooler weather is necessary to give it life, as the trade is not as good as it was about the first of the month, when business was brisk, owing to the new school suits which had to be bought.

The season of fall selling has been fairly inaugurated by retailers. At the inception of autumn, coming as it does with the opening of the schools with the close of vacations, the stores have all advertised (that is the advertising kind) heavily on school suits for youngsters, boys and youths. The advertising of special sales of school clothes has not been left to the department stores alone, but was featured by the clothiers also. A number of the leading clothing houses made special efforts along this line, wording their advertisements to interest the rising generation and their mothers.

The lead made in this direction by one of the prominent Broadway (New York) clothing concerns some time ago, which resulted in augmenting their business, was followed this season by one of the popular department stores. Having a well-appointed boys' clothing department, they started the campaign this season with well-displayed advertisements of children's and boys' clothing as a separate feature from the regular advertising of the store. The first effort to land trade was made on \$3 suits. A whole window was used to display the clothing, which consisted of all styles of suits, including the latest designs in sailor blouses, Russian blouses, Norfolks, sacks, etc. The character of the clothing left nothing to be desired in the way of good value and styling, as well as good fabrics. They all had the look of \$5 values. This sale was started at a time when parents were preparing their children for the school sessions, and the popular price of \$3 a suit had an appeal in it hard to resist. The sale was a big success in the volume of business done and in introducing this department to the notice of parents.

Fancy waistcoats, which have hitherto been featured by clothiers dealing exclusively in juvenile apparel, have been introduced with success by clothiers and clothing departments in dry goods stores. Waistcoats for semi and full dress are included.

Side Lights on Window Trimming.

Every progressive merchant admits that good window trimming pays. How many stop to think that a pretty window may sell many goods—or that an untimely display may drive away trade. Few.

The merchant who makes the most of his show windows must understand the arrangement of merchandise (to show it off to the best advantage) and color harmony, as well as practical construction of fixtures and framework. He must know what style of designs are in keeping with

the different kinds of merchandise, he must know how much decoration a display demands and he must realize that a window crowded with decorations or merchandise is far from being effective. All this requires study.

Price cards and display cards must be forcible and striking—the former by their neatness and simplicity—the latter by their strong design and direct bearing on the merchandise displayed—both by the correct use of type styles and spaces.

Many card writers make a mistake in crowding the card with lettering. They should remember that the card is for a show window and that a show window is seen most by moving people. If a man stops to look at a window the merchant would much rather he would study the merchandise than the wording on the card. Few people do both.

Neat price cards and a well worded and well executed display card can help a window display—or they can ruin it. The matter of price cards is important—study it.

Merchants in country towns could well afford to change their window displays every week—if the displays were well designed.

A well designed and properly arranged display is effective—after a week this effective display should be removed to make room for another display just as effective. The reason why the country merchant does not think he can afford to have his windows trimmed every week is this: The displays he has in them are poorly arranged with no thought to color harmony, striking design, proper trimming and proper lighting. He is quite right—he can not afford such a window trim oftener than once every three or four months.

The merchant should drop old ideas—pick up the new advantages which are being offered every day. He should make an effort to be modern in all ways; let no man take his trade from him because his windows are not properly decorated and his show cards read like a theater programme and look like a bill of fare.

Ralph R. Sandham.

Rather a Loud Hint.

"The fact is," he said, ignoring in his earnestness the dainty hand that lay within his reach, "that life, in its ultimate aspect, is a matter of business. The laws of business govern all our actions."

"Do you think," she asked timidly, "that business has anything to do with—love?"

"I know it," he replied; "all kinds of love—love in the first, intermediate and last aspects. All the details of married life are a matter of business, in the last analysis. Proposals, engagements, kissing, sentimental nothings, honeymoons, domestic humdrums—no matter what it is—are all governed by the laws of business."

She moved her hand a trifle nearer so that he could not avoid it.

"Then, George," she murmured, "if this is really so, why don't you get down to business?"

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.

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.



THE IDEAL 5c CIGAR.

Highest in price because of its quality.

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

Features of the Underwear and Hosiery Markets.

There is nothing eventful about the fall underwear and hosiery market at this writing. First orders are all well in hand and jobbers and importers are making deliveries.

The volume of orders taken indicates that a satisfactory amount of business has been done, and a large reorder demand is looked forward to. Retailers now have their autumn weights on show, but except for a few filling-in orders on some sizes of half-hose there has been no duplicating. All are waiting for several weeks of cool weather to give impetus to retail demand, then reorders will begin to come forward. So far as the fall end of the market is concerned, both the retail and wholesale departments are in a waiting state.

Representatives of jobbers and importers are now going before the retail trade with spring lines of underwear for the season of 1904. Those who started out in August have already secured some business and they report the outlook good for a satisfactory season. Salesmen's reports are to the effect that while some of their customers have carried over quite a stock of lightweights, the majority cleaned up the season and are ready to place full orders for new lines. Those who carried over stocks of fair proportions are buying conservatively.

The popular lines are not meeting with as good business as are the houses carrying fine goods. The latter houses say their trade isn't affected by weather conditions and a laggard season so much as are the cheaper sorts, and that they are doing business, as their customers find it necessary to have new goods constantly. In the medium and fine grades of underwear white lisle goods are improving in demand and supplanting summerweight balbriggans to a greater extent than formerly. Sellers inform us that the furnishers and dry goods stores in large cities are calling for the lightest weights, and that it is difficult to give them stock that is diaphanous enough, in fact, that the lighter in weight it is the better it is liked. Balbriggans, however, still hold a strong place in the estimation of retailers. Laces or openwork underwear are in better request; having had a successful run during the summer, retailers want it again and are increasing orders on this class of merchandise in all prices, from the cheapest to the finest. Some novelties are shown in mesh goods, both in weaves and colors in horizontal effects. These are taking fairly well, so are colors in horizontal stripe effects, but it is generally conceded that the new season will again be partial to staples, and that probably the spring of 1905 will be more favorable to fancies than the near future.

Lightweight cashmeres are selling very well for spring, so are all silk goods, qualities retailing from \$3 a garment up.

Mercerized underwear, to retail at from \$1 to \$1.50 a garment, is good property, since it has been proven

that it wears well and holds a good percentage of its luster. It is now designated "silk luster underwear" by retailers, who have been trying hard to get away from the word "mercerized" in connection with this class of goods.

Spring lines of hosiery for next year are before the trade. According to initial orders tans are coming in again. The best shops are willing to take them now, even at slightly added cost, if they can get them delivered for early fall trade. Champagne is also one of the new fall colors in spring half-hose.

Little confidence is placed in laces for next spring. Importers say they are showing only a few and not pushing them, as their customers are not according them attention.

Neat effects predominate in the new sample lines. There are, however, more colorings in these silk verticals, clocks, embroideries, than in fall samples.

Horizontal effects in stripes and wide bands of kaleidoscopic colors are indicative of a change in style which may or may not be accepted.

Neat things and fine line vertical stripes have taken so well in the past two seasons that horizontals may be introduced for the sake of variety, or to influence a change, but it is not likely that there will be a change, even next spring, as the dainty art conceits now in vogue are strong favorites.

Greys are shown again, but for the new season they are brightened with color effects in clocks and embroideries.

Bright reds, cadets and ox-blood are conspicuous in new collections.—Apparel Gazette.

Some New Ideas in Handkerchiefs.

The revival of the breast pocket on jackets, with the inevitable pocket handkerchief peeping forth, has stimulated the demand for fancy handkerchiefs, and some of the newest importations for autumn are as brilliant as sunshine and as varied as a kaleidoscope. The French goods are peculiarly rich in treatment and mark the supreme achievement of the designer's cunning and the weaver's craft. There are a number of new shades such as "bluette," a species of blue, nankeen, a winsome tan, and chamois, a biscuit shade.

French batiste linen handkerchiefs are shown with one-half hems, filled centers and inside runners. The designs are made up of spots, broad bars, criss-cross effects—in fact, the designs are almost endless in variety. The colors embodied in the grounds are cardinal, sky and dark blue in contrast. There are also some goods with all-over centers and striped borders in old rose and gray.

Handkerchiefs of Irish linen are shown in sober treatments with neat borders. There are dainty hairline and fleur-de-lis effects, spots and the like.

Among shades may be mentioned gray, tan and stone. Self cord effects in damask are high-class offerings.

Silk handkerchiefs will doubtless be much worn in the breast pocket of

the jacket. The plain white silks are good, also golf effects, cords and woven borders. Then there are showy plaids and handkerchiefs with white centers and prominent borders. Dark green golfs and old bandanna effects are shown in confined assortments. The golfs are sold to retail at \$2.50 and \$3 each.

College youths have taken up the fancy handkerchief fad with a will and nothing is too brilliant for their taste. The best shops are purchasing liberally and in many instances lines have vanished from the warerooms a few days after leaving the Custom House.

In French handkerchiefs there is a novelty in assorted grounds, colors and white, with applique. The colored grounds have white applique and the white grounds have colored applique. These goods are hand-made and the effects are inexpressibly dainty.

Complied With the Law.

Some strange things happen in Delaware even among the magistrates who are supposed to take care of the morals of the people. Recently one who lives at Wilmington was arrested because his dog was running at large unmuzzled, and pleaded guilty, saying that the dog had not been running, but lying down. He was fined, and then tied a muzzle to the end of the dog's tail. Again he was arrested, but this time said that he had complied with the law, as it did not state where the muzzle should be worn.

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



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

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



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.



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.



THE DRY ROT.

Live Merchants Don't Give the Disease a Foothold.

Written for the Tradesman.

A leading writer of advertising matter has recently penned the following: "It costs money to advertise, but it costs a darned sight more to stagnate." While the language used is not of the classical brand, it rings with common sense. Not only will the logic apply to advertising, but it can also be considered good to use in connection with all other branches of business.

Any sane man knows that stagnation should not be allowed to creep into any enterprise, no matter what its nature. It is fatal to success, no matter where we find it. It kills, no matter how bright the prospects or how great the possibilities. It is the germ that must be eradicated from the commercial body before it can attain a healthy state. How often do we find stores that seem to be standing upon their last legs, stores located in towns of average prosperity. Many a store gradually falls behind because of the dry rot that is allowed to gnaw at the vitals of the institution. We read about men who have risen from the ranks and acquired fame and fortune and sigh because we have no chance to get ahead in the same manner.

Now it is this sighing sort of individual who always finds some way of opposing every plan of campaign that promises to raise him out of the rut into which he has fallen and place him on the top with the rest of the successful men. Go to the man with a mildewing business and try to make him see that he can gain much by a systematic advertising campaign and he will, in nine cases out of ten, come at you with a dozen reasons why the thing can not be done with success. He seems to think only of what can not be done, and that is the reason, pure and simple, that stagnation has overtaken him. I know a town that used to be full of these fellows. In this place (a village of 1,000 people) were a number of merchants that for slow-going qualities probably could not be duplicated anywhere in the country. A great change came over the town, however, and it was caused by the coming into the place of a young man full of life and energy.

When this young man proposed going to said town to engage in the mercantile business friends held up their hands in astonishment and begged of him to keep away from the place, as it was considered the deadest community in the State. Nobody had ever made any money there, and if the place had possessed anything to create a good business of this kind it would have been discovered long ago.

But the young man could not see it that way. He had an idea that a person with a good deal of ginger in his make-up could make some money in this moss-grown community. With a determination to succeed he opened a little store. He did not have as many goods to show as the old timers who had been watching the

spiders spin webs from shelf to shelf since the pioneer days of the community, but he made up his mind to make a strenuous effort to liven up things in that part of the country. And he did. Within a month after opening the doors of his little store he had spent more money for advertising than the rest of the merchants combined spent in a year. For a town of 1,000 people his campaign was a hummer. It turned out to be another story of success. He made money from the start and to-day is envied by merchants in all the surrounding villages. Of course he did not confine his hustling to advertising alone. Far from it. He hammered away with a vim that fairly robbed the old timers of their breath. To-day they all agree that was the man who saved the town from going to pieces. His energy was felt everywhere, everybody else ginged up, so to-day the little burg is prosperous to a remarkable degree.

It is not stinginess that makes a man's bank account grow. Very few stingy men get rich. It is hustle, pure and simple. Dry rot is at the bottom of half the failures in the country, especially in the mercantile line. Dry rot and stinginess generally go together. In order to make money a man must spend money—and a good lot of it should be spent for advertising. There is not a community in the country in which it will not pay to advertise. By advertising is meant hustling advertising; advertising that has snap and go to it, advertising that is written to sell goods and not to help the printer. Dry rot never bothered a good advertiser, because the man who recognizes the value of publicity is not the kind to keep quiet long enough to give the disease a foothold. The man to succeed must stir up the people and keep them stirred up. That is what the successful men in all lines of business do. Morgan, Hill, Rockefeller and a dozen others won their millions by doing what the dry rot crowd deemed impossible. The same rule applies to all business enterprises from the steel trust down to the corner grocery and the peanut stand.

Moral—A town rarely gets so dead that a live man can not stir it up. A business seldom gets so run down at the heel that a genuine hustler can not make it better than ever.

Raymond H. Merrill.

Only a Dream.

Wife—I dreamed last night that I was in a store that was just full of the loveliest bonnets and—

Husband (hastily)—But that was only a dream, my dear.

Wife—I knew it was before I woke up, because you bought me one.

The Same Old Story.

Marie—I hear you are going to be married again.

Edith—Again? Why, I've never been married yet.

Marie—No, but I can't recall the number of times you were "going to be."

Good advertising is a great dividend paying investment.



Lot 125 Apron Overall

\$8.00 per doz.

Lot 275 Overall Coat

\$8.00 per doz

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

Lot 124 Apron Overall

\$5.25 per doz.

Lot 274 Overall Coat

\$5.75 per doz

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

Lot 128 Apron Overall

\$5.00 per doz.

Lot 288 Overall Coat

\$5.00 per doz

Made from black drill, Hart pattern

THE
DEAL CLOTHING CO.
TWO FACTORIES.
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

THE OLDS MOBILE

Is built to run and does it.

\$650



Fixed for stormy weather—Top \$25 extra.

More Oldsmobiles are being made and sold every day than any other two makes of autos in the world. More Oldsmobiles are owned in Grand Rapids than any other two makes of autos—steam or gasoline. One Oldsmobile sold in Grand Rapids last year has a record of over 3,000 miles traveled at less than \$20 expense for repairs. If you have not read the Oldsmobile catalogue we shall be glad to send you one.

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

ADAMS & HART

12 West Bridge Street, Grand Rapids, Mich.

GET THE PRICE.

Make a Profit and Keep Your Expenses Down.

Here is a country storekeeper who marks his goods 25 to 50 per cent. above cost. He thinks it costs him but 12 per cent. to do business. Still, at the end of the year he sees his profits are not over 5 per cent. of the entire year's business. Something is wrong. What?

One trouble is that he does not get enough for his merchandise. The other is that his expenses are much greater than he thinks. For example:

The writer knew a business man not a thousand miles from Cincinnati. His business amounted to about \$35,000 per year. His clerk hire amounted to \$3,000, and he claimed that his expense of carrying on the business was about 10 per cent.—that is, his expenses above clerk hire were only \$500. In the course of time he was glad to sell his store, for he was losing money.

He had very little system about his business. Even the hatchet or nail puller was hardly ever in place, and sometimes his books were not posted until several days' business had been transacted.

He had a cash register, which is supposed to keep track of all things. He paid his freight bills every week, and a paid-out ticket went into the cash drawer marked, "Freight ten dollars"—or whatever it happened to be. This was an expense, but it was treated as a simple paid-out ticket and that ended the matter. His fuel bill was paid yearly and, as the coal dealer was a customer, it was credited to the coal dealer's account and ended there—was not treated as an expense item.

"John, get a bag of feed for the chickens," or "John, get three or four bundles of laths for the chicken coops," was a frequent order. John did as he was told, taking the cash with which to pay the bill. It was an expense, but never was it treated as such. Simply subtracted from the total amount registered and ended there. Whenever nails were needed to patch up or repair, one of the clerks took what was needed from the nail kegs, and never charged them. Small things? No doubt of that, but these little things run up. Extra help was employed in this country store on occasions. A carload of wool or dried fruit or grain or poultry was to be shipped. Extra men helped, in order to expedite the work. The amount paid them was never charged up to the expense account. There were a thousand and one little things of this sort. And yet this man was counted by all his acquaintances as a good business man. Taxes, rent, freight, express, fuel, light—all are expenses, but this man did not even know how much kerosene it took to light his store. When he put in a modern plant and lighted in great style with gasoline under pressure he had no idea of what the gasoline cost. This is but a type of hundreds of easy-going merchants. They have no idea of what it costs to do business. Ignorant in

this respect, how can they know how to mark goods.

They pay 25 cents for an article and sell it at 35 cents; \$9 goods must bring \$12; \$2.25 goods sell at \$3. Why? Goodness knows, we don't. If a merchant knows the expense of doing business, he must know that in order to make a profit merchandise must average him a certain per cent. above the invoice price.

But after a merchant makes this certain per cent., what then? Is there no "velvet" for him? For instance, here is a suit of clothes that cost \$7.50. Most country retailers think that this suit should sell at \$10. Suppose he goes to the city, where clothing is sold "so cheap," \$25 suits for \$15, and so on? He may find two or three \$7.50 suits selling at \$8. But he'll find more of them bring \$12.

When it comes to marking goods system is off, except on the general average. As we have spoken of clothing, suppose we take that as an example a second time. You receive a shipment. Have your receiving clerk open the goods and assort them. Then, without the bill, go over the garments carefully. Here is a suit that will bring \$13. This one is worth \$20. That one will not bring over \$9. Perhaps you will be surprised on looking at your invoice that none of these suits cost over \$8! But such a thing frequently happens. The trouble is that merchants mark goods according to the cost and not according to what they will bring. They take it for granted that the consumer knows a great deal more than he does. The consumer is governed by the price, Mr. Merchant, just as you are. Don't be afraid to make a profit on goods that will stand it. Then, when the clearing sale comes, you can put prices down with a good heart, knowing that the reduction, while it seems large, will still leave you a good profit.

Get your expenses down if you can—at the least you know what they are. Then sell the goods for what they will bring. Your main object in business is to make money. Don't think you're a philanthropist or that anybody is a "wise one" and knows just what the goods cost. They think they do but they don't. You ask \$1.25 for something that cost you 75 cents, and most people would say "Cheap enough, for it cost him a dollar." Times are prosperous, people have money to spend. So, if a merchant wants to do himself good while these conditions last, let him keep his expenses as low as possible and get nery—get the price—get rich if he can.

Signor Garini, an Italian engineer, has invented an automatic fire alarm in which wireless telegraphy is employed. In each room in a house a thermometer is placed, in which small plates of platinum have been fixed. As soon as the thermometer rises to such a point as would be reached in case of fire, an electric circuit is completed and a message, registering the locality of the outbreak, is sent to a central apparatus in the building. At the same time an electric bell is

set ringing by which the inhabitants of the house are alarmed.

Successful advertising not only pays the advertiser but those who do the buying as well.

We Prepare
or
Audit and Certify
to the
Annual Statements
and
Balance Sheets
of
Corporations
City or Town Treasurers,
Partnerships or Estates
through our
Auditing & Accounting Dept.
The Michigan Trust Co.
Grand Rapids, Mich.
Established 1880

Union Central Life Insurance Co.

OF CINCINNATI OHIO

Assets over \$34,000,000

For a number of years the interest earnings have been more than enough to pay all the death claims. This indicates a high state of solvency and the capacity of the company to pay good dividends to the policy holders.

WILBOUR R. DENNIS
General Agent
218-19 Houseman Building
GRAND RAPIDS, MICHIGAN

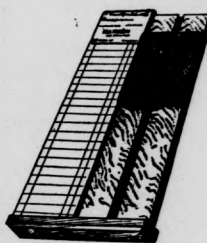
We aim to keep up the standard of our product that has earned for us the registered title of our label.

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

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

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



Send for Illustrated Catalogue

CHAS. A. COYE, Grand Rapids, Michigan
11 and 9 Pearl Street

Shoes and Rubbers

Experience of a Woman Shoe Dealer in Milwaukee.

My trade is made up almost entirely of women—no men at all—and a few misses and the dear little children and babies. You want to know best how to suit the woman customer. I am suiting a great many, although I have my store in the same flat building where I live, and can not make a feature of a shoe window. All I have is a neat sign in the doorway of the building like this:

MRS. C. C. SMYTHE,
Fine Shoes for Women, Misses and Children.

Wholesale Prices.
Kindly Call and Inspect.

I am a widow, my husband having formerly conducted a shoe store. The little knowledge of the shoe business I had was gained in the store by helping out Saturday afternoons and nights. He left some money and quite a stock of shoes. I sorted these myself and the idea came to me to sell shoes at home. I knew I never could run the store. I kept the best shoes and sold the rest to a jobber by advertising in a shoe paper.

From our little cottage home I moved to my present address, and the front parlor I arranged as a shoe salesroom. My daughter of 12 helped me and we kept ourselves busy so that our grief would not be so hard to bear.

About suiting women customers, I have a first-rate trade now and have learned just how to suit the most fastidious customer. I always greet a stranger with a pleasant smile and if I am not too busy I chat a little about the topics that interest our sex and without interrupting our talk I gently direct her attention toward a glass case showing my best styles of shoes. Then she may say: "Aren't those lovely?"

If she doesn't the chances are that she will say something that means the same and I have her attention at once. Of course, I ask what she intended to look at (not buy), and she will inspect the samples and then ask my opinion. I always argue that it pays to buy a good shoe in the long run, and declare that one pair of real good shoes will outwear three pairs of the cheap kind, which I carry only to satisfy a cheap trade, which I note is out of her class. This tickles her vanity and she will of course look at the better grade of shoes, and if she remarks that they are rather expensive I will call attention to the fact that I have no store rent to pay, no great glass window front, which is so expensive to keep trimmed, and that the same shoe would cost her in a regular store at least \$1 more. I emphasize the fact that I buy at wholesale and often purchase complete lines of factory samples, which are 20 per cent. better than the shoes made from the samples. These are selling arguments and I very seldom lose a customer.

Once a customer is made it is quite easy to hold her. I make a practice to ask a new customer's

name and address, telling her that I wish to invite her to my next opening. I have spring, summer, fall and winter openings, and to all my customers I send personally written invitations. This work I do in my spare hours, sometimes months before the event is to take place. In this way I have the hardest part of my task done as the occasion approaches. My little apartments are thrown open throughout the day and evening, Japanese lanterns making the rooms pleasant, with luncheon for all who attend. Many of my customers bring their husbands, who easily are importuned to buy shoes for their wives, and who rarely fail to do so. On such occasions young women clerks are employed to assist me. I require them to dress as near alike as possible and in the colors that predominate throughout my apartments.

The foregoing plan requires but a small outlay of money and it pays for itself in the sales of the day and evening. I am now planning to ask each customer to give me the name of a neighbor, to whom I will send invitations. The chances are that the woman whose name I thus secure is acquainted with the woman who has given her name, and has already heard of my opening occasions and will be on hand. This is only one of my new ideas to get more trade.

By treating all customers well, keeping ice cold lemonade to serve them in the summer and hot chocolate in winter, flattering their wearing apparel and good taste in millinery, admiring their opinions about actresses and actors and selling them good, honest shoes at odd prices and really lower than they can buy them in the stores, I have no difficulty in suiting my women customers. I spoke of my sample case, which I wheel about my room. This attracts much attention. I bought the glass case second-hand and employed a carpenter at small expense to build the stand for it. The stand is on large rollers and is easily pushed from one place to another.—Cynthia C. Smythe in Shoe Retailer.

Nothing to Marvel At.

He was deep in his paper and didn't want to be interrupted, but, of course, she didn't care anything about that.

"Did you read about the young couple that went through the marriage ceremony for a joke?" she asked.

"No," he replied. "What of it?"

"Why, after it was all over they discovered that it wasn't a joke at all."

"Oh, everyone who tackles the marriage question finds that out."

He wasn't interrupted again for a full hour.

Had Him Pat.

"John Jones, the patient who came in a little while ago," said the attendant in the outpatient department, "did not give his occupation."

"What was the nature of his trouble?" asked the resident physician.

"Injury at the base of the spine."

"Put him down as a book agent."

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.

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.

The Highest Test

any shoes can get is the approval of the man who pays his good hard money for them, who wears them, comes again, and keeps right on coming.

That's what makes your business grow, that's what makes our business grow, and we're growing right along. Must be our shoes please the man who wears them.

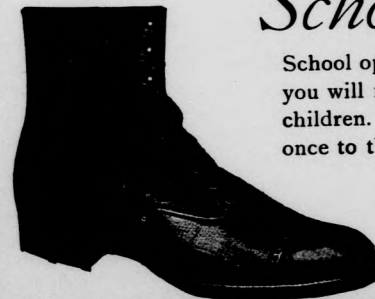
Herold-Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Michigan

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.

Are Being Pushed Pretty Close to the Edge.

The members of the shoe trade have grown so accustomed to making shoes to fit a price that there seems to be nothing odd in the procedure. There are a few standard prices that dealers have become accustomed to ask and wearers to pay. In the clothing trade and some others, there are certain fixed rates which to a large extent prevail. As to whether this custom affects the quality of the clothes as much as it sometimes does the shoe the writer is not thoroughly informed. Undoubtedly it does not. In the lower grades of shoes a standard is seldom maintained for any great length of time. These regular qualities are sold through jobbers, who insist upon receiving them at a certain price, because the retailers will expect to get them at the usual figure, consequently any variation in the cost of the materials entering into the construction of the shoes is followed by an order to take it out of the quality.

Sometimes this is done to an extent which impairs the durability considerably. This matter of fitting goods to price fortunately obtains only in a comparatively few industries. If any other article of merchandise advances the dealer advances his price to cover it. This is not done in the shoe trade, because the wearer, the retailer and the jobber form too strong a combination for the manufacturer to overcome. They want shoes at a price. He furnishes them, and if he is satisfied to do so and his customers, direct and indirect, get what they want, it is their own affair.

The manufacturer is squirming a good deal nowadays because there is a limit to taking it out of the quality. Prices of leather have advanced and buyers stubbornly refuse to pay more for shoes. Manufacturers claim that shoes are being sold at lower rates relatively than leather. They say that if the retailers have been selling a certain shoe at a fixed price and the actual cost of making it necessitates asking 5 to 7 cents more, it will not retard the sale any more than it would if the butcher advanced the price of meat one-half cent. They see no more reason why the price of a pair of shoes should be arbitrarily fixed than that of other necessities of life. But it is hard to see what can be done about it until everybody else becomes as much concerned over the situation as the manufacturers. Of course it would be a distinct advantage to the manufacturer to have the retail price of the shoe vary with the cost of manufacture. While the jobber and the retailer claim to have troubles of their own, they will admit that the manufacturers are certainly getting the worst end of it.—Shoe Retailer.

Deceptive Advertising Does Not Pay.

Do not advertise goods at reduced prices unless you have the stock to sell from, and if you wish to be an honest dealer, and who does not, do not allow your advertisements to convey a wrong meaning. Advertisements can be made to read many ways.

Better to never advertise than to mislead the public with deceptive advertisements.

For example: this summer a certain store advertised to sell "any pair of shoes in the house to-morrow for \$2.10." People took the advertisement for its face value. This store handled a certain and much advertised brand of \$4 shoes. The morning of the day on which it was announced that all shoes in the stock would be sold for \$2.10 a pair, a young man went to the store and asked to see a pair of the \$4 shoes.

He was fitted with a pair. He put both the shoes on, found that they fitted, walked about the store and then tendered \$2.10 in payment.

The clerk expostulated. He said the price was \$4 a pair. The young man drew from his pocket the paper containing the advertisement, "Any pair of shoes in the house to-morrow for \$2.10."

The clerk called the proprietor. The head of the house saw that the customer had the best of the contest and he accepted the \$2.10. The customer walked out, with his old shoes under his arm, and as he left the store he heard the proprietor raking the clerk over the coals for selling a \$4 pair of shoes for \$2.10.

Of course the young man told his friends how he had beaten the storekeeper at his own game. The story went from one to another until two or three dozen young men heard it. What was the result? In the future not one would trust the storekeeper. They had unearthed a deception and they did not doubt for a moment but that a storekeeper who would practice deception would indulge in fraud.

That one advertisement, and the incident following, lost the storekeeper customers, just how many, no one knows.

A dry goods merchant advertised \$12 jackets for \$5 and gave as a reason that he was unloading a large stock which he did not wish to carry over. The jackets sold readily enough, but that venture lost trade for the dry goods merchant. He advertised that the jackets were worth \$12. Those who bought them naturally expected them to be of a \$12 grade and to wear as such-priced garments should.

The dry goods merchant in all probability advertised garments that he would usually sell for \$6 and \$5 and there were none of the \$12 grade in the lot. The customers secured jackets which would give \$6 worth of satisfaction, but no more.

The jackets lasted about as long as \$6 garments should, and about half as long as \$12 jackets ought to. As a result many women who bought them felt that they had been defrauded and they ceased to trade at this man's store.

Deception will not pay. That is left for the fly-by-night fakirs who care nothing for reputation.

A combination of dealers in American bicycles in France makes a wheel worth \$50 here cost \$90 in that country.

When Looking

over our spring line of samples which our men are now carrying

Don't Forget

to ask about our KANGAROO KIP Line for men, and what goes with them as advertising matter. Prices from \$1.20 to \$2.50. Strictly solid. Best on earth at the price.

GEO. H. REEDER & CO., Grand Rapids, Mich.

This Trademark



On the sole of a shoe, from the public's point of view, means fit, finish and great durability at a moderate price. From a retailer's point of view, it means a good seller at a good profit that's a good wearer.

If our make is not on sale in your town it will pay you to handle them. Write now and have our salesman call with the samples.

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

DO IT NOW

Investigate the

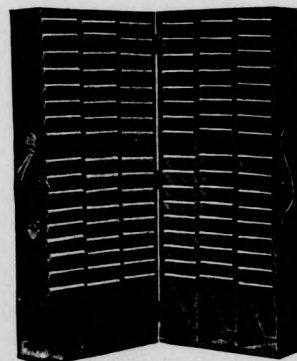
Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



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

PELOUZE SCALES

ARE THE STANDARD FOR

ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP

BUY OF YOUR JOBBER INSIST UPON GETTING THE PELOUZE MAKE.

NO. 1 90 AS SHOWN 24 LBS.

NO. 2 90 WITH TIN SCOOP.

NO. 3 92 BRASS DIAL TILE TOP.

PELOUZE SCALE & MFG. CO.

CATALOGUE, 35 STYLES. CHICAGO.



FOR THE ADVERTISER.

Some Hints on the Preparation of Advertising Copy.

Written for the Tradesman.

Something was said in the last issue of the Tradesman to the country advertiser concerning the desirability, even necessity, of getting advertising copy into the hands of the printer in the comparatively small town as early as possible. There is a great deal of advertising advice that is not always practical and it is seldom that any is written that is elementary. It is for that reason that these apparently commonplace facts are set down here. In the case of the country advertiser, the printer is almost as much to be considered as the public. The methods by which the public is to be reached are quite as important as the audience the country advertiser hopes to interest.

The necessity of getting the copy into the hands of the country printer early can not be too often emphasized. I am going right back to the genesis of advertising in the hope that there may be something said that will be of value to the advertiser of little experience and perhaps of some value to the advertiser who has long ago crossed the ground of the beginner.

Our fathers in their good old fashioned way used to begin their letters by the simple statement, "I take my pen in hand," and I would like to take the advertiser back to that point in the preparation of advertising copy. There is always a tendency on the part of the advertiser—and this does not apply to the country advertiser alone, but to men who consider themselves expert in the business—a tendency to say too much, or rather to use too many words in saying too little. The poet is seldom a good critic when the subject of criticism is his own verse. The advertiser confronts a similar difficult situation because it is hard for him to judge his own advertising copy. His advertisement is a matter of great interest to him personally and he is apt to let his enthusiasm run away from him and attempt to say a great deal more than the ordinary reader will pause to read.

A very simple method of governing the size of an advertisement is this: When you sit down to write your advertising copy to-day, take a sheet of paper of the size of the space you are to occupy. If the paper is a mere fragment and you are a general merchant, it is safe to say that the space you are occupying is not sufficient. You may say, although you are using a double column space of some length, a quarter or a half or a full page, that the paper won't hold what you have to say. If it will not, then you are saying too much. The adoption of this rule you will observe will have these good tendencies: Help to make you boil down your statements and also to consider the matter of display and how what you have to say can be best said in the space which you intend to occupy. Type is, of course, much finer than pen-script, but this is not true of advertising type properly displayed.

If you use cuts, mark them into your copy. This is very easy, as you have but to lay the cuts on the paper and draw a pencil around the base to indicate to the printer just where you want the cuts displayed. I say, if you use cuts, although it is a foregone conclusion that you do. It is certainly true that you ought to use them. I do not mean the old timers, nor yet the new cuts made simply to furnish an illustration for a catch line. If you display a pair of scales with seven or eight thousand pounds of iron in one balance and a roll of greenbacks in the other with the statement, "Money is light," the effect is strained and will not do you a great amount of good. The advertising columns of a paper are not consulted by those looking for wit or fancy terms, but for wisdom and information. There are just two kinds of people that you may hope to attract by your advertising—people who are interested in your particular line of goods and who are thinking of buying and persons who have that general and human desire for bargains. The former class are apt to prove much more profitable than the latter; and a good thing to bear in mind is that these are the people you are eternally after.

If you have considerable to say and considerable space in which to say it, departmentize your advertisement as much as possible. Do not jumble shoes, clothing and dry goods into one general hash. The best plan is to push your shoes one day, your clothing another, etc., but if you must call attention to all these things at the same time, make each line of goods distinctive and what you say about each article a little advertisement in itself. Then you will not weary the reader who is looking for some particular thing and who, as has been said before, is the person who makes the most profitable customer and who is the person that you are after.

Something has already been said about cuts and it is well to bear in mind that the most effective cuts are those which illustrate the goods themselves. You ought to have little trouble in getting a sufficient supply of them, for the jobbers and particularly the manufacturers ought to be more than willing to supply them to you. There is no danger that a cut illustrating a particular branch of a certain line of goods will distract attention from the fact that you have other goods of the same character at different prices. The only thing it will do will be a good thing, and that will be to attract the immediate attention of the person looking for that particular article. Rapid as the human eye is in reading printed letters, there is enough of the primitive in our make-up to make a picture appeal to us more quickly and strongly.

Arrange your copy somewhat as you would like to have it displayed in your advertising space. There are a good many things concerning type display about which your printer knows a great deal more than yourself, but you know better what the goods are that are being advertised

The Cold Wave is Bound to Come

People will demand Leggins and Overgaiters as a protection

Are you prepared to meet the demand?



We make our Leggins—Quality guaranteed

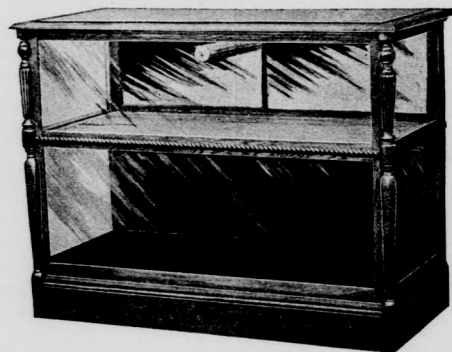
Write for samples and prices

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

Grand Rapids Fixtures Co.

One of our Leaders in Cigar Cases

Write us for Catalogue and Prices



No. 52 Cigar Case

Corner Bartlett and South Ionia Streets, Grand Rapids, Michigan

Shipped Knocked Down

Takes First Class Freight Rate

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

Drug Store Fixtures a Specialty

Estimates Furnished on Complete Store Fixtures.

Geo. S. Smith Fixtures Co.
97-99 North Ionia St.
Grand Rapids, Michigan

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.

and what is most likely to attract the attention of the public. If you are selling cretons at an unusually attractive price and have a stock that you are anxious to move, you had better emphasize your cretons in your display because the printer will not know whether they are cheap or dear, or whether cretons are some new California fruit or a new breakfast food.

As it is wise to get your copy in early, do not hold up the whole advertisement waiting to figure up a price on some particular article which is to be mentioned therein. If it is a large display advertisement which you are running as a special feature, you can readily give the printer what you have and reserve space for this single item, sending him the copy later. This will be the more easy if your copy is mapped out as it should be in proportion to the space you are to occupy, and if the lines to be advertised are separated as it has been said they should be. In a printing office of any proportions your advertisement will be cut up anyway and placed on different cases in the hands of different compositors. You are delaying all these men when you hold up a large advertisement because of a single item.

It is well to be sure that you are doing a proper amount of newspaper advertising. There are merchants who indulge in large program and fence and similar advertising who imagine they are successful advertisers, but it is well to remember that the direct appeal represents the very highest type of advertising and that newspaper advertising ranks a very close second. This is the age of the personal letter, and so great is the strife of competitive advertising that there are some people who can be reached alone in that way.

In this connection there is a simple little scheme that credit houses may follow which is highly beneficial. In sending out bills the first of the month, if you do a credit business, it is well to inclose a slip or small circular calling attention to some new or augmented line of goods or some particular item in your store. The good effect of these little circulars is large. It not only assists you in the sale of this particular line, but it calls attention to your entire store, and what you at first consideration overlook: it has an excellent and distinct effect on the mental attitude of your debtor. It softens but does not in any wise injure the effect produced by the receipt of a dun. The customer is made to feel that while you are asking him for money you still have confidence in him and are, in fact, so anxious for his trade that you are taking this occasion to call his particular attention to some bargain in your store which is sure to be beneficial to him. It indicates a renewal of relations between you and the customer rather than the desire to determine the credit agreement that you have with him.

By the way, speaking of the printer again, if you want the best service, get your copy in early.

Charles Frederick.

SALTY THEORY.

Saturn's Rings and Our Moon Possibly Common Salt.

The planet Saturn is now a conspicuous object in the southeastern sky in the evening. Saturn is south of Jupiter and rises earlier than the latter. When Jupiter comes up with his great light Saturn seems to fade. All astronomers and students of the stars await with eagerness their annual view of Saturn in the east, when nearest the earth. They hope that somehow his mysteries will be partly revealed through some gigantic change in the filmy rings that render him the most wonderful object in the whole heavens.

It is quite apparent that the rings are of some mineral substance and without atmosphere. The mathematicians have shown to their own satisfaction that the rings must be finely divided material or they would go to pieces from tidal distress. When the rings present only an edge to the observer the edge seems to be a straight line with a few knots on one side of the planet. These knots can be seen with a three-inch telescope when the seeing is good. What is this material that appears white, like the mountains and crags on the moon under sunlight? The late Martin W. Cooke wrote an article to show that the rings might be composed of ice particles. His argument was ingenious but not convincing. But it is to be assumed that the rings are composed of an element that is abundant in the universe of matter, and that is white or nearly white in its crystal form. Sodium is the element that answers best, and its combination with chlorine to form chloride of sodium, or common salt, is the most common.

The sodium or salt line in the spectrum of the sun is a strong double line near the red end. We are unable to get the spectrum of Saturn's rings, the light from them being reflected sunlight. After a study of the possibilities and probabilities the writer now sets forth the tentative proposition that the rings of Saturn are composed of common salt and that our earth was at one time a ringed planet, the ring of salt going to form the moon and the rest deposited in solid masses here and there on the earth's surface and in the sea, forming our vast salt beds at particular periods in geological history.

There has long been speculation about the character of the white matter which the moon exhibits. There are gray plains, but where the surface is broken the matter is intensely white, and apparently unchanging. There is no vegetation on the moon, so far as good optical instruments show, although Prof. Pickering thinks there may be some low forms on one crater floor. But no other observer since the telescope was invented has seen anything but gleaming crags and great crater walls. Salt renders vegetation impossible.

These propositions can not be readily substantiated, but there is much to be said in their favor. They fit the observed conditions well.



Nobby AND *Up-to-Date*
Mayer SHOES

FOR MEN

Will interest merchants who want to keep abreast with the times

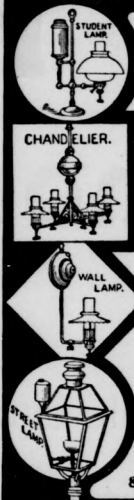
They possess the style, fit and finish upon which to build a solid shoe trade.

There are distinctive features in Mayer Shoes that appeal to consumers. Let us send you a salesman to tell you why.

F. MAYER
BOOT & SHOE CO.,

MILWAUKEE, WIS.

THE BEST LIGHT.



GIVES
5 TIMES More Light than Acetylene,
6 TIMES More Light than Electricity,
10 TIMES More Light than Kerosene,
100 Times More Light than a Candle.

COSTS LESS THAN KEROSENE.
Each Lamp Makes and Burns its own Gas. Hang or set it anywhere. A pure white, steady light.
No Odor! No Wick! No Grease! No Smoke! Little Heat! Safe.

Over 100 Styles for Indoor and Outdoor Use.

AGENTS WANTED
Exclusive Territory

The Best Light Co.,
82 E. 5th St., Canton, O.

BEST BY TEST.



Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

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

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.

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

Piles Cured Without Chloroform, Knife or Pain

Indisputable evidence of the superiority of the Burleson Painless Dissolvent Method over all others

TRIED EVERYTHING.

Wished He Had Met Dr. Burleson 25 Years Ago.

I was a sufferer for more than 25 years with piles. I have tried all kinds of remedies; some would give relief for a short time while others would not do any good; really seemed to make me worse. Finally got so bad that I had to call my family physician, and he said the only way was to have an operation and use the knife. I did not like the idea, for I had heard of so many cases that were worse than failures. I concluded to see Dr. Willard M. Burleson and have a talk with him. He seemed so confident that he could cure me, and knowing that something had to be done, and done right away, for I could not live much longer in the condition I was in, I took the treatment, and, thanks to Dr. Burleson, am well. He used no chloroform and caused me no pain whatever. I would not suffer for one day for what it has cost me to get well, and I am only sorry that I did not meet Dr. Burleson 25 years ago. I cheerfully recommend Dr. Burleson to all sufferers from piles and other Diseases of the Rectum.

Very respectfully,
THOMAS O'KEEFE,
316 Butterworth Ave.
Grand Rapids, Mich., April 13, 1903.

OPERATED ON SEVERAL TIMES.

And Used a Wheelbarrow Full of Remedies. No Benefit—Finally Cured by Dr. Burleson in 30 Minutes.

Big Rapids, Mich., June 28, 1902.
This is to certify that I had been afflicted with Protruding and Bleeding Piles for over 15 years until I became both a physical and financial wreck. I was unable to do work of any kind. I had them operated on several times, which only made them worse. Tried dozens of "sure cure" remedies and all the salves and ointments you could load in a wheelbarrow; some of them gave a little relief for the time, but nothing more. Only a waste of time and money. Last March I saw the advertisement of Dr. Willard M. Burleson, the Rectal Specialist, of Grand Rapids, Mich. I went to him and in less than half an hour, in his office, he permanently cured me. Since then I have felt like a new man. I went to work a week later at my trade (carpenter) and have been working hard every day since.

To those afflicted I would say: Do not fool away any more time or money with worthless salves and ointments and do not let anyone butcher you but go to an expert who can cure you quickly without chloroform, knife or pain.

No person ever had the piles worse than I had them. I suffered the miseries of hell for years and if he cured me he can cure you.

There is not a day but that I think of Dr. Burleson as the man who put an end to my 15 years of suffering.

E. D. KENT.

No Faith in Salves and Ointments. Speaks From Experience.

PALMITER, THE CLOTHIER,
1 Phone 40-2 rings.

Good Clothing Ready to Wear
Custom Made.

Furnishings Too.
Hart, Mich., April 13, 1903.

Dr. Burleson cures piles. I suffered for ten years with a most painful case, tried all sorts of salves and ointments, without relief, to say nothing of cure. I do not believe these patent mixtures ever cured a genuine case of piles. Dr. Burleson has cured me completely and I have every reason to believe in him and his method of treatment.

H. J. PALMITER.

Took 50 Treatments Without Benefit. Cured in 30 Minutes by New Method.

Grand Rapids, Mich., July 1, 1903.
I suffered for years with a bad case of protruding piles and prolapsus, which disabled me so I was unable to work a good deal of the time. I could get no relief at home (St. Louis, Mich.) so decided to go to Grand Rapids and be treated by a specialist. On inquiry I found a rectal specialist, who claimed to cure piles by what he called the injection method. I consulted him and he assured me that he could effect a cure. So I commenced treating with him, continuing same twice weekly for about six months. He used the injection method, until it could be seen to be an absolute failure. He then claimed that he knew about the use of electricity and so he tried that for a few weeks, with no benefit whatever. Until I got disgusted and began to give up all hope of being cured. With all these treatments I had not received a particle of benefit. At this point I thought I would go and have a talk with Dr. Willard M. Burleson, the Rectal Specialist, and he told me that he could easily cure me and that it would cost me nothing until I was satisfied that I was cured. He treated me once by his New Painless Dissolvent Method and to my great surprise and joy he cured me and I have not had a sign of prolapsus or protrusion since.

I do not know whether the fault was in the man or the old-fashioned injection method, but in my case I know that both were dismal failures. I took about 50 treatments by this old-fashioned method with no benefit whatever, and Dr. Burleson by his New Method completely cured me of all protrusion and prolapsus in one treatment lasting about 30 minutes. If I had gone to Dr. Burleson in the first place and received honest, intelligent and up-to-date treatment I would have been saved six months of suffering and the annoyances of about 50 useless treatments.

I had an extremely bad case and Dr. Burleson's pronounced success in my case leads me to believe that he will have but few failures.

Dr. Burleson accomplished much more than he promised in my case, while the doctor who used the injection method promised everything and accomplished nothing.

W. A. GREEN,
197 Mt. Vernon St.,
Grand Rapids, Mich.

Fremont, Mich., June 20, 1903.

Dr. Willard M. Burleson, Grand Rapids, Mich:

Dear Doctor:

You are welcome to use my name in any capacity in which it will do good. I suffered for years with protruding piles and you cured me in one short treatment by your New Painless Dissolvent Method. I was in a very precarious physical condition when I went to you to be treated, but my health and appearance have so much improved that my old friends are surprised. I have advised numerous friends to call on you and will do so from time to time as opportunity presents itself.

I feel confident that you have the only treatment for this class of trouble. I had been advised by surgeons, in whom I had confidence and supposed were up-to-date, that the only way I could be cured was to have them cut out. However, I know better than this now.

Thanking you for the great service you have rendered me, I am, yours truly,
GEO. E. HILTON,
Postmaster.

P. S.—I expect to be at your office Thursday, with a friend for treatment.
G. E. H.

TRIED ALL THE "SURE CURE" REMEDIES.

Told That He Could Not Be Cured Without Operation.

After suffering for years with a distressing case of internal and external hemorrhoids (11 in number), and after having tried many "sure cure" remedies (so-called), and obtaining only temporary relief therefrom, I consulted Dr. Willard M. Burleson, who, after a few weeks' treatment with his new method of absorption by electricity, has effected a complete cure; this was done with but little pain and no loss of time from my regular business. I have every reason to believe I am entirely cured, and I cheerfully recommend Dr. Burleson and his new method to any who may be suffering in like manner.

I had been advised by several of our best physicians that I could not be cured without a surgical operation and confinement in the hospital.

GEO. W. ABELL,
40 James St., Grand Rapids, Mich.

Piles Forty-One Years Easily Cured. Would Not Pay Unless Cured.

Clarksville, Mich., April 2, 1903.

To Whom It May Concern:

I suffered with piles since 1862, and for the past eight years was so bad that I was unable to take any comfort whatever. I went to a number of doctors who gave me ointments, and at one tried electricity on me, but I got no relief whatever. Made up my mind that there was no cure but the knife, and as much as I dreaded to submit to it, could see no other way. Before being operated upon, however, thought I would call upon Dr. Burleson and see what he could do for me. He assured me that he could cure me without chloroform or knife, but having been disappointed so many times, I had very little faith. I proposed to Dr. Burleson that I would pay him if he would cure me, and if he did not I wouldn't. He told me that he gave these terms to everybody and that if he could not cure me did not want my money. I took the first treatment then and there and got immediate relief and was cured before I could realize it, and without any pain or inconvenience whatever.

The day before going to Dr. Burleson I went to the back of my farm to saw wood and my piles became so bad after sawing a short time that I could not walk and my son had to go home and get the horses and wagon and haul me in. I have not had any trouble with piles since Dr. Burleson first treated me and I have worked hard every day since.

I never paid a bill so willingly and cheerfully in my life as I paid Dr. Burleson.

Anybody who says Dr. Burleson can't cure piles doesn't know what he is talking about.
HIRAM WILEY.

Made a Thorough Investigation in the Interest of a Friend.

Frederick H. McDonald,
Builders' Supplies,
90 The Gilbert,
Grand Rapids, Mich.

Grand Rapids, Mich., April 29, 1903.

A few months ago a friend, who was afflicted with piles and who had seen the advertisement of Dr. Willard M. Burleson, wrote to me and requested me to look the doctor up and make inquiry in regard to his success, standing, etc.

I made a thorough and careful investigation and found that Dr. Burleson not only cures piles, but his method is far in advance of any other treatment I ever heard of. I also found that Dr. Burleson is a square and honorable gentleman and will do all he promises.

FREDERICK H. McDONALD.

350 Treatments Made Him Worse. Cured in 15 Minutes by New Method.

Grand Rapids, Mich., July 1, 1903.

I was afflicted with protruding piles for years, and naturally dreaded to submit to an operation by the knife, so consulted a rectal specialist who used the injection method. He was very emphatic in his promises of a cure, so placed myself under his care and he treated me three to seven times weekly for about 24 months, causing me all kinds of suffering, but did not benefit me a particle. After taking more than 350 treatments by this worse than useless method I was in worse condition both physically and financially, than when I started.

I heard of Dr. Willard M. Burleson and his success and consulted him. He told me that he could cure me and that I need not pay a cent until I was satisfied that I was cured. He treated me just once (taking about 15 minutes. I was absent from my work only about half an hour), by his new Painless Dissolvent Method, and cured me completely, while more than 350 treatments by the old-fashioned injection method actually made me worse. I hardly expected such phenomenal results, but as I was to be the sole judge, and was to pay nothing until satisfied, I could not doubt Dr. Burleson's sincerity. My experience leads me to believe that Dr. Burleson has the best thing on earth for the cure of piles.

While I was being treated by the injection method, I was employed in the post-office and was unable to attend to my work for weeks at a time, not so much from the piles as from the treatment, while Dr. Burleson's treatment did not cause me to lose a single hour from my regular business and caused me no suffering at all. I am well known in Grand Rapids and will be pleased to answer any and all inquiries.

H. R. W.,
87 Kent St.

Everything Failed But the New Painless Dissolvent Method.

Clarksville, Mich., June 20, 1903.

It is with great pleasure that I write this testimonial. I feel as though I would like to tell every one suffering with piles how thankful I am to Dr. Burleson for the permanent cure he has given me. I had suffered for years, as no one can tell, except those who have had piles. I had tried every remedy I could get and was treated by good doctors, but could get no relief. I was permanently cured by Dr. Burleson in two treatments by his New Painless Dissolvent Method, and suffered no pain or inconvenience either during or following treatment. The treatment was so mild and easy that the only suffering I had at all was in the dread.

Dr. Burleson guaranteed to cure me or accept no pay, and I now know that his guarantee is as good as gold. He did just as he said he would and claims nothing he cannot do.

F. E. RICHARDS,
Postmaster.

Pere Marquette Railroad Company,
Mill Grove, Mich., July 8, 1903.
Dr. Willard M. Burleson,
Grand Rapids, Mich.

Dear Doctor:

I have had one week of comfort; no pile trouble to speak of. If it continues to keep this way and improve a little, I shall be ready to join the list of those who sing the praise of Dr. Willard M. Burleson's discovery.

Only those who have suffered as I have for the past 20 years can realize what it is to be cured by such a painless method. Words will not express my gratitude.

Yours truly,
W. H. SHIRLEY, Agent.

Told That Dr. Burleson Was a "Fake."

A. J. WHITE,
General Merchandise,
Bass River, Mich., April—1903.
Dr. Willard M. Burleson, Grand Rapids,
Mich.

Dear Doctor:
I suffered for fifteen years with a very aggravated case of piles and kept getting worse until I was almost a complete physical and mental wreck. I lost thirty pounds in weight and was so nervous that I was unable to sit still for more than a few minutes at a time or sleep more than two or three hours a night. I would go to bed about midnight and would sleep a troubled sleep for about two hours, when I would wake and would have to get up and walk. In two weeks I knew every street sign and every night policeman in Grand Rapids, where I was at a sanitarium being treated for my nervous condition. Before coming to you I got no benefit whatever from the treatment, but from that time on I commenced to improve and in about four weeks from the time you first treated me I was a well man physically and mentally, and to-day weigh more than I ever did before in my life.

I had been advised that I could not be cured without a surgical operation and taking chloroform, and one of Grand Rapids' oldest physicians and surgeons went so far, as to tell me that you were a "fake."

As every physician whom I talked to about my case wanted to use the knife, I am satisfied that you are far in advance of any of them in the treatment of these troubles, as you cured me easily and quickly without any pain and without the use of chloroform or knife, and caused me no inconvenience whatever.

I feel very thankful for what you have done for me. I think I was in a fair way for something worse than death.

I am gratefully yours,
A. J. WHITE.
The above shows how little dependence can be placed in the word of some physicians when asked for an opinion of a brother practitioner. All physicians are not so unprincipled, however, as there are many honorable men in the medical profession. Think of trusting your life in the hands of such an unscrupulous person.

A Well-Known Druggist Easily Cured, After Failure of Every Known Remedy.

Grand Rapids, Mich., April 25, 1903.
After suffering the most intense agony for years with a very severe case of piles and trying every remedy known to medical science with no relief and getting worse all the time, I was easily cured by Dr. Willard M. Burleson by his New Painless Dissolvent Method, without any pain or inconvenience or losing one day from my work.

I was in a terrible condition and on the verge of physical breakdown. From my own experience I know that Dr. Burleson's treatment is everything he claims for it, and language cannot be made strong enough to praise it as it deserves. No person can speak honestly of this wonderful treatment without recommending it. It is a Godsend to those who have this terrible affliction.

FRANK ESCOTT,
With Geo. L. Warren, Druggist, 75 Canal Street.

Spent \$200 Without Relief—Almost Bled to Death—Cured in Two Treatments.

Grand Rapids, July 14, 1902.
Dr. Willard M. Burleson, City. Dear Doctor—You succeeded in curing me of piles so quickly and easily that I can only say you are a wonder.

I spent \$200 and tried three rectal specialists to no avail.

I took two of your painless dissolvent treatments and am cured. I suffered 16 years and nearly bled to death many a time. Anyone afflicted with rectal troubles should certainly see you at once. Thanking you for your wonderful work, I am, sincerely,
H. K. HARRIS,
90 James Street.

Suffered Nine Years—Easily Cured.

WIGTON HOUSE,
Rounds & Foote, Proprietors,
A Fine Brick Building Lighted by Electricity.
All Modern Improvements,
Hart, Mich., April 14, 1903.
After suffering with piles for the last nine years, I have been cured by Dr. Burleson's Painless Dissolvent Treatment.
W. A. ROUNDS.



Willard M. Burleson, M. D.

Rectal Specialist.

Originator of the New Painless Dissolvent Method of Treatment for the Cure of Piles and all other Diseases of the Rectum.

103 Monroe St.

Charges and Terms

My charges are always reasonable and are for a complete, permanent and guaranteed cure. The exact amount can only be determined upon a complete examination. Any person who is not prepared to pay the entire fee at once will be allowed to make payment as his convenience permits.

Any person who is too poor to pay will be cured absolutely free of charge and will receive as careful attention as though he paid the largest fee. I want no person to be kept from the benefits of my wonderful discovery for financial reasons.

Write any of the people whose testimonials appear here and ask them if they were satisfied with my charges and terms.

The Method

I cure Piles by a NEW PAINLESS DISSOLVENT METHOD, which is my own discovery, no other person using it or knowing what it is. No hazardous operation of any kind is employed and no knife or chloroform used. Many bad cases are cured in one painless treatment and few cases require more than two weeks for a complete cure. THE PATIENT CAN ATTEND TO BUSINESS DURING THE COURSE OF TREATMENT.

I have a booklet explaining my method more fully than I can explain it here, and I am pleased to send this booklet to anyone who will ask for it.

Any sufferer solicitous for his own welfare would not think of submitting to any other method of treatment, after investigating my Painless Dissolvent Method for the cure of Piles and all other Diseases of the Rectum.

SEND FOR BOOKLET. IT CONTAINS MUCH VALUABLE INFORMATION.

How to Find Out

Ask some one who knows, some one who has been cured, some one who has tried everything else without relief. Write to any of the people whose testimonials appear here. They will tell you truthfully of their experience and without prejudice.

Don't ask some one who knows no more about it than you do. Don't ask some doctor who is trying to get you to submit to the knife. He is all one-sided and can see nothing but the knife and a small prospective fee. The experience of A. J. White, as told in his testimonial, is a good illustration of this. He investigated for himself, however, and then did the only thing any sensible person could do—come to me and was cured without submitting to a barbarous surgical operation.

Any person who investigates honestly and carefully would not think of submitting to any other method of treatment.

Guarantee

I guarantee to cure piles and all other diseases of the rectum or accept no pay for my services. Any person who doubts my ability to cure need not pay one cent until satisfied that I have done all I claimed. IF I FAIL THERE WILL BE NO CHARGE. I REQUIRE NO DEPOSIT OR WRITTEN CONTRACT.

Write and ask any of the people whose testimonials appear here if my guarantee is not good. If your trouble ever returns after I cure you, I guarantee to cure you again free of charge.

Bad Case of Piles For 20 Years—Cured in Less Than One Hour.

Grand Haven, Mich., April 11, 1903.
After I was troubled with piles for over twenty years and on December 10, 1902, they became so bad I had to give up work and was confined to my bed for three weeks, a friend who had been cured of piles by Dr. Willard M. Burleson called to see me and advised me to go to Grand Rapids and consult with the doctor with a view to being treated. On January 3, 1903, Dr. Burleson gave me a treatment that completely cured me. And only think, in less than one short hour's treatment I was relieved of years of suffering. And without loss of time, as I was able in a very few days to attend to my business as usual. I cheerfully recommend Dr. Burleson's method of curing piles and other rectal diseases and am satisfied that anyone troubled with either will never regret being treated by him.

CHARLES E. STEARNS,
R. F. D. No. 1.

Cure Effected So Easily and Quickly That She Can Hardly Believe She Is the Same Person.

I was afflicted for nine years with protruding bleeding piles, which were so bad that I was unable to be on my feet more than a few minutes at a time. I went to Dr. Burleson and two days after the first treatment by his New Dissolvent Method I started to work and have been on my feet continually ever since, and have suffered no inconvenience whatever. One week after the first treatment I took the second and last treatment, which resulted in a complete cure. The cure was effected so easily and quickly and the change in my condition so great that sometimes I can hardly believe I am the same person. I did not bleed any after the first treatment.

MRS. M. L. SUMNER,
199 Clay Ave., Muskegon.

Piles 30 Years, Six Surgical Operations Without Relief—Cured in 30 Minutes.

Hart, Mich., April 10, 1903.
Dr. Willard M. Burleson, Grand Rapids, Mich.

Dear Doctor:
Last June I went to you for treatment for piles, from which I had suffered for 30 years. You operated only once and cured me, whereas I had been operated upon six times before and not cured, but kept getting gradually worse so that it seems that your method is at least six times as effectual as the others. It is all right, as I know from actual experience, that I am very thankful and shall do all I can to have my afflicted friends go to you for treatment, as the method is so nearly painless and at the same time is a sure cure. I remain,
Yours thankfully,
B. S. REED.

Had Piles Forty Years—Cured in Thirty Minutes—No Money Until Cured.

The Crosby & Beckley Co.,
Wholesale
Hardwood Lumber,
Michigan Hardwoods,
Eastern Office, New Haven, Conn.
Delta, Mich., April 11, 1903.

Dr. Willard M. Burleson, Grand Rapids, Mich.

Dear Doctor:
I can cheerfully add my testimonial to your list. You accomplished all you claimed to do in my case. Really I felt that I must take time and see for myself whether your work was a success, but I must confess that I cannot see any signs of returning trouble. I have had piles since 1864, while in the army, and I have tried any amount of remedies. I finally made the assertion that people might claim what they would, I claimed there was no permanent cure for piles, when once fairly hold of a person. I was advised to see you by one who had been cured, and I permitted you to treat me more as an experiment than anything else. You left it all to me to decide whether I was cured or not. You told me I need not expect a miracle. I had been 40 years getting into the condition I was in, and I ought to be satisfied to get out in one year. It has been only about two months now and I am nearly through with all looseness or protruding when having a passage. I expected to need two or three treatments, but the longer I wait the more I am convinced I am cured now with only one treatment. I cheerfully recommend all sufferers with any kind of piles to visit you and get cured. You are a success; there is no question about it.

Yours very respectfully,
A. C. CROSBY.

Suffered Fourteen Years.

Hart, Mich., April 20, 1903.
I suffered fourteen years with external and internal piles and the past four years there was scarcely a day I did not suffer with them, and at times I was confined to my bed. I tried many different remedies and suffered many painful treatments from physicians only to make me worse. A friend advised me to consult Dr. Willard M. Burleson of Grand Rapids. September 24, 1902, I did so and he cured me. I truly believe his Dissolvent Treatment is perfect and cannot fail to cure. His charges are the most reasonable of any physician who ever treated me.

L. G. POPP,
R. F. D. No. 1.

In Bed Eight Weeks Following Knife Operation—Was Soon Worse Than Ever.

I was terribly afflicted with protruding piles. Had knife operation six years ago, suffered terribly and was in bed eight weeks. Was soon worse than ever. I am now well, however, having been cured by Dr. Burleson's New Painless Dissolvent Method. Did not suffer any and was not in bed one day. Foolish to suffer when you can be cured so easily.

H. D. DAVIS,
Belmont, Mich.

A Bad Case Easily Cured.

Grand Rapids, Mich., April 25, 1903.
Dr. Willard M. Burleson easily cured me of a very bad case of piles. I was so bad that I could not work for a week at a time. I suffered all the tortures of the damned. I had piles just about as bad as any person could have them and my experience demonstrates to me that Dr. Burleson and his New Painless Dissolvent Method are a decided success. The treatment causes no pain or suffering, but it does the business.

JOHN SEDARD,
84 Center St.

Hopes to Be the Means of Relieving Other Sufferers.

Grand Rapids, Mich., April 24, 1903.
Dr. Willard M. Burleson, City. Dear Doctor—I wish to express my gratitude to you for the successful treatment of my case, and will gladly permit you to refer to me anyone suffering from Diseases of the Rectum, and you may publish this testimonial to your treatment, with the hope that it will reach some sufferer. It is now four months since your treatment of ulcers, and I have had no trouble since. Your treatment is mild and your cure rapid.

Yours very truly,
P. VAN HOF,
455 N. Lafayette St.

Dr. Willard M. Burleson

Rectal Specialist

103 Monroe Street, Grand Rapids, Mich.

Butter and Eggs

Observations of a Gotham Egg Man.

I notice, upon reading proof for other departments of this issue that the Pen and Ink Buttermaker makes a suggestion in regard to the possibility of inducing a more general marketing of eggs while fresh, discussed in this column last week. His suggestion of co-operation on the part of the country storekeepers doing business in each town where several are engaged in business seems so practical that I take the liberty of enlarging upon the details a little.

As stated last week the main chance of inducing farmers to market their eggs when fresh and good lies in making a discrimination in the prices paid for the different qualities brought in, according to their real value. And the great difficulty in making such discrimination at a country store lies first in the liability to offend the proprietor's customers by refusing to give as much credit for the eggs brought in as is given to others; second to the general lack of facilities and ability to candle the eggs.

It is evident that if three or four storekeeper in any given town could co-operate in the receipt and handling of the eggs brought in (and all other farm produce for that matter) such a co-operative plant could not only make the proper discrimination in paying for goods of different quality, but it could provide proper facilities for caring for the products and would be in much better shape to market them to advantage. Of course the lower prices paid to Mrs. A. for her stale eggs than to Mrs. B. for her fresh ones would for a time make Mrs. A. disgruntled, but she could not locate her displeasure against any individual tradesman and would have to make the best of it until she realized that by bringing her goods fresh and good she could get as much as any one—and this would not take long.

In a town where several storekeepers were engaged in business it would not cost much to each to put up a co-operative receiving station provided with a cool room (ice refrigeration). The man in charge should be able to candle eggs and should have a good knowledge of their value as well as of the value of other products that would be received in trade. He should determine the proper credit values to allow for all acceptable articles according to their quality, and issue, as suggested, credit slips good at any of the stores.

Of course this suggestion would put the co-operative principle in practice in only one department of a business which, in all other departments, would continue competitive, but the advantages would be great enough to make the effort worth while.—N. Y. Produce Review.

Home Made Cheese.

Home made cheese can be had at any time and it is the very choicest of all cheese. Go to any store and get some ready-prepared rennet tablets. Having these and your milk,

you are ready for manufacturing. Bring the milk to a temperature of 85 degrees F. Put it in a tub or large churn, which must be very clean and sweet. Stir in the rennet tablets, previously dissolved in water; cover the vessel with a clean cloth, and let it stand one hour. Being now "set" it can be cut into small squares. Wait a few minutes and then place a cloth over it and dip the whey through the cloth. Now reach in and break the curd, which will liberate additional whey. Dip this off and continue the process until the whey supply is completely exhausted. Now wet a cloth in whey, and spread it in an ordinary bucket. Lift the curd into this bucket placed over some vessel so that all the extra whey may pass out. Then heat some of the whey to about 100 degrees and pour it slowly over the curd. Work it well with the hands and then salt it to suit the taste. It is now time to get your cheese hoop, which it is presumed you have previously provided for the occasion. Line it with a clean cloth, first made wet with whey, and place it on a clean plank. Put in the curd and close the corners of the cloth smoothly over it. Place on top a cover just large enough to fit inside the hoop, and weight it down. In 12 to 15 hours take the cheese out of the hoop and turn it over, after removing the cloth and putting another clean one in its place. Let it remain thus 24 to 36 hours, then take it out; keep in a tolerably warm room till properly cured, which will require from four to five weeks. It will then be ready for use and will be found the best cheese manufactured by human hands. Try it and satisfy yourself as to the truth of this. F. E. Richey.

Princeton, Ky.

Kept His Eyes Open.

In the South African diamond mines the rough gems had until recently to be separated from the hard earth and other mineral substances by hand. The whole mass was dried and softened in the air and then shoveled into washing machines, where the soluble earth was removed. Among the employes in the sorting room was a young boy, who one day noticed a diamond and a garnet, both in the rough, on the end of a small board. He tilted the board, and the garnet rolled off, but the diamond stuck fast. Looking more closely, he saw that the board was greasy. This gave him an idea. He got a larger board and tried several kinds of minerals. Invariably the other stones rolled off with a shake or two, while even a thin coating of grease kept all the diamonds in their places. Then this wideawake boy went to work and invented a machine that is now successfully doing the work of diamond picking for all the South African mines, and, needless to say, the young inventor has made an independent fortune, just because he kept his eyes open and his wits about him that day when he first noticed the difference in the "sticking qualities" of the gems.

Men make success by making use of their failures.

Butter

I always
want it.

E. F. Dudley

Owosso, Mich.

We will buy your

Honey, Beans, Butter and Eggs

at highest market price.

JOHN P. OOSTING & CO.

100 South Division Street, Grand Rapids, Mich.

References: Peoples Savings Bank, Dun's Commercial Agency.

John G. Doan Company

Manufacturers' Agent For All Kinds of

Fruit Packages

And Wholesale Dealer in Fruit and Produce

Main Office 127 Louis Street

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

Citizens Phone, 1881



EGGS

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

S. ORWANT & SON, GRAND RAPIDS, MICH.

Write or telephone us if you can offer

**POTATOES BEANS APPLES
CLOVER SEED ONIONS**

We are in the market to buy.

MOSELEY BROS.

Office and Warehouse 2nd Avenue and Hilton Street,

GRAND RAPIDS, MICHIGAN

Egg Cases and Egg Case Fillers

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

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

Printing for Produce Dealers

NEUFCHATEL CHEESE.

Some Interesting Trade Questions Presented in Boston.

Boston, Mass., Sept. 10—The action of the Board of Health in prosecuting dealers in Neufchatel cheese gives rise to some interesting trade questions. In the first place when does a proper, or geographical, name lose its geographical significance? There is an apple known as the Rhode Island Greening; but an apple of the proper color, flavor and size would be as much a Rhode Island Greening if grown in Michigan as if the product of the diminutive commonwealth. Sumatra tobacco can be grown in Connecticut valley and, so far as I know, Java coffee can be grown in Brazil. On the other hand under no circumstances could New York maple syrup—or glucose—be honestly labeled "Vermont."

Cheese of various shapes, flavors and colors have for many years been manufactured in different countries; and in many instances have taken their names from the country of their origin. "Swiss cheese" to-day means a large whitish cheese with a specific flavor and certain distinguishing pores or holes. Now, if an American manufacturer should get the same texture, flavor and color could the American-made cheese be honestly called "Swiss?" As a matter of fact, it is getting to be the trade custom to name the various American cheeses with the name of the foreign article whose characteristics they possess, consequently we have "Swiss" cheese which was made in this country, and the honesty of the name has never been questioned, for the distinctive characteristics of the Swiss cheese are duplicated in the American article.

Second, how far can a manufacturer go in modifying the qualities of a foreign article and retain the foreign name? Some American manufacturers think they can improve upon the "foreign" cheese they are manufacturing. And as time goes on we find on the market American-made modifications of foreign cheeses, but with the same foreign name. The porosity of American "Swiss" is a little different from the porosity the Swiss-made "Swiss." The American-made Limburger is milder than the foreign-made Limburger. Is it honest to give the foreign name to an American modification of a foreign-made cheese? It is the trade custom to give it such a name, and I have never heard the custom questioned.

Neufchatel cheese is a soft cheese originally made in Neufchatel. Most of the authorities say that it is made from whole milk; two that I have found say that it is sometimes made from skim milk, and one says that cream is sometimes used. So that there is no absolute agreement as to the raw material necessary for Neufchatel. Different tables of analyses of dairy products largely from foreign sources give the amount of fat in Neufchatel at from 22 to 41 per cent.—a range of 100 per cent. But all agree that the foreign Neufchatel is allowed to stand nearly two months

for curing. But there is no curing of the American Neufchatel, which must be eaten almost as soon as made. Is such a cheese which departs to such a marked degree from the original, properly labeled Neufchatel? Then as to the wide range of fat content: Some American authorities allude to the making of Neufchatel from skim milk. In the popular mind, even in the trade, I find some failure to draw a clear line between Neufchatel and cottage or "Dutch" cheese. This confusion is increased by the fact that there is a distinctive "cream cheese" in the market which is very fat and in this respect in marked contrast to Neufchatel.

The Board of Health, in proceeding against dealers in Neufchatel, which has a low amount of fat, acts under the general food law and not under any especial cheese law. The general food law in brief prohibits the holding out that any article is better than it is, and prohibits abstracting from it any essential ingredient. The first case that was tried the Board lost because it did not show just what Neufchatel cheese is or should be. Hence the judge ruled that although the particular Neufchatel in the case had only about 3 per cent. of fat, there was no evidence before him that it was not Neufchatel or that it had been sold in violation of the law. Since then the Board has secured convictions in other cases in other courts. To show the lack of clear understanding as to just what Neufchatel is the first case was against a prominent creamery man well up in his business. He was doing a large cream business and was working up the by-product—kim milk—into Neufchatel (?) cheese, honestly supposing that he was doing no wrong and even commending himself for his skill in manufacturing a waste product into a wholesome and cheap article of food. There seems to be a need of some authoritative definition of what constitutes American Neufchatel, and what is a proper range for the fat. One conviction has been secured on 15 per cent.

Geo. M. Whitaker.

Recent Business Changes Among Indiana Merchants.

Cannelton—Mrs. Thomas Irvin has retired from the general merchandise business and is succeeded by Thomas W. Irvin.

Colfax—Timmons & Dunbar continue the general merchandise business formerly conducted under the style of Timmons & Wilson.

Fort Wayne—The mattress factory of Paul E. Wolf, furniture and mattress manufacturer, was recently consumed by fire.

Indianapolis—Caroline M. Gramling has retired from the merchant tailoring business of P. Gramling & Sons.

Indianapolis—The Model Garment Co. has recently suffered the loss of its factory by fire.

Little York—Frick & Stanfield have purchased the hardware stock of T. D. Davis.

Muncie—D. M. Fisher, grocer, has sold out to Jos. E. Hughes,

Parker (near)—G. Wright & Son, general merchandise dealers, have dissolved partnership. The business is continued under the style of Bert Wright & Bro.

Rockport—Mrs. M. A. Barket has sold her millinery stock to Mrs. V. P. Sharp.

Shelbyville—Kassius C. Kennedy, of the clothing house of Goulding & Kennedy, is dead.

Sheldon—John E. Miller, dealer in notions and groceries, has closed out his stock.

Shoals—Sherlock & Treadway have purchased the general stock of J. B. Freeman.

Shoals—S. C. Johnson has purchased the interest of his partner in the grocery business of Keedy & Johnson.

South Bend—Keltner & French, hardware dealers, have dissolved partnership, the latter succeeding.

Sullivan—C. A. Anderson has purchased the general merchandise stock of Hederick & Co.

Walkerton—Tank, Place & Sellers is the new style under which the dry goods business of Wm. A. Tank is continued.

If you have a good temper, keep it; if you have a bad one don't lose it.

Things We Sell

Iron pipe, brass rod, steam fittings, electric fixtures, lead pipe, brass wire, steam boilers, gas fixtures, brass pipe, brass tubing, water heaters, mantels, nicked pipe, brass in sheet, hot air furnaces, fire place goods.

Weatherly & Pulte
Grand Rapids, Mich.

WE NEED YOUR

Fresh Eggs

Prices Will Be Right

L. O. SNEDECOR & SON

Egg Receivers

36 Harrison Street, New York

Reference: N. Y. National Exchange Bank

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

SHIP YOUR

Apples, Peaches, Pears and Plums

—TO—

R. HIRT, JR., DETROIT, MICH.


Also in the market for Butter and Eggs.

CLOVER AND TIMOTHY

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

ALFRED J. BROWN SEED CO.

GRAND RAPIDS, MICH.

HERE'S THE  D-AH

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

and Coln will come to you. (Car Lots Potatoes, Onions, Apples, Beans, etc.)

Tons of Honey

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

C. D. CRITTENDEN, 98 South Division St., Grand Rapids, Mich.

Wholesale Dealer in Butter, Eggs, Fruits and Produce

Both Phones 1300

THE VINKEMULDER COMPANY

Car Lot Receivers and Distributors

Watermelons, Pineapples, Oranges, Lemons, Cabbage, Southern Onions, New Potatoes

Our Weekly Price List is FREE

14-16 Ottawa Street, Grand Rapids, Michigan

When Huckleberries are ripe, remember we can handle your shipments to advantage.

Woman's World

Why Love Should Have a Cash Value.

Not long ago, in Missouri, there was enacted one of those commonplace little tragedies that make up the black account of life and with which we are all unhappily too familiar. An old and doting mother, who possessed nothing but a little home, was persuaded by her grasping son into giving it to him. It was a mere formality, he said. The old place would always be her home. He would love and cherish her as long as she lived, and so the deed read that she sold him the place "in consideration of \$1, and love and affection."

No sooner, however, was the property safely his than the greedy son began to neglect and mistreat the old woman. He made her feel that she was unwelcome and in the way, and the bread she ate was the bitter bread of dependence. Finally he shut the door of the very room in which she had borne him, and where she had cradled him upon her breast, in her face, and turned her away from the hearthstone that she had helped keep warm for forty years. The forlorn old creature, bankrupted in heart and purse, took refuge with friends, who brought suit against the son to have the sale annulled, and this was done by the Court, the Judge holding that love and affection, when expressed in a deed, had an actual cash value, and that the son had forfeited a right to the place

because he had not paid the equivalent for which it was sold to him.

This story has two morals, the most obvious of which is that old people should keep their property in their own hands to the last, so as to be sure of consideration and attention. It is cynically true that we have much more patience with the infirmities and peculiarities of our rich and aged relatives than we have with the weaknesses and hobbies of our poor old ones. What is merely an eccentricity in rich Cousin Jane becomes a crankism in poor Cousin Maria. We lend an attentive ear to Uncle Croesus' garrulous reminiscences of the war, while we saw Uncle Poorman off at the very beginning of his story of the battle of Manassas. In all sober truth, people never stand in such dire need of money as when they are old and must buy consideration for their whims and weaknesses of a selfish world.

To a degree this is true of even one's own children, and parents who rob themselves of their all in order to give it to their sons and daughters are simply courting disaster and calling down misfortune on their own heads. It is, of course, parents' privilege and duty to help their children, but they should keep enough in their own hands to render them independent, for the love and affection of one's children are frequently a broken reed on which to lean, but a bank account is a staff that will carry one safely to the end. This argument for giving is always convincing enough. The property would be such a help to the

son or daughter while they are young, and the father and mother are so sure their children will be grateful and devoted to them, and cherish their declining years, as they watched over and guarded their years of helpless infancy. So the business passes to the son, or the daughter obtains possession of the home, and only too often the poor old people find that, after their children have possession of what they want, they resent the burden of the parents' support that went with it.

The Missouri case does not stand alone. We have all seen the same thing happen dozens of times. We have seen poor old mothers occupying the meanest room, and sitting in the coldest and darkest seat of the house where they had once been mistress, we have seen poor old fathers, snubbed and humbled, slipping around the store their industry had built up, and we have thought how honored, how welcomed and how deferred to they would be if they had their property still to give instead of having given it.

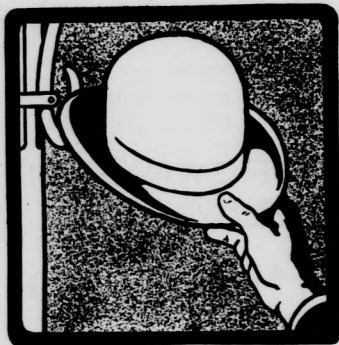
There is this to be said, and it is too self-evident an axiom to need commenting on: If a son or daughter is greedy enough, and grasping enough, and selfish enough to want to rob their parents, if they would even be willing to let their parents sacrifice their independence, they need watching. They love no one but themselves. Their affection could not be depended upon, and the only way their parents could be certain of their consideration and attention

would be to always hold out the prospect of the will before them.

Of course, this is very far from being universally the case. There are thousands and tens of thousands of men and women who consider the ability to minister to their parents and to surround their old age with love and affection and honor the most precious privilege that life can give them; but, none the less, it is a wise man or woman who hangs on to their own purse strings and never takes the chances of being dependent even on their own children.

The other point of interest in the Missouri story is the legal decision that love has an actual cash value in life. Heretofore, we have only thought of it as something intangible, illusive—a grace, a perfume, a flower that might adorn life, but was not part of its working capital.

Yet, how foolish is this view of the subject, in the face of all of our experiences! Who are the people that we go out of our way to help? The worthy? The deserving? Not at all. It is the people we like. Who are the ones we shoulder into success? The especially gifted? The unusually fit? Not a bit of it. It is the people we like. Genius, if allied to an unpleasing personality, still starves in garrets, while agreeable mediocrity has golden opportunities thrown in its way. All of us do things for people because we like them that we would not do for them because it was their due, to save their lives. In every newspaper office you will hear of brilliant writers who have been



Suppose your hat was taken by mistake? Would it satisfy you to know that the hat was gone? Wouldn't you want to know who took it?

Isn't it as desirable to know who makes the mistakes in your store as it is to know that mistakes occur?

Will your present system tell you who took in the counterfeit coin?

Will it tell you which clerk received Mr. Smith's missing payment on account?

Will it tell you who forgot to make a record of Mrs. Jones' credit purchase?

If a customer complains about an overcharge or a mistake in change, can you tell which clerk waited on that customer?

Wouldn't such information help you?

Wouldn't your careful, competent clerks appreciate it?

A National Multiple Register tells who made the mistake. Every time the cash-drawer is opened this register tells who opened it, for what purpose it was opened, and how much money was taken out or put in each time.

I am interested in your new Multiple Register. Please send me a copy of your circular, "Six Registers in One," as per ad in

MICHIGAN TRADESMAN.

Name _____

Mail Address _____

Mail the corner coupon and get a copy of "Six Registers in One," a circular telling all about this wonderful new machine and how it pays for itself.

National Cash Register Co.
Dayton, Ohio

The Finest Device

"I heartily endorse the Multiple Register as being the finest device the market affords for the protection of clerks and merchants."

H. W. BOWMAN.

Trinidad, Colo.

dismissed from the force because nobody could get along with them. In every theatrical circle you know of histrionic geniuses who always stay at the bottom of the ladder because they made trouble in a company. They were people without the ability to win love, and it was just so much actual cash out with them.

The fact that love has a real commercial value in the market, though, is never more plainly illustrated than in domestic life. The love and faith of some little woman has made more men millionaires, it has raised more men from obscurity to fame than every other cause in the world combined. So great is its power that it may almost be said to be a talent in itself. In one of the most subtly penetrating and human of all his stories Kipling tells of a miserable half-breed in India who is suddenly confronted with an uprising of the natives. It is a situation that calls for decisive and vigorous action, and the poor, trembling creature, frightened out of his wits, is about to run when he thinks of the woman who loves him, and he rises to his duty like a hero, and Kipling sums the whole evolution of his character up in the one pithy phrase, "Love had made the thing a man."

It has done it times out of number and it still does it wherever a woman loves enough. Just the knowledge that a woman believes in him, and expects him to succeed, nerves a man up for the struggle, just as the knowledge that his wife is indifferent to him, and that she will nag him, and twit him with his failures saps his courage. A quiet, peaceful, happy home is such an element in a man's success; a tender, affectionate, loving wife is such an inspiration to him that it would pay even selfish women, who only care for their husbands for what they can give them, to assume the virtue of love although they have it not. A fretful, dissatisfied, envious, complaining wife is the worst hoodoo with which a man can be cursed, for she ruins his life at home and abroad.

Men will find that it is also quite as profitable to love their wives. It is a common marital joke that the man who quarrels with his wife has to spare himself by means of silk frocks and imported millinery. More than this, there is no doubt that women when they are unhappy take to extravagance as men do to drink, and many a woman at whose frantic efforts to get in society we gird is merely trying to find some substitute for her empty home life.

"All for love, and the world well lost," is a sentiment that holds perpetually good with women, and, as long as one believes her husband loves her, she can be happy in a cabin, or a two-story back; as long as he tells her that she is the most beautiful woman in the world she will wear a last year's hat and a made-over gown without a pang of regret, and as long as he takes an interest in holding one hand she will work the other to the bone for him, and think herself privileged to do it. And this being the case, it is more than strange that the sex that prides itself on its

financial sagacity has never thought it worth while to bestow more kisses and compliments and less coin on its wife. It would be money in its pocket.

After all, when everything is said, it should cause one no surprise that love should have a cash value, for now, as in the dear old song, it is still true that it is love that makes the world go around, and because true love—the love that can endure, and be faithful and patient and loyal—is so rare, its price is above rubies.

Dorothy Dix.

Why Old Maids Are Scarce.

There are fewer old maids nowadays than in former times. A woman does not now become an old maid at as early an age as thirty or forty years ago. The imaginary line at which a member of the gentle sex becomes an old maid is being set farther and farther back until there have arisen grave doubts if it will not disappear entirely. Once twenty-five was the limit of girlhood. Now it is thirty. And it means little or nothing.

Once it was supposed to mean that, being passed, it became a bar to matrimony. No novelist chose a heroine over 25. Of course, he intended to marry his heroine to his hero, and marriage after 25 on the woman's part was something to be avoided as something which did not find a counterpart in real life.

It will be observed that among fiction heroines of the present day will be found a number who have gone to the thirty-year limit. It was recognized long ago that a woman did not lose her attractions because she had gone over this imaginary line, but the setting back of the line waited long after the recognition.

Balzac has laid down the theory

that a woman at 30 is at her most fascinating age. She probably will not have so long a train of admirers. She may have fewer partners at a ball. Once in a while a young man may make her feel like a grandmother by coming to her for advice in his own love affairs.

The setting back of the imaginary line has followed the practice of late marriage. If a young man married at the age of 21 and a young woman at the age of 18 then the young woman of 25 would have been waiting seven years, and probably would be justifiable to consider that she would not accept a husband.

But when marriage is the last thing of which a girl of 18 and a young man of 21 are thinking, and when 30 on the part of the man and 25 for the woman is closer to the average age at which matrimony is undertaken, then necessarily the age limit goes back. It should be set back still farther, to 35, if it should be considered as existing at all.

Keep yourself well groomed, remember that persons usually accept us at our own valuation.



Every Broom Pusher

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

WHITTIER BROOM

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

WHITTIER BROOM COMPANY

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

GRAND RAPIDS, MICH.



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

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

Hardware

Gradual Evolution in the Retail Hardware Methods.

Ten years ago thirteen hardware men from different parts of Ohio gathered together at Columbus to compare experiences and see if some method could not be devised so that some of the evils threatening the prosperity of the retail trade, if not abolished, could be largely mitigated. The result of the conference was the organization of the first Retail Hardware Dealers' Association in the United States. From this small beginning have developed associations in nineteen different states, and these are affiliated together in the National Retail Hardware Dealers' Association. And when the membership has become what it should be over twelve thousand hardware dealers will be back of the National Association. What a power they will have, and what an influence they can exert.

But some may say, to what end is all this? Why this labor and expense? During the closing years of the 19th and the opening of the 20th century, new methods of doing business have arisen. Methods at variance with all preconceived notions of what was right and proper. To meet these new ways and to control these so that the injury arising from them might be counteracted, to a very large extent, is one of the objects of our labor in organizing the hardware trade throughout the country. And if I might be permitted to say, it would be a good thing if every other line of business were organized. In these strenuous times there is nothing done but by combination. Organized efforts are the ones that meet with any degree of success. The individual is swallowed up by the company. The company is absorbed by the organization. The organization is taken in by the trust, and the trust is merged into the monopoly. To meet these conditions come, of necessity, counter combinations. There is something appalling in the thought that there is such a power, with such vast amounts of capital, in the hands of so few men. And yet even this has its compensations. The possession of great power is very apt to bring with it a corresponding degree of responsibility and to inspire an amount of prudence and caution in the use of the power that makes it a conservator of the peace and of prices, rather than otherwise.

And so we come to look with a degree of complacency upon the great combinations that a few years ago we should have regarded as impossible. But there are other disturbing elements in trade that demand our most careful attention and consideration. It is reported of an old Quaker whose son was about to leave him that his parting admonition was: "My son, get money; honestly, if you can, but, get money." We have to-day as competitors men who are adopting that rule as a guide in their business methods. It is trade that they want, and the end justifies in their eyes, or seems to, any methods that will bring the desired results.

They are strong advocates of the idea that quantity makes the price—an idea that is wrong in principle and practice. Taken with other things quantity should have a strong influence in making prices, but as a bare proposition, quantity by itself should not make the price. To illustrate: A manufacturer is approached by a party who wishes to buy goods. The manufacturer's output will amount to, say one million dollars a year. The party says: "I will take one hundred thousand dollars' worth of your goods, and will pay you spot cash for them, provided I can get the price. I expect to sell them for cash and I have the cash to pay for them, but I must have a very low price. My trade, whatever I may get, must come from all over the country. I can not hope to have the trade that I want unless I can undersell the retail merchants all over the country. I must disorganize their prices. I must create a doubt in the minds of those who have been patronizing the retail trade. I must try to make them think they have been robbed by their home merchants. I want to put on my catalogue 'I am the price maker of the country.' If men want goods cheap they must send their money to me and I will give them what they want. I want prices so that I can cut the selling price down so that there is no living profit for the retailer. My success depends upon my ability to cripple the retail trade of every part of the country. I will send my catalogues to every town, and hamlet, and farm house, in all this broad land. I will advertise your goods all over and create a demand that has never before been heard of. I will introduce your goods into communities that have never heard of them."

The temptation to make such a large sale to one person and get the cash is too great for the manufacturer, and the goods go out at a price that I am satisfied would give the balance of that manufacturer's trade something to think about. Now the manufacturer has disposed of one-tenth of his output. He makes goods that there is an almost universal demand for. They have been advertised by the retail trade in every part of the land. Wherever there is a little store you will find his goods upon the shelves. The goods need no advertising, for they are universally known. And that is the reason the party is so anxious to have them. The retail price of them is almost universal. Everyone knows the price. It has been the same for years. Here is the opportunity that the party has been looking for. He will buy these goods and he will put them upon the market at a price as low, if not lower, than the retail trade of the country can buy them. When these prices go out there is consternation in the minds of the retail traders. They are not able to meet the prices and live.

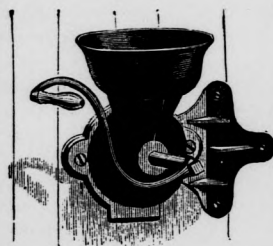
The manufacturer has still nine-tenths of his goods unsold. He has not less than one hundred and eighty customers to whom he expects to dispose of the balance of his goods. There are none of them that buy one



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.

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.



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

hundred thousand dollars' worth, and as price is regulated by the quantity, they can not expect to get their supplies as cheap as the first customer. Now, these one hundred and eighty customers must sell the goods they have bought and they are relying on the retail trade to help them to dispose of them. But the party who bought the hundred thousand dollars' worth is satisfied with the amount of profit that the one hundred and eighty customers are asking the retail trade, and he goes to the consumer and offers goods at jobber's prices. Where is the jobber going to get his trade? The retailer can not buy of him. The fallacy that price is regulated by quantity has put a club into the hands of the party who bought one-tenth of the manufacturer's output to beat out the business life of the other nine-tenths of the manufacturer's customers, and finally to break down the manufacturer's business.

A curious illustration of this came to my knowledge the other day. Letters had been written to a number of business men in several states as to the prices on certain goods. A remarkable unanimity was noticed in the replies. "We do not handle the goods. We are selling other makes. Twenty years ago we did not know of the other make. To-day they are being scattered broadcast."

There is in these present times an evolution in business methods. The happy-go-lucky methods of the past are dead, and the sooner we realize the fact and take up with the new ways, the more money we will have. New systems of various kinds are in vogue, and we must adopt them if we wish to keep along with the rest. How shall we find out what these new ways are? By organizing and attending state associations; by keeping in touch with our neighbors; by putting away the idea that our competitors are our bitter enemies, and have no right to live and do business in the same town with us. By realizing that the other fellow has just as good a right to live as we have and that we should be his friend rather than his enemy; that there is a better chance to make a living when your friends are in business as your competitors than there would be with your enemies as competitors.

W. P. Bogardus.

Our Prosperity Destroyed by Union Labor.

What appeared weeks ago to be a foregone conclusion as a result of the existing union labor troubles and the general industrial uncertainty is now transpiring daily and getting into sharp evidence. Trade at the great business centers is already feeling the effect of this disturbance of normal conditions in the wage-earning world. Buying is halted, and apprehension as to winter dullness is almost everywhere noticeable.

Men of the longest experience in the New York dry goods trade declare that buyers in the primary markets were never before so conservative as now. They hesitate to lay in stocks that the masses of the people may not have the money to buy

and pay for during the next six months, no matter what their needs may be. It is only a short step from the payroll to the dry goods counter, but where the tying up of industries has shut out the pay envelopes from thousands upon thousands of families the bursars of the domestic establishments are not likely to be crowding around the bargain counters. They have not the money now, can hardly be expected to have it for a long time yet to come. The policies of a lot of power-drunk union labor leaders have operated to take the life out of trade, to substitute depression for buoyancy and apprehension for hope.

As already noted briefly in the Commercial's market reports, manufacturers of dry goods are confronted with a situation worse than that in the trade. No matter whether the demand for the goods is heavy or light, they must keep at least a portion of their machinery in operation—this, for the chief reason that otherwise they could not hold their skilled operatives; and it is well enough known to-day that not a few of the mills are now kept running for no other reason. There is, of course, a certain demand for their output, but unless all signs prove faulty, the consumption of cotton goods will be comparatively light for the next few months; and the mills are likely to act on this hypothesis by producing no more than the demand calls for, as nearly as they can regulate it.

Whenever and wherever union labor lifts its hand to enforce its vicious policies just so surely does it hurt its own and every other interest that has to do with supply and consumption. It is increasingly inexplicable that, possessing the widespread influence that it does, organized labor should persist in blindly and maliciously butting its head against the wall.—New York Commercial.

Bill Introduces Eli.

The first time Eli Perkins visited Laramie, twenty years ago, Bill Nye had just started the Boomerang. Bill Nye was then making his first reputation as a humorist and the Boomerang bristled with wit and dry sayings. The next morning after Perkins arrived Bill had a column interview with what he called the "New York Youmerest." It was very quaint.

"Where are you going?" asked Mr. Nye.

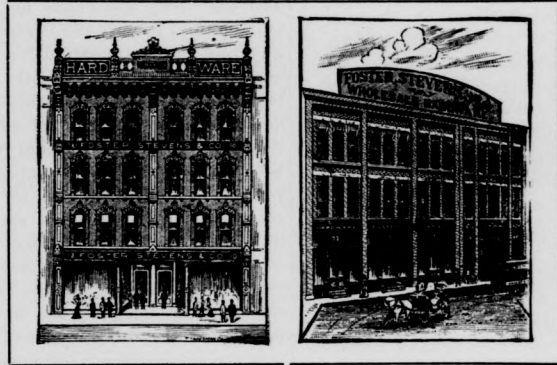
"I am taking this trip to the Pacific coast," said Eli, "especially for my wife's pleasure."

"Ah, then your wife is with you?"

"No, she is in New York."
Bill introduced Eli to the audience at the Opera House in the evening. Nye was then bald-headed, while Eli's head was covered with dark hair. Nye, in his introduction, said:

"Ladies and gentlemen: You see before you two of us, but it takes two of us to make the perfect man. I have the part," continued Bill, putting his hand on his bald head, "and Mr. Perkins has the hair, but this is a case where the part is greater than the whole."

Foster, Stevens & Co.



Grand Rapids, Michigan



White Seal Lead and Warren Mixed Paints

Full Line at Factory Prices

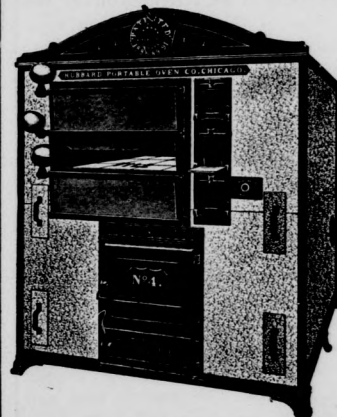
The manufacturers have placed us in a position to handle the goods to the advantage of all Michigan customers. Prompt shipments and a saving of time and expense. Quality guaranteed.

Agency Columbus Varnish Co.

Miles Hardware Co.

113-115 Monroe Street, Grand Rapids, Mich.

BAKERS' OVENS



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

HUBBARD PORTABLE OVEN CO.

182 BELDEN AVE., CHICAGO, ILL.

Printing for Hardware Dealers

THE WALKING DELEGATE.

Great Rejoicing in Hades When He Was Created.

One of my friends, a man prominent in the political and business life of the State, owns a horse that has been in his family a number of years, and which he holds next in his affections to his children. A short time ago he took his family driving in the country and, when he had reached the furthest proposed distance from home, the horse cast a shoe. The driver found a blacksmith's shop without a great deal of difficulty, but the workmen refused to put a shoe on the horse for the reason that the other shoes had been placed there by non-union workmen—at least they did not bear the union label. There being no other blacksmith shop in town, my friend was compelled to walk his horse all the way home, to the detriment of its feet, and to the utmost discomfort and annoyance of himself and family.

Another of my friends, a manufacturer, recently purchased a building and remodeled it to suit the peculiar needs of his business. He found it necessary to place strong girders in the basement, and under them a substantial foundation composed of concrete and layers of iron strips, known technically by the name of grill-work.

The workmen who were to fill in the cement waited nearly a day for the housesmiths to lay the grill-work, and when it was found that there would be a still further delay, the contractor and his son came to the rescue by putting the grill-work in place.

The next day there arrived on the scene a "walking delegate" who, in a forcible and not too polite manner, said, "That's all got to come up, see?" The contractor was so fearful of the consequences that he would have complied had not the owner of the building arrived and said that the walking delegate could not bring enough men into the building to undo the work already done, that he had waited long enough for the completion of the job.

Thus placed between two fires, the contractor did not know which way to turn, when the manufacturer suggested that it would be the lesser of two evils to see if the matter could not be adjusted with the walking delegate. This course was pursued, and the delegate agreed to settle for \$16, which he pocketed with a sinister wink and went on his way rejoicing, assuring the contractor and the owner of the building that there would be no further trouble.

These incidents are cited to show to those who are apt to speak lightly of the danger of the labor situation its real gravity. I could occupy a great deal more space by citing similar incidents, but most people familiar with the labor question probably are able to call to mind just as many as can I. They indicate that in the walking delegate the gravest peril threatens.

There is a tradition that when the Creator of the world began his labors, the ruler of the lower regions insisted that he should have a share

in the task. He was repulsed, but came back with a renewal of his demands, and the result was a compromise by which he was to have the privilege of creating but one thing.

Naturally, with such a narrow limit, he pondered long and earnestly for fear of making a wrong choice, and the story goes that he thought and thought for a million years. Finally one day he startled his lieutenants by jumping into the air and cracking his hoofs together, with a shout that at last he had reached a decision, and—the walking delegate was the result. There was great rejoicing in hell that day, for it was recognized with prophetic vision that dull times there were forever a thing of the past. This is, of course, an exaggerated picture of the origin of the walking delegate, but it can not be denied that to his door may be laid the responsibility of most of the unrest in labor circles, and for most of the crimes committed in labor's name.

I have no quarrel with the theories and principles of trades unionism, because they read beautifully on paper. Those who have had experience with trades unionism as it actually manifests itself, however, realize that there is a wide difference between precept and practice—that the trades union which lives up to the tenets of its belief never existed and probably never will exist. I most emphatically condemn the practices of the officials of trades unions, those who secure the reins of government and abuse their power because the rank and file are too busy earning a livelihood to be able to give attention to the conduct of their organizations, and for the walking delegate I can bring myself to feel nothing but aversion and contempt.

Arthur L. Rolston.

Rockefeller and the Bungs.

Rockefeller's supervision takes account of the least detail. In commenting as usual on the monthly "competitive statements," as they are called, Mr. Rockefeller called the attention of a certain refiner to a discrepancy in his reports. It referred to bungs—articles worth about as much in a refinery as pins are in a household.

"Last month," the comment ran, "you reported on hand 1,119 bungs. Ten thousand were sent you in the beginning of this month. You have used 9,527 this month. You report 1,012 on hand. What has become of the other 580?"

Take care of the bungs and the barrels will take care of themselves is as good a policy in a refinery as the old saw it paraphrases is in financing.

The head of the Pension Department figures that in the course of another ten years the per capita cost of maintaining the system will be so diminished that it will no longer be regarded as a burden by the people of the Nation. The amount that will continue to be expended will, however, loom up heavily in the column of national disbursements, no matter how the load may be distributed.



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

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

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

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

The Computing Scale Co.,
Dayton, Ohio
Makers

The Moneyweight Scale Co.,
Chicago, Illinois
Distributors



UNCLE SAMUEL.

Is He Incompetent as a Man of Business?

Charles Francis Adams, descendant of a family once famous for its hostility to the expansion of popular power, is strenuously opposed to it at the present day. "In handling private business," he says, "any government and every government is incompetent. Look at our school system. It is one mass of jobbery from one end to the other. Study the Government printing office at Washington. Every document published, lumbering, clumsy, useless, costs notoriously twice what it would cost if issued by a private press. And the postoffice! Just look at the system of fraud, bribery and stealing now being brought to light! Don't talk to me of doing business through governmental machinery! It is one colossal exhibition of waste, extravagance and incompetence."

In anybody but a Massachusetts Adams this would be considered an "extravagant," not to say hysterical, condemnation of a subject that seems to have aroused in him more heat than light.

There is undoubtedly some jobbery in our school system. But it is not "a mass from end to end," and is chiefly in the large cities. And in many of them evils of this kind are being moderated if not exterminated. It is doubtful if there is any more "jobbery" than there is adulteration or other forms of fraud in private business. Does anyone imagine that if education were provided by private means it would be as cheap as it is now? What school boards and other officials now get as "rake-offs" is less than the profits that the private purveyors of a like amount of education would make out of the public. There might not be so much "jobbery" in a private concern, but the public would have to more than make that good in the profits.

Unfortunately for the illustration of incompetence in the Government printing office, that bureau is not engaged in private, but in public business. That is to say, the work it turns out pertains for the most part to the Government itself and not to private business or interests. Few individuals are interested in its publications or in their cost. The tariff on importations or the tax on liquor and tobacco pays for them, so that the public can not realize or recognize the excessive cost of producing them.

Suppose, however, the Government should undertake to publish all the daily newspapers, or even one great daily newspaper, as the only authentic source of news. Would there be any such indifference to the timeliness, expedition or thoroughness of its production? If it were not promptly published, or, in consequence of mismanagement or jobbery, the subscription price were raised, or important news omitted, would there be the same indifference as there now is toward the cost and production of the Congressional Record or other official documents? Would there not be the same demand for the most

modern methods and machinery as there is now in the construction and operation of our war vessels? Naturally, yes. There is no special demand for any such Government publication. No likelihood there ever will be. But the supposition shows the fallacy of citing the public printing office as an example of what a printing office would be that undertook to print and publish matter that keenly and constantly interested the public as does the daily newspaper or even the current novel. Abuses would be quickly and radically reformed.

It is true there are some scandals and corruption in the Postoffice Department. But compared with the vastness of its operations they are small. They have added little or nothing to the cost of carrying on the department, and have in no appreciable way inconvenienced the public. And the guilty persons are quite as likely to suffer the penalty as are defaulters and embezzlers in private employ. Generally speaking, the percentage of loss through dishonesty in all the transactions of the Government is so notoriously minute as to be marvelous. Proportionally quite as small as in private business. If there is any doubt as to the value that the public puts upon the Postoffice Department let those who believe better service could be secured by private means propose to turn its business over to the express companies. The influence of these companies in opposing the Government parcel posts is already exciting the public resentment.

It is to be noted, too, that nearly all the scandals in the Government school text books, "star route" frauds, the present postoffice swindles, the Savannah harbor improvement, etc., have had their origin in private contracts; that is, in the Government's failure to do the work itself, and leasing it to private persons. It is also to be observed that the profit to be got out of Government work does not tempt private persons to compete. What private person has ever professed a willingness to carry on the work of the postoffice at 2 cents per letter, and the cheap rates for other matter?

There have been mistakes and failures in the public ownership and operation of what is called "private business," but these have never been numerous or serious enough to provoke the public into demanding their relegation to private hands—the schools, the water supply, the extinguishment of fires, or any other form of Government activity outside its purely police powers, or execution of the laws. How many, for example, would remove the Government supervision and control of the National banks, and turn them over to be run solely for the benefit of those who manage them? To ask the question is to answer it. The public would not dare trust this important function to private interests. Some would go even farther and put the bulk of the banking business into the hands of the Government. Yet, according to Mr. Adams, just to the extent that the Government takes part in this

function it becomes incompetent and corrupt.

Most of the business now done by private enterprise will for a long time continue to be so transacted—much of it perhaps always. How fast and how far the Government will expand its functions will depend upon the growth of public intelligence in ascertaining how and where it may be better done by public than by private means. The fact that, on account of the limited amount of Government business now done, it does not now know is no proof that it may not and can not learn. The example cited by Mr. Adams and others who agree with him proves little or nothing. For they do not depend upon principle, like the divine right of kings, for instance, but upon conditions, and conditions are constantly changing. Edward G. Holden.

A great deal of fuss is made about the small shortcomings of the Postal Department, but the authorities are a trifle slow about digging up information concerning the relations of the railroads with the postoffice. A well-directed investigation of the causes that operate to make the Government pay about six or eight times as much for services performed by transportation companies that individuals are called upon to pay would result in some interesting developments.

A man often runs down a horse he secretly wishes to buy. An advertiser frequently runs down a paper he secretly likes to do business with.

**Everybody
Enjoys Eating
Mother's Bread**



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Made at the

Hill Domestic Bakery

249-251 S. Division St.,

Cor. Wealthy Ave.,

Grand Rapids, Mich.

The Model Bakery of Michigan

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

A. B. Wilmink

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

WHAT IS LIBERTY?

Not Desirable for Itself, But as a Means to an End.

Liberty and freedom are words to conjure with in this country. We are very proud of our liberty; we glory in our country because it is "the land of the free." Our political speech-makers, our social reformers, our labor leaders and our clergymen are forever talking about "freedom" and "liberty," for they know these are fine sounding words, that never fail to secure respectful if not enthusiastic hearing. Not only orators, but all of us, are fond of asserting, and on occasion of proclaiming most vigorously, that we live in a free country and that we are free people. He would be a foolish man who should propose to dispute the general truth of either of these assertions. We say the general truth, because it is also undoubtedly true, as a matter of fact, that a good many persons in the land are, for one reason and another, not altogether free. We got rid, some forty years ago, of one kind of slavery for good and all, but certain more subtle kinds remain with us, and we do not have to look very hard at our fellow men to discover that many of them are to-day in practical bondage to some person or some superstition. And besides this, there are with us a certain number of troublesome individuals who propose to prevent us from living our own lives in our own way. History is a long record of persecutions, inspired largely by the efforts of persons who thought they had a monopoly of truth, to compel persons who differed with them to renounce their opinions and conform. We have had plenty of that in this country, but now it has pretty much passed away, and the only class of Americans who can not think as they like are certain clergymen, and their constraint, where it exists, is professional and voluntary.

What is this thing, "liberty," we are so fond of talking about? What is it? What is it for? If we could get clear in our minds just what we are talking about when we say "liberty" or "freedom" it would be a good thing for us all, and would rid us of a vast amount of muddle-headedness.

The first thing to be said is that liberty is not an end. It is a means. It is actually worthless in itself. Sometimes, to read the writings of those who are discussing this theme, or to listen to those who are discoursing upon it, you would suppose that all this human race needed was liberty, and if ever the day should come when all men were free it would mean the perfection of attainment—the goal for which the ages have been striving. And yet freedom, for its own sake, in this land, is not worth a thought, not worth one quicker heart-beat, not worth one drop of human blood.

A shipmaster at sea may have the whole wide ocean over which to sail, but of what avail is it unless he have some desirable port in view toward which he is steering, and unless he have a cargo that is worth taking in-

to port. What is freedom to make a journey unless the man know why he is making it? Of what value is freedom to think, freedom to speak, freedom to act, unless the freedom is for something, directed toward some end? Liberty in itself is nothing. As an opportunity it is everything; and it is to be fought for, and it is worth all it has cost, provided men understand its significance and its noble uses. We desire to be free, in order that we may choose our own ways of enjoyment, in order that we may develop ourselves as we please, in order that we may act as we will. But if we develop ourselves not at all, or develop ourselves in wrong directions, if our deeds are not serviceable to the race, then that liberty is not worth talking about.

Liberty has its limits. Apparently there is no such thing as absolute freedom anywhere in the universe. Stones and flowers and suns and persons are all under law. We are accustomed to think of ourselves as free to do as we like—we are beings with free wills, we say. But a little consideration shows clear limits to our freedom, if we recognize that there is such a thing as the moral law. We claim that we have a right to think as we please, to speak as we please, to act as we please at all times and under all circumstances, provided—and here is where we are limited—provided we do not encroach upon or take away from the welfare of any other person. No man has a right to enforce his way of thinking, or speaking, or living, his course of action, upon any other man, except by the peaceable method of persuasion.

And there are other limits to our freedom. We have the right to think, to speak, to act as we will? No! We have no such right. We have a right to think correctly, or as near to it as we can attain. We have a right to speak kindly, generously, manfully, as becomes the possibilities of our being. We have a right to act rightly, but we have no other right. People are going about the world saying: These are my opinions; I have a right to hold them and to teach them. That is not so. The world would be a vast deal better off if men came to understand the limits of their rights as to what they call their opinions. We have no right to hold our opinion except as it corresponds with the truth of things. If an argument is brought against an opinion, if a new fact is discovered that seems to impeach it, we are under the duty of attempting to reconstruct this opinion, to bring it into accord with the truth of things. Many a man considers he has a right to hold and proclaim opinions about scores of things, the truth about which he has never taken the pains to investigate. No man has a right to hold or to propagate a falsehood, or a wrong course of action. The only absolute right we have is the right to find the truth and to be true to it.

It is most amusing to look about the world and see people proclaiming their absolute freedom, when all the time they are held in iron bonds of

slavery. There is the man who would blow up all aggregations of capital, and beside him the man who fawns upon the capitalist, and both are slaves—the gold worshiper who pardons everything if there be dollars in the deed and the gold hater blinded to every virtue that a fortune may possess. Here are the so-called "free thinkers," open to every idle speculation, easy victims of the last "ism," slaves for sale to the next speculative enthusiasm that comes along and makes a bid. And on the other hand here are the slaves shackled in a creed outworn, cramping their minds into a prescribed routine and declining all knowledge that may interfere with their habitual tenets. The mental will-o'-the-wisp who believes nothing himself is only another kind of slave when he sneers at his brother slave held fast in the fetters of an outworn doctrine. One is as much hampered by slavery to his negations as the other is hampered by slavery to his affirmations. The man whom wealth does not tempt, whom the crowd can not bully, whose church is not his prison-house, for whom the power of fashion has no terrors and the notoriety of eccentricity no fascination, that man alone is free, and he alone holds the truth about these matters and is not their slave, but their master.

Frank Stowell.

The Clerk's Salary Depends on Himself.

Every clerk's value depends entirely upon himself. What price he receives for his labor will always depend more on his own unaided efforts than any other influence.

The question of an advance in wages is an interesting one to every clerk. How can he secure that advance? How can he build so as to make his demand for an advance reasonable.

He must in no way allow himself to become too much a part of a machine. He must not lose his individuality. No matter how perfect is the system in the store, the clerk has plenty of opportunity to employ any special gifts he may possess toward his advancement.

In this respect the clerk in the big general or department store in the smaller cities and towns or the retail grocer clerk has the advantage over the employes of the big stores in the cities.

He can push his acquaintance. He has time to. He can study methods of pulling trade by personal solicitation which the clerk in the big city store must pass over.

In so far as he makes use of this opportunity depend his chances for an increase in pay. If he wants to sink to the dead level of where he will find the large majority he can do that easily. If he wants to push his way up, he will find it hard work. What some people call genius is nothing more than hard work.

Take two clerks in a general store. Say they are each getting forty-five dollars per month. One is determined to get more pay and make himself worthy of it. The other

thinks he ought to have more but thinks it useless to try.

The ambitious clerk decides that the proper foundation on which to build his request for more pay is to secure more trade for the store. He talks with the merchant and gets a good idea of where the store pulls its trade from. Then he looks over a list of possibilities, asks the merchant if they would be desirable trades, probably receives an affirmative answer and goes at it.

The methods he may employ are varied. He can become acquainted with the persons he desires to win over. He can learn where they are buying, the kind of goods they buy, and what influence he can bring to bear in his favor.

He may find that he has an acquaintance who can do him a good turn with some prospective customer and he proceeds to pull that wire. He can use many other methods that will suggest themselves, and if at the end of the year he has added \$1,000 of new business which is satisfactory in other ways, he has good argument for an increase in pay. The main thing is to be reasonable. Too many clerks have a too high opinion of their worth. Others do not value their services as highly as they should. There is always some enterprising dealer who appreciates the true value of a clerk. That value will bring a good offer sooner or later.

The good salesman rarely stops to consider the financial responsibility of the customer. His main idea is to book the order. Yet the clerk who does not give proper attention to the credit standing of a customer is neglecting the best part of his education as a business man.

Suppose a clerk starts out to add five new customers to the store's list who buy a total of \$1,000 in a year. His first thought should be as to their reputation for paying up.

Do they pay cash?

How much credit do they ask for during the year?

If they receive credit through the summer how promptly do they pay up in the fall?

Do they buy good or cheap goods?

These are important questions. Some clerks are able to determine these points nicely, and it is that kind of a clerk who is drawing the best pay and is in line to become a store manager.

He is well balanced and his employer's competitor always wants him. That kind of a clerk is always drawing the best pay which his employer can afford.—Commercial Bulletin.

Just One Proviso.

Brannigan—The doctor told me to get a porous plaster for me stomach. Druggist—Yes, sir; what sort do you want?

Brannigan—"Tis little I care what sort it is so long as 'tis aisy digested.

Not Strenuous Enough.

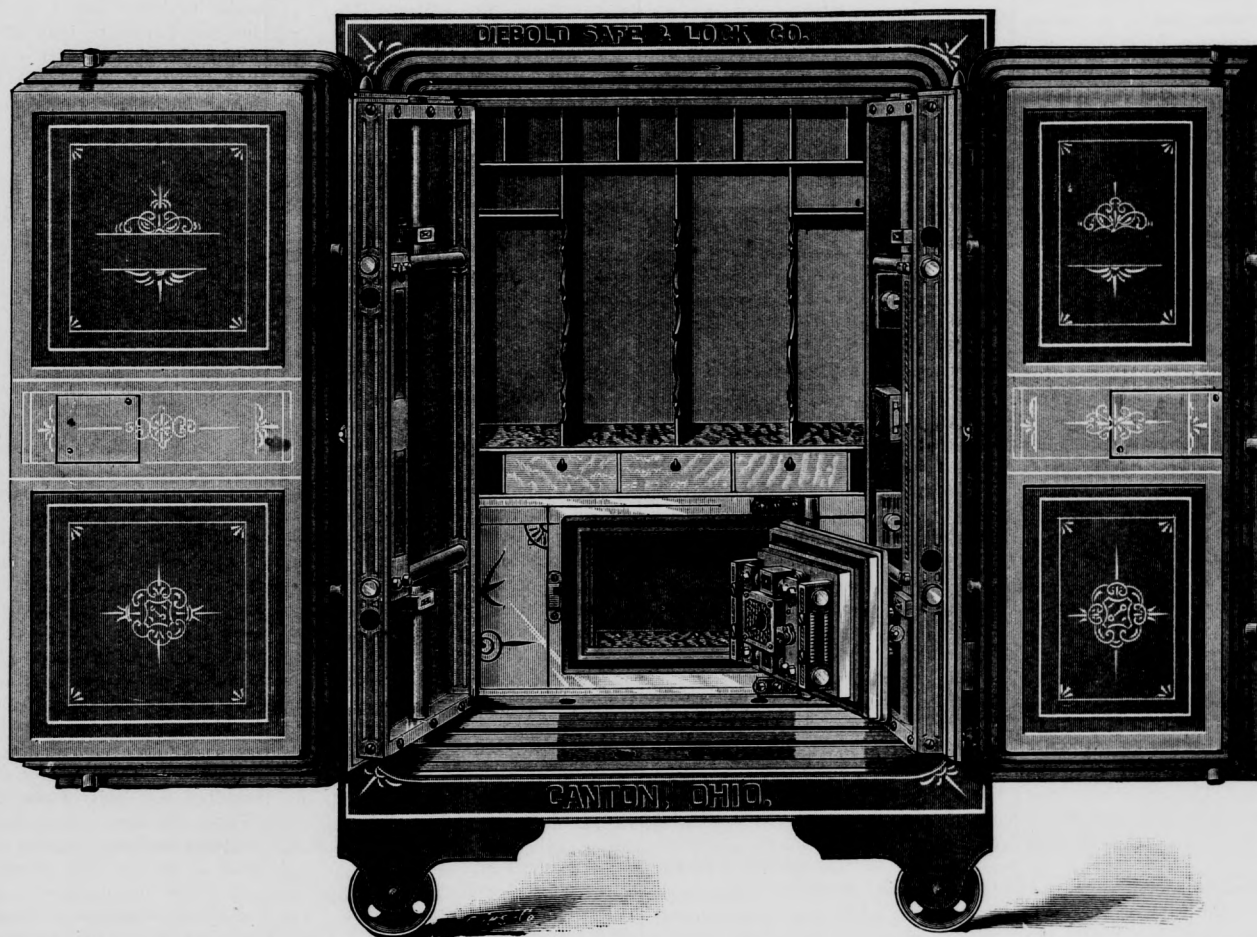
The friend—And so you don't trust your lawyer?

The farmer—No, sir. He and the lawyer on the other side are too awfully polite. Don't call each other no names at all.

Diebold Safe & Lock Co.

Manufacturers of

Patent Round Cornered Fire and Burglar-
Proof Safes



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

Tradesman Company

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

CIVIC IMPROVEMENT.

Marvelous Things Which Have Been Accomplished.

The last decade has witnessed not only a greater development of civic improvement than any former decade, but a more marked advance than all the previous history of the United States can show.

At the beginning of this period the most significant expression of civic interest in cities was to be found in the first social settlements of New York and Chicago, in the beginning of the expansion of the public school system, in the first struggles to transplant the merit system from Federal to municipal offices, in the preparations for the World's Fair, in the isolated examples of village and town improvement, and in the development of municipal functions, such as street paving and lighting, as well as in the first attempts at administrative reform, which found expression subsequently in the metropolitan systems of Boston.

The evidences of the education of public opinion are to be found in such facts as these: The first American improvement association was that founded at Stockbridge, Mass., in 1853, while the chief developments of village improvement have taken place in the last half-dozen years. First public baths were established at Boston in 1866; but outside of Milwaukee, which established a natatorium in 1889, the general movement for public baths in this country dates from 1893. The initial proposal for a vacation school was made in Cambridge in 1872; but the first vacation school was established in 1896. The first playground was inaugurated by town vote in Brookline, Mass., in 1872, but the playground movement dates from the equipment of the Charles Bank of Boston in 1892. In 1851 the first steps were taken in New York to establish Central Park, but the chief park extensions of most American cities have been made in the last decade. The chief municipal gas and electric light plants in American cities have been inaugurated since 1893.

The movement for civic improvement may be said to have found a threefold expression in, first, the new civic spirit; second, the training of the citizen, and, third, the making of the city.

At the close of the ninth decade of the last century the new civic spirit was finding its chief expression in the adoption of certain important English social movements which had flourished for a number of years across the water, chief among which were social settlements and university extensions. The accumulation of wealth during the eighties, the development of popular education, and the increase of leisure gave an opportunity for the performance of public duties such as had not seemed to exist to the young American of the former generation, unfamiliar with the duties of citizenship and social service. The altruistic individual of the nineties naturally drifted into movements which had received the stamp of approval in the older coun-

try. These movements have grown stronger as the years have gone by, in spite of or because of the multiplication of other movements; but for a time they absorbed the energy of the lovers of their kind who were not attracted by the familiar charitable organization or by politics. They gave an opportunity also for the expression of the American interest in private and voluntary organizations as distinguished from public work, which was supposed to involve the odium attached to the politician.

It was not long, however, before the contact with working people and the real facts of the life of the masses impressed upon the social servants the significance of public activities. There consequently followed important movements for democratic education and municipal reform, which now constitute the chief factors in the training of the citizen. The expansion of the school curriculum, the multiplication of facilities in the schoolhouse, the extension of education to adults and to people engaged in wage-earning occupations, are all comprehended within the decade just closing. Nature study, manual training, art in the public schools in decoration and instruction, gymnasiums, baths and playgrounds, vacation schools free lectures—these are familiar terms, but they were virtually unknown in 1892.

Along with the development of democratic education there has taken place a most marvelous transformation in the conduct of municipal affairs. Corrupt as are the American cities of to-day in contrast with those of Great Britain, they would be scarcely recognized by the spoilsmen of the early nineties. The first conference for good city government was held in 1893, followed two years later by the organization of the National Municipal League. Subsequently there sprang into existence two organizations representing municipal officers. The Legislature of New York granted to the metropolis the first elements of the merit system in 1894. Chicago introduced civil service reform in the spring of 1895. Many of the American cities now have police and fire departments strictly controlled by civil service regulations and scores of them perform their work of street cleaning and scavenging, some of them even of street and sewer construction, by the employes of the city. The new civic spirit which first found expression, and happily continues to find expression, in the training of the citizen finally promises to crown its activities by setting the citizens to work in the making of the city.

Here, again, the contributions of the last ten years are as notable as all those which have preceded. During that time the chief streets of most American cities have received their first good paving; street cleaning has been made possible as a result of the pioneer efforts of Colonel Waring in New York; telegraph and telephone wires no longer disfigure the main streets of New York, Chicago, San Francisco, and a few other cities; the over-head trolley has been

abolished in Manhattan and Washington; parks and boulevards have multiplied, as have beautiful public buildings, including public schools and libraries.

During the past decade, according to Herbert Putnam, "There have been erected or begun five library buildings costing over a million dollars each, whose aggregate cost will have exceeded \$15,000,000 (Library of Congress \$6,000,000, Boston \$2,500,000, Chicago \$2,000,000, New York \$2,500,000, Columbia \$1,250,000, Pittsburg \$1,200,000), and various others each of which will represent an expenditure of from \$100,000 to \$700,000, while buildings costing from \$5,000 to \$100,000 now dot the country." The decoration of public buildings on a scale comparable to European accomplishment has been successfully undertaken in the Boston Public Library, the Library of Congress, Appellate Court Building in New York, Baltimore Courthouse, Cincinnati City Hall and elsewhere. Many other individual attempts at the improvement and beautifying of lawns in cities contribute to the greatest of recent civic achievements, the co-ordination of various efforts in a comprehensive plan for the improvement of modern communities.

Once more we go back to the date 1893 for the first of these great accomplishments, the Chicago World's Fair. For the first time in the history of universal expositions a comprehensive plan for buildings and grounds on a single scale was projected and happily accomplished by the co-operative effort of the chief architects, landscape architects and sculptors of America. The contrast between the White City of Chicago and the black city of Chicago was no greater than that between the old conception of the city beautiful and the new.

Coincident with this great architectural triumph was the establishment of the metropolitan park system of Boston, the most notable municipal undertaking in the history of American cities. Within eight years what was the dream of one man was more than realized for the benefit of more than a million people. The metropolitan park system of Boston, comprising playgrounds, city parks, rural parks, including forests, hills, river banks and seashore reservations, is only a part of the great co-operative scheme of metropolitan Boston. The district within eleven miles of the Statehouse in Boston united in four great metropolitan Commissions for the mutual advantage of all the communities in the provision of water, the disposition of sewage, and for rapid transit and recreation. The administrative problems have not been entirely solved, but the conception of a comprehensive plan has received an emphasis even beyond that of the Chicago White City.

Most recently this idea has had confirmation in what are known as the "Harrisburg Plan" and the "Improvement of Washington." The Harrisburg League for Municipal Improvement projected a plan for

the employment of expert advice with regard to the city's water supply, the sewerage system, parks, boulevards, playgrounds and street paving. The Society provided the funds, amounting to over \$10,000, for the employment of these experts and the conduct of the campaign which resulted in the election of worthy officials and the passage of a referendum vote authorizing the issue of over \$1,000,000 in bonds. The "Harrisburg Plan" is a model of scientific method and enthusiastic citizenship, but it has a worthy rival as a spectacular accomplishment in the improvement plans for Washington. The magnificent plan of L'Enfant, approved by George Washington, is responsible for the Capital City being one of the most beautiful cities in the world, but the failure to take advantage of all the elements of that plan or to be consistent with its beginnings makes necessary the commission of to-day. L'Enfant's plan, in brief, took into consideration the topography and the supposed necessity of a water approach to the city, and then located the streets on the plan of two sets of wheel-spokes laid on the gridiron with the Capitol as one hub and the President's house as the other. Along the axes of these two buildings was projected a park to be connected directly by a broad street, Pennsylvania avenue. The other public buildings were also to be grouped appropriately.

Even the fundamental features of this scheme have not been held sacred by their builders. The vista of the White House along Pennsylvania Avenue has been obscured by the Treasury and State Department buildings; curious and unsightly edifices have been erected along the Mall; the Washington Monument, which should have stood at the junction of the axes of the two main buildings, occupies a site unpardonable in its isolation, 100 feet south of the axis of the Capitol, and several hundred feet east of the axis of the White House; the Pennsylvania Railway has been allowed to cross the Mall at grade; and to mention but one other incongruity, last but not least, the Library of Congress has been so located that its dome diverts attention from the all-important majesty of the Capitol.

The recommendations of the American Institute of Architects, on the occasion of the centennial celebration of the establishment of the Government at Washington, will fire the enthusiasm of all who read them. The subject has since been exhaustively studied by the new Commission. They point out possibilities still latent in Washington, and the influence which their realization would have on the other cities of the country is immeasurable. The construction of the Houses of Parliament in London on the Gothic model, although not an unqualified success, was the most important architectural event of the nineteenth century in Great Britain, and has led to the revival of the minor arts as well. Even greater service will be rendered to the cities of the United States when

New York Market

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 3—October finds the city bathed in perfect weather and lots of visiting buyers are here simply to enjoy themselves. Perhaps the greatest rush is over, but a good many are lingering to enjoy the glories of the parks and mountains farther out. New York in October is the nearest perfection to any spot in the country.

The coffee trade maintains the strength it has recently acquired and seems to add thereto. The amount of actual business has not been very large and buyers seem to be simply waiting. They have had so many scares that they are not inclined at all to lay in supplies ahead of current wants. At the close Rio No. 7 is worth 55¢. The receipts of coffee at Rio and Santos from July 1 to Sept. 30 aggregated 4,809,000 bags, against 4,567,000 bags at the same time last year and 5,555,000 bags during the corresponding period in 1901. These figures, of course, give some color to the report of reduced crop. In store and afloat there are 2,654,686 bags, against 2,829,560 bags last year. The trade in the West Indies is showing improvement and the better grades especially have moved with a good degree of freedom. Good Cucuta is worth 8c. Little has been done in East India grades and yet there is a steady feeling and quotations are well sustained.

The grades of tea that will suit the palates of those who know good tea are selling well and quotations are very firmly sustained, with holders seemingly very confident as to the outlook. Greens have moved especially well this week and the feeling is toward a little advance.

Actual transactions in the sugar market have not been large, the trading consisting of withdrawals under old contracts. There is a feeling on the part of buyers that if they purchase in open market they are not sure of obtaining bottom prices. It is hard to tell just why this feeling exists, but it is sufficient to prevent purchases save in the smallest lots.

The rice market has been fairly active and some good sized lots have changed hands at full rates. Reports regarding the coming crop continue favorable and the estimate of 3,500,000 bags will likely not be very far out of the way. Choice to head, 5¼@6¾c.

Continued strength is reported on almost all kinds of spices. The demand shows more activity and the tendency is toward a higher basis. Cloves and pepper especially are very firmly maintained.

In canned goods we have to report a light supply of corn and salmon and, so far as the former is concerned, the market is in dire straits. The total pack in New York State will not be over 50 per cent. of last year's and it may be even less. The same tidings come from Maine and the West will have to be depended on this year to make good the shortage. Tomatoes seem to be plen-

ty, but the quality of the canned article varies widely and runs from slops to good solid goods weighing two or three ounces more than the average per can. While 72½c is the ostensible price for No. 3s, Maryland pack, it is true that 70c is as nearly correct. New Jersey stock ranges from 90@95c. Gallons, \$2.35 delivered here. There is a good enquiry for peas, which are selling from 80@90c for No. 2 standard and Early Junes. Western corn, \$1 f. o. b. factory.

The butter market this week has hardly been as firm as last noted. The demand has been fair, but the supply has somewhat increased and buyers are acting conservatively. Not over 21½c can be safely quoted for fancy Western creamery at the moment; seconds to firsts, 17½@21c; imitation creamery, 15@18c; factory, 14½@16c, latter for held goods; renovated, from 15@17c, latter for extra grades.

The cheese market remains steady, but is practically without change since last week. Fancy New York State full cream, small size, is worth 12¼c, with large sizes about ¼c less. The supply of this grade is limited and it is not unlikely that some advance may be felt before long.

Scarcely any change is to be noted in the egg market. Western fresh gathered extras, 25c; firsts, 23@24c; seconds, 20@22c; No. 1 candled, 17@17½c.

A Hopeless Case.

The next case on the docket was a small man, with a nervous aspect and a rolling eye, who clutched convulsively in his hand a large bundle of papers and muttered to himself.

"What's the case against this man?" enquired the Judge.

"We had not decided, Your Honor. He was found last night wandering around aimlessly in a side street, apparently in an irresponsible condition, talking in a strange tongue, interwoven with some familiar phrases. "Prisoner," said the Judge severely, "what were you saying?"

"I was saying," remarked the prisoner as he looked wildly about him, "that passementerie is all right with renaissance when it is cut bias, but what is the use of an organdie trimmed with accordion plaits? Is a straight front worth \$25 equal to a sheer fluted-edged nun's veiling, and why should two dozen hemstitched handkerchiefs be made up with flounces down the side and pointed edges extending in a line to the hips? A flock of white-duck skirts is all right, but I'll be hanged if I see the value in a pongee kimona with a corded back, and who would care to trim an acre of hats with only two crates of material that—"

The Judge, examining the papers that the man had held, gazed at him pityingly.

"Take him away to the asylum," he said to the officer. "Don't you see that this miserable wretch has been foolish enough to try to solve the mystery of his wife's personal bills for the last month?"

Any man is unreasonable who expects a woman to be reasonable.



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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.

REPRESENTATIVE RETAILERS.

Cornelius E. VanderVries, the Caledonia Clothing Merchant.

Cornelius E. VanderVries, who is now 28 years of age, was born at Kalamazoo, at which place his father accepted a call to the ministry of the Christian Reformed church shortly after his emigration from Holland, subsequently accepting a call to the city of Holland. Cornelius entered upon his first engagement as delivery clerk for Notier & Verschuur, of Holland, at the age of 15. He afterwards attended Hope College, taking a literary course. He then went to business college and finally decided to remove to Grand Rapids, where he soon obtained a clerkship in a clothing store. After acquiring a thorough insight into the business, he decided to engage in business on his own ac-



count in the prosperous village of Caledonia, Kent county, where he has met with a good measure of success, which he attributes largely to the one-price system in vogue in his store and a cash trade. There are many clothing stores in much larger towns which do not carry as varied a line of goods and which do not, therefore, do anywhere near the business that this little man, in a little place, is doing. Of course, he is an out and out hustler and makes friends quickly.

Cornelius is the oldest son of the Rev. Edward VanderVries, who, in consequence of advancing years, resigned the pastorate of the Dennis Street Christian Reformed church in Grand Rapids (of which church Cornelius was organist), which he had held for eight years, to accept the charge of a less laborious district with the Christian Reformed church at Fisher's Station, a short drive from the home of his son. Cornelius has three brothers, one of whom, Dr. I. N. VanderVries, is a professor of mathematics at the Kansas State University. The other two now reside at home. He has four sisters, one of whom is married, one is book-keeper and cashier for the William Connor Clothing Co., one being employed as stenographer for the wholesale dry goods house of P. Steketee & Sons, and the youngest sister now residing with her parents. Rev. VanderVries

is much opposed to Sunday trade and his son follows his father's counsel.

Mr. VanderVries was married July 9, 1902, to Miss Mabel Alberta Langlands, whose parents reside in Grand Rapids, and who, like her husband, has made many friends. Mr. VanderVries is organist in one of the churches in his town. He likes his business and is very popular with his trade.

Another General Advance in Freight Rates.

A movement is on foot by the railroads of the entire country to bring about a general advance in freight rates, the usual reason assigned being the big increase in the wages of all classes and in the price of all materials used by railroads. A similar advance was made one year ago for the same reason, and went into effect Jan. 1 last. At that time shippers generally protested, and it is understood that the various manufacturing and industrial associations will combine to prevent further advances.

The first battle between the shippers and the railroads has been fought at Kansas City, where the State Railroad Commission has ordered the railroads to refrain from a 33 1-3 per cent. increase in the switching charges and from an advance in the rates on live stock. This ruling temporarily checked a pretty general advance in freight rates west of the Missouri River, which was to go into effect early in September.

The increases contemplated ranged from 1/2 cent to 14 cents per 100 pounds, and one of the most important features of the agreement among the railroads is the abolition of commodity rates on grocery staples. This action, it is said, will materially increase the cost of the necessities of life. The proposed advance in live stock rates is from 1 1/2 to 4 cents per 100 pounds.

The Trunk Line Association roads are said to be planning for a general increase in rates amounting to about 10 per cent. to become effective Jan. 1 next. Railroad officials say that with the present prices decreases in net revenues can not be prevented unless freight rates are advanced.

He Knew Where It Was.

Joseph was up before a local police justice, charged with a violation of the health laws, and, as is customary, the warrant was read to him before the case opened. It stated that the applicant for the warrant acted on "Information and belief." The justice, anxious that Joseph should thoroughly understand the nature of the proceedings, said:

"I presume you know what this means?"

"Yes, sir," answered the culprit.

"What does it mean?" asked His Honor, not yet satisfied.

Joseph did not seem to be able to clearly explain.

"Tell the court what is meant by information," said the judge.

"Oh, I know that," Joseph hastened to assure him. "Information is something folks has on the bowels."

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Commercial Travelers

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Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. HOLDEN; Secretary Treasurer, E. P. Andrew.

THE HOTEL PORTER.

Something About the Custodian of our Trunks.

Written for the Tradesman.

The clerk, the cook, the dining room girl, the hotel runner, the bell boy—we have considered them all. The clerk, with his never-failing smile and his equally durable nerve; the cook, that experimenter in the inmost recesses of the hostelry who experiments with our own inmost recesses; the dining room girl, whose Parisian accent is faulty but whose heart is in the right place; the hotel runner, whose persistence would lend credit to a porous plaster; and the bell boy, who fights Indians in his sleep—we have discussed them all. Now we come to the hotel porter. We may have felt constrained to say some sarcastic thing about the clerk, for the clerk himself is a creature of sly and subdued sarcasms. We may have said mean things about the chef, for indigestion spoils the temper and withers charitable instincts. We may have cussed the hotel runner, because he is accustomed to it. But when we come to the hotel porter, we bow respectfully.

The hotel porter is not perfect—that is, not unanimously so. There are hotel porters who do not grade A1 or XXXX or any other well-known cabalistic sign of perfection. He may not always stand at par in the traveling man's human estimation. But, considering his surroundings, his opportunities, his precedents and other exterior circumstances, the hotel porter is pretty good, so far as I have observed.

The hotel porter is one of the first creatures with which our trunks and sample cases get acquainted after they get off the train. The hotel porter receives our trunks from the baggageman, that is if they survive the baggageman. I have heard people say that they would hate to be a street car horse. So would I, for most of the street car horses with which I am acquainted are out of a job. Electricity has put them on the bum, to use a Latin phrase. It is electricity that the public uses now to push street cars and cure rheumatism and kill people "by due process of law" that it has been said thou shalt not kill. But the street car horse in his most miserable moment, on his hardest grade, under the goad of the most heartless driver and burdened with the weight of the most lazy and inhuman passenger, had a snap and a picnic compared with the plain American trunk.

That is why I pay my respects to the hotel porter. Consider the example that is set before him—let alone the meal that is set before him on the

corner of the kitchen table. Consider the example of the depot baggageman and the drayman. Then observe how tenderly—by comparison—he handles your trunks and your sample cases. The heart of a hotel porter goes out to an abused trunk like the hand of a labor agitator. He waltzes your trunk across the hotel area as gracefully as he two-steps with the head waitress at the annual ball of the Bartenders' Union. Then he drops it gently into a twelve foot basement. It may not drop it as gently as the Haviland china salesman may desire; but do you expect the hotel porter to attach a parachute to every trunk that he deposits under the foundation of the hotel? Compared with the depot baggageman and the drayman, the hotel porter is as gentle with the traveling man's impedimenta as an old maid with a susceptible college youth. He handles it with a tenderness that is almost motherly, compared with the slight-acquaintance manner in which the ordinary baggage smasher dallies with your samples.

There is one thing more, Mr. Traveling Man. When the hotel porter deposits your baggage in a sample room, do not cast a withering look at him. In the first place, it is a waste of time and wither—for a hotel porter does not wither so easily. Did he so, this world would be one vast field of withered hotel porters, looking like an Osceola potato field after a frost. You can not hope to wither a hotel porter with one little 8-candle power witherer. You would have to back up your withering apparatus with a 9,000 volt searchlight to wither a H. P. Of course you know that H. P. really stands for horse power. It also stands for hotel porter. They mean the same thing. Let me hasten to remark, however, that because H. P. stands for hotel porter, you must not get the impression that a hotel porter will stand for much. Generally he will not even stand for hitching.

But the why you must not try to wither the witherless hotel porter with your dinky little 8-candle power witherer when he shows you into one of these vest-pocket sample rooms is because the hotel porter did not pick out that sample room for you. Instead it was the autocrat of the breakfast table and a few other things who rules in the front office and is salaamed as the hotel clerk. If the hotel porter shows you into a soap-box and tells you that this is a sample room, do not wax sarcastic and tell him that you like the sample first rate and now you would like to see the room. Go and spring that on the clerk. It will avail you just as much as if you sprung it on the hotel porter; and to spring it on the hotel porter will avail you nothing.

The hotel porter is not to be blamed for the air-tight compartments that the clerk calls sample rooms. He did not build the hotel; in fact, he is trying to do the very opposite thing. Historians speak of men like Alexander the Great and Napoleon as "men who have shaken the world to its foundations." I guess they

never heard a hotel porter tumble a trunk into a basement. The amount of percussion that a hotel porter can get out of a trunk is wonderful; and the amount of poor cussin' that he can draw from a traveling man is equally marvelous.

The hotel porter also adds some thrill of excitement to the life of a traveling man. The close finishes with which he can get a sample trunk out in time for a train proves him to be a mathematical calculator of unusual powers. If you are bound to a social function and are taking a trunkful of glad rags along, if it is a house party or a wedding or some other form of a genteel riot, do not worry that you will not be up to the best form and will get there too early. Don't worry—the hotel porter will see to that.

Douglas Malloch.

If your work worries you it is evident your position is a little larger than you are. Therefore, strive to grow until you fit your place.

When in Detroit, and need a MESSENGER boy send for

The EAGLE Messengers

Office 47 Washington Ave.

F. H. VAUGHN, Proprietor and Manager
Ex-Clerk Griswold House

The Warwick

Strictly first class.

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

A. B. GARDNER, Manager.

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 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

JUPITER

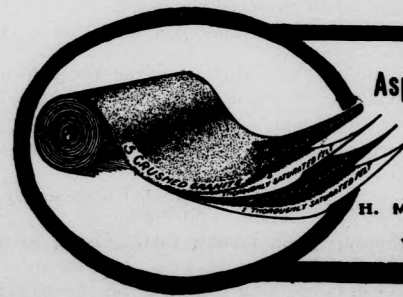
Is a gold mine with a complete 25 stamp mill, electric light plant; all run by water power; everything paid for; a body of ore 60 feet wide. Capital, \$1,000,000; shares \$1.00 par value; less than 600,000 shares outstanding, balance in the treasury.

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.



H. M. R. BRAND
Asphalt Torpedo Granite
Ready Roofing.

THE BEST PROCURABLE

MANUFACTURED BY
H. M. Reynolds Roofing Co.,
GRAND RAPIDS, MICH.
Write for Samples and Prices.

The Boys Behind the Counter.

South Lake Linden—Cal Hallinger, who for a long time held the position of pharmacist at the Eagle Drug store at Calumet, is now doing service in that capacity at the South Lake Linden pharmacy, taking the place of Harper Fowley, who left a short time ago to take charge of one of his brother's drug stores at Green Bay.

Hartford—G. T. Chamberlin's drug store is achieving quite a reputation for unique and artistic window displays. The decorations are the work of Chas. B. Aspin, and considerable ingenuity is displayed in the designs which appear from week to week. Another very clever piece of work done by Mr. Aspin is the new sign which decorates the store front. The letters were carved in a board with a pocket knife, backed up with colored glass and the whole illuminated by electric lights, producing a very pleasing effect.

Houghton—Fred Westcott has taken a position with the Portage Lake Hardware Co. He is a brother of C. Ernest Westcott, of the Portage Lake Hockey Club, and is something of a hockey player himself, though as far as known he has not come to Houghton with the intention of getting into the game this winter.

Petoskey—E. D. Smith, for five years connected with the Wm. Barie & Sons' dry goods store of Saginaw, now has charge of the dress goods department at Rosenthal's, and Mr. Baker, of St. Ignace, is in the clothing department.

Cadillac—J. M. Bothwell, who has

been with E. G. Snider & Co. for the past seven years, has resigned to take a position with J. Cornwell & Sons as head clerk in their retail department.

St. Johns Republican: Mr. and Mrs. B. D. Palmer have sold their beautiful home, corner of Oakland and Cass streets, to R. G. Allison, with the view of ultimately settling in the State of Washington, where their only son and family reside. They have not fully decided in which city they will locate. They will give possession October 20, when they will go to Detroit to remain until Mr Palmer's contract expires with the firm which he has so well and faithfully represented for so many years.

The German army is supposed to be the finest organization in the world, but there appears to be something radically wrong with its discipline. The officers are veritable martinetts, from all accounts. In no other army are there so many complaints of abuses on the part of officers toward privates. Things have now come to such a pass that the privates are retaliating by stoning their officers. Such a condition of affairs in the American army is unthinkable.

Joseph P. Visner (Edwin J. Gillies & Co.) is the first city salesman to indulge in the luxury of an automobile, having purchased an Olds of Adams & Hart.

It often happens that the silent partner has the most to say.

The Watermelon.

If 95 per cent. of the watermelon is actually water, what concentrated excellence must be crowded in to that remaining 5 per cent.; what rare elixir must be wrought out in that fractional ingredient by the alchemy of the golden sunshine; what a marvelous laboratory, indeed, must be folded up within the compass of the watermelon, for the extraction of sweetness and ambrosia from the soil! Tender as the human heart chastened by sac-

red sorrow or sanctified by the power of unselfish love, is the rosy, melting core of the watermelon, incarnadined by all of the passion with which nature warms and enriches the material world.

The small town of Owenton, Ky., boasts of 121 men born within it who have become bank cashiers, and these are now employed as such in Kentucky, Indiana and Ohio. That looks like a record breaker.

"For Muscle"
Nutro-Crisp
 The Ready Cooked Granular Wheat Food
 A Delightful Cereal Surprise

Produces firm flesh, rosy cheeks, bright eyes, steady nerves—abounding health.

The fact that one never tires of it proves that it is Nature's Food. Nothing equals Nutro-Crisp for school children. It feeds the brain.

A "benefit" coupon in every package for your society.

Proprietors' and clerks' premium books mailed on application. Nutro-Crisp Food Co., Ltd., St. Joseph, Mich.

ALL HANDS POINT TO LYON BROTHERS

FOR RELIABLE MERCHANDISE AT LOW PRICES

The reason is made plain in this catalogue. Have you a copy? If not, WRITE AT ONCE FOR NUMBER C - 350

LOW PRICES **RELIABLE GOODS**

THIS BOOK BREAKS ALL RECORDS... **A GUARANTEE THAT IS A GUARANTEE**

LARGEST WHOLESALERS OF GENERAL MERCHANDISE IN AMERICA

1000 PAGES

POSITIVELY NO GOODS SOLD TO CONSUMERS

in wholesale catalogue building—over 1000 pages of all kinds of General Merchandise—the biggest, most complete and most convenient wholesale catalogue ever made.

PROMPT SERVICE **COMPLETE SHIPMENTS**

NO MATTER WHERE LOCATED
 Freight charges are as nothing compared with what you save in cost at our low prices

LYON BROTHERS

MADISON, MARKET & MONROE STREETS CHICAGO

Drugs--Chemicals

Michigan State Board of Pharmacy

Term expires:
WERT P. DOTY, Detroit - Dec. 31, 1906
CLARENCE B. STODDARD, Monroe Dec. 31, 1904
JOHN D. MUIR, Grand Rapids Dec. 31, 1906
ARTHUR H. WEBBER, Cadillac Dec. 31, 1906
HENRY HIRM, Saginaw Dec. 31, 1907

President, **HENRY HIRM, 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.**

Various Methods of Administering Castor Oil.

By becoming expert mixers of castor oil, pharmacists can bring many dimes into their cash registers. It is a very easy matter to establish a local reputation in the neighborhood for producing palatable concoctions of this substance, and materially to increase one's business in it. There is a handsome profit in doses of this nature, and there is no reason why the trade should not be cultivated. The great fault with most druggists is that they only know one method of administration. Several methods are necessary, since the tastes of different people differ. Moreover, sometimes the oil is to be taken at once in the store; sometimes it is to be taken home for others; and sometimes it is to be used for a child.

1. Put about 1½ ounces of cinnamon water in a glass; on this pour 1 ounce of castor oil; on the oil put 20 to 30 drops of compound tincture of cardamom, and then hand the mixture over to the customer to be drunk. The compound tincture of cardamom is the first thing tasted. It leaves an aromatic taste in the mouth, so that the oil itself can not be tasted. Lastly comes the cinnamon water, and this washes the oil down and leaves a pleasant flavor in the mouth.

2. Mix the oil with two parts of molasses and warm slightly.

3. Draw a glass of sarsaparilla soda, using the fine stream from the fountain; and then pour in the oil. The oil will lie between the soda water and the foam, and will not come in contact with the glass. Neither will it soil the glass so that it will be difficult to wash.

4. Mix the oil with an equal portion of brandy. This will partly "cut" it and will so "bite" the tongue that the oil can not be tasted. This is Professor Rusby's method.

5. Draw a glass of soda as in process No. 3, pouring in the oil as there directed; then pour the whole into a strong bottle, cork it quickly, and secure the cork by means of strong twine.

6. Make a 50 per cent. emulsion with mucilage of acacia and flavor with oils of cinnamon and peppermint.

7. Place a few grains of sodium bicarbonate and tartaric acid in a glass; pour in the oil; pour in an equal amount also of the mixed syrups of raspberry and sarsaparilla; beat the mixture up until it foams, and then dispense it.

8. Give the castor oil alone in its plain state. By first placing a strong peppermint lozenge in the mouth,

and holding it there for a few minutes, the oil can be drunk without discomfort. It can then be followed by another lozenge, kept in the mouth as long as may be desirable.

For general use in the store I find method No. 1 the best. The dose is readily mixed and can not be tasted.

For children there is no better method than No. 2.

When the customer finds the very appearance of the oil nauseating and does not wish to see it at all in taking it, method No. 3 is the best.

When the customer desires to take the oil home for another patient processes Nos. 5 and 7 are to be preferred.

Patients with weak stomachs had best be given mixtures Nos. 1 and 4.

Let me say, in conclusion, that I have had such success with the administration of castor oil that many physicians regularly send their patients to our store for the purpose.—Geo. W. Hague in Bulletin of Pharmacy.

Recipe for Silvering Mirrors.

Dissolve 500 grains of Rochelle salts in three ounces of water. Dissolve 800 grains of nitrate of silver in three ounces of water. Add silver solution to 1 ounce of strong ammonia until brown oxide of silver remains undissolved. Then add, alternately, ammonia and silver solution carefully until the nitrate of silver is exhausted, when a little of the brown precipitate should remain; filter. Just before using mix with the Rochelle salt solution, and dilute to 22 ounces. Clean the mirror with nitric acid or plain collodion and tissue paper. Coat a tin pan with beeswax and rosin, equal parts. Fasten a stick one-eighth of an inch thick across the bottom. Pour in the silvering solution. Put in quickly the glass mirror, face downward, one edge first. Carry the pan to the window and rock the glass slowly for half an hour. Bright objects should now be scarcely visible through the film. Take out the mirror, set it on edge on blotting paper to dry. When thoroughly dry, lay it, face up, on a dusted table. Stuff a piece of softest thin buckskin loosely with cotton. Go gently over the whole silver surface with this rubber in circular strokes. Put some very fine rouge on a piece of buckskin laid flat on the table, and impregnate the rubber with it. The best stroke for polishing is a motion in small circles, at times, going gradually round on the mirror, at times across, on the various chords. At the end of an hour of continuous gentle rubbing, with occasional touches on the flat, roughed skin, the surface will be polished so as to be perfectly black in opaque positions, and with moderate care scratchless. It is best before silvering to warm the bottle of silver solution and the mirror in warm water heated to 100 deg. Fahrenheit.

Blow Your Own Horn.

Leave your competitor to his own devices. Say nothing about him. Why should you waste your space talking to his little circle of admirers when you have all the world to address?

How a Druggist Started to Advertise.

The possibilities of advertising had never appealed to me until my attention was called to its advantages quite by accident. I was having a show window put in my store, and the men who were putting the glass in left some putty in the window which was to be used for flowers. Later the ice man left a piece of ice weighing about a hundred pounds, and as the refrigerator had not arrived, he put it in the window. Then one of the clerks came along and stuck the putty on top of the ice, a cigar stump in the meantime, in some mysterious way, having been stuck into the putty. The porter, cleaning up, came by, and found a tumbler which he inverted over the putty and cigar. From the outside it was a curious sight indeed, and a man who was passing turned to a man leaning against a mail-box and asked him what it was. The man thus interrogated happened to have a keen sense of humor, and seeing a chance to have a little fun told the questioner that the object under the glass was a seagarling, a rare insect from South America, and that if he would wait he would have the satisfaction of seeing the creature walk around the ice, a performance that it indulged in once every hour. The man thus enlightened could not keep a good thing to himself and told a friend who was passing; he stopped to see the thing walk, and the two communicated the information to others. The result was that twenty minutes later it took three policemen to clear the sidewalk of a crowd of curious people waiting to see the seagarling walk. Of course I was annoyed at the time, and felt some resentment towards the man who had caused the trouble, but when the advantage of working on the curiosity of the public occurred to me I determined to give them some attractive advertisements, and at the same time forgive the humorist. I went to work, and in two years my business has more than doubled itself. However, I would not advise any one to resort to fake advertising to increase his business. Appeal to the public curiosity if you like, but give them something of interest to satisfy it.

The Drug Market.

Opium—Owing to dull trade and competition between importers the price has declined.

Morphine—Is unchanged.

Quinine—Is very firm but unchanged in price. At the Amsterdam bark sale on Oct. 8 it is generally believed that there is to be an advance.

Calomel, Corrosive Sublimate and Red Precipitate—Have all been reduced by manufacturers 3c per lb. As there has been no change in the price of mercury, it is believed that the reduction is on account of competition among manufacturers.

Nitrate Silver—Continues to advance on account of high price for metal.

Select Elm Bark—Continues very scarce and high.

Sassafras Bark—Is scarce and higher.

Oils Anise and Cassia—Are advanc-

ing on account of higher cost of silver.

Oil Cloves—Continues to advance on account of higher price for spice.

Oil Lavender Flower—Has advanced on account of scarcity and small crop.

Gum Camphor—Is very firm. The Japanese monopoly of crude went into effect on Oct. 1, and an advance is looked for.

Gum Shellac—Continues to advance.

Linseed Oil—Has declined on account of lower price for seed.

It will soon be decided whether man has not the same right to appear in shirt waists that woman concededly has. A Philadelphian who was put out of a hotel dining room because he was thus attired has brought suit for damages. His shirt waist was clean and so was his collar, and he wore a neat belt at his waist, but the head waiter ejected him. The day was hot and the Philadelphian believed his costume appropriate. The courts will say whether it was or not.

Our Holiday Line

is displayed at 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. We thank our friends for the liberal patronage extended to us in the past, and hoping for a continuance of same.

Remember we make liberal expense allowance.

Respectfully yours,

Grand Rapids Stationery Co.

Grand Rapids, Mich.

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

Fluskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—Quinine, Cascara Sagrada. Declined—

Table listing various medicinal products such as Aconitum, Belladonna, and others, with their respective prices and quantities.

Table listing various medicinal products such as Menthol, Morphine, and others, with their respective prices and quantities.

Advertisement for 'Our Holiday Line' featuring 'The Blodgett Block' and 'Hazelton & Perkins Drug Co.' with decorative borders and promotional text.

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

Package Coffee

DECLINED

Rollod Oats Canned Pumpkin

Index to Markets

By Columns

Table listing various grocery items and their corresponding column numbers (A through Y) for reference.

Table 1: Market prices for items such as Axle Grease, Bath Brick, Brooms, Butter Color, Candles, Carbon Oils, Canned Goods, Cheeses, and various oils.

Table 2: Market prices for items such as Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, and various cheeses.

Table 3: Market prices for items such as Cotton Windsor, Cotton Braided, Galvanized Wire, Cocoa, Cocoa Shells, Coffee, and various types of flour.

Table 4: Market prices for items such as Oatmeal Crackers, Orange Crisp, Orange Gem, Penny Cake, Pilot Bread, Pretzels, Scotch Cookies, Sugar Cakes, and various types of sugar.

Table 5: Market prices for items such as Dressed Pork, Lard, Leaf Lard, Mutton, Veal, Gelatine, Grain Bags, and various types of wheat and flour.

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 3 00
Paragon.....55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case..... 45
1/2 lb. cans, 4 doz. case..... 85
1 lb. cans, 2 doz. case.....1 80

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

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages..... 2 00

CHEWING GUM

Celery Nerve

1 box, 20 packages..... 50
5 boxes to carton.....2 50

CIGARS

G. J. Johnson Cigar Co.'s brand.



Less than 500.....23 00
500 or more.....22 00
1000 or more.....21 00

COCOANUT

Baker's Brazil Shredded



70 1/4 lb packages, per case \$2 60
85 1/2 lb packages, per case 2 60
38 3/4 lb packages, per case 2 60
16 1/2 lb packages,

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 Jackson; H. Desenberg & Co., Kalamazoo, Symons Bros. & Co., Saginaw; Melsel & Goeschel, Bay City; Fleibach Co., Toledo.

CONDENSED MILK

4 doz in case.



Gall Borden Eagle..... 6 50
Crown.....5 50
Dairy.....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
1/2 oz full m. 2 10 2 oz full m. 1 25
No. 8 fan'y. 3 15 No. 8 fan'y 1 75

COLEMAN'S HIGH FOOTE & JENKS' CLASS EXTRACTS

Vanilla Lemon
2 oz panel..1 20 2 oz panel. 75
3 oz taper..2 00 4 oz taper..1 50

TABLE SAUCES

LEA & PERRINS' 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..... 2 35

SOAP

Beaver Soap Co. brands



100 cakes, large size..... 6 50
50 cakes, large size..... 3 25
100 cakes, small size..... 3 85
50 cakes, small size.....1 95

JAXON

Single box.....\$ 10
8 box lots, delivered.....\$ 05
10 box lots, delivered.....\$ 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

We Are the Largest Mail Order House in the World--- WHY?

Because we were the pioneers and originators of the wholesale mail order system. Because we have done away with the expensive plan of employing traveling salesmen and are therefore able to undersell any other wholesale house in the country.

Because we issue the most complete and best illustrated wholesale catalogue in the world. Because we have demonstrated beyond a shadow of a doubt that merchants can order more intelligently and satisfactorily from a catalogue than they can from a salesman who is constantly endeavoring to pad his orders and work off his firm's dead stock.

Because we ask but one price from all our customers, no matter how large or how small they may be.

Because we supply our trade promptly on the first of every month with a new and complete price list of the largest line of merchandise in the world.

Because all our goods are exactly as represented in our catalogue.

Because "Our Drummer" is always "the drummer on the spot." He is never a bore, for he is not talkative. His advice is sound and conservative. His personality is interesting and his promises are always kept.

Ask for catalogue J.

BUTLER BROTHERS

WHOLESALEERS OF EVERYTHING—BY CATALOGUE ONLY
New York Chicago St. Louis

Little Gem Peanut Roaster



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

Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$3.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, 1/4 lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers; Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, Ice Shavers, Milk Shakers, etc., etc.

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

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.

CORSET MODELS.

No Revolutionizing Change in the Near Future.

Corset buyers returning from Europe seem, with hardly an exception, to be of the opinion that the corset of the last twelve months is to be the corset of the immediate future. Paris, to be sure, advocates a higher bust, but in this she sounds no new note, striving, rather, to force what is acceptable to her upon others, irrespective of adaptability or the eternal fitness of things, in so far as it relates to the corset and the wearer.

But the American buyer who knows his clientele has again declined to accept the French model, made for the French woman, as the highest expression of corset grace and comfort for American femininity. He says, with candor and admiration, that the lines, as a whole, are excellent, and comfortable to the American figure; but the raised bust line, upon which Paris insists, is the one feature that must be eliminated in the Americanized model. Of course, he has brought over several pairs of the originals, as comparisons and foils to the lower bust models, to which he pins his faith for yet another year.

There is no change in hip lines; the extremely long corset is still the favorite Paris model, and its popularity is echoed on this side. There seems to be absolutely no adverse criticism concerning this portion of the French models, to which American manufacturers have given hearty support by incorporating it in their special makes. The dip hip, the attached hip, the hip whose length is duplicated at abdomen and back—for the very stout figure—the yoke hip, all these are seen on the latest models, as worthy signs that the corset to which fashion and comfort have accustomed us is to remain a little longer in our midst.

As one astute buyer remarked, it appears that corset perfection has been reached and that nothing better than the present models can be evolved, even by the most clever designers, try how they may. Present gown styles are favorable to the maintenance of the straight front, long hip corset, and until some radical change shall be made in these outer garments, the position of the corset as it is exploited to-day will remain practically unchallenged.

Materials vary as little as the models, batiste being considered a good, all around corset fabric. Some manufacturers, however, are using a heavier weight batiste for winter models than that used for the summer corset, particularly those designed for stout figures. More coutiles are being shown than was anticipated earlier in the season, but of the finer quality only, while for the corset elegant embroidered batiste remains the most eligible material.

Nearly all the manufacturers are confining their products, in so far as they touch the color line, to white. Fewer and fewer grays are seen, although there is still demand for corsets in this color in certain sections of the country, and among a minor portion of the trade in every large city. Black may be said to be past

consideration, so very slight is the call for a corset in the sable hue. Its decline may be dated back to the time when black undergarments, tights, vest, and petticoat, were discarded in favor of the all white, which has supreme sway just now.

Corset trimmings grow more ornate and show Parisian origin or influences in the dainty touch of lace or ribbon wherewith the top is finished. Many of the fine models show a preference for soft, embroidered ribbon rather than the lace finish, more commonly used. But the ribbon must be not only soft and crushable, but have the additional merit of bearing a unique embroidered design. Sometimes the ribbon is combined with lace and when the materials are the best and application artistic, the effect is wholly pleasing. This arrangement is seen with good effect on the corsets of embroidered batiste, where the lace of white is used with a ribbon repeating the delicate color of the embroidered motif, softly emphasizing the contrast.

So, although there is to be no revolutionizing change in corset models, it will keep every one interested in their manufacture busy maintaining the high standard already set by those at the head of the line.

Schedule For an Up-to-Date New Yorker.

- 8.00 a. m. Jump out of bed.
- 8.04 Bath and shave.
- 8.08 Dressed.
- 8.10 Bound downstairs to breakfast.
- 8.15 Bolt breakfast and read headlines. Say "Yes" and "No" to wife four or five times.
- 8.21 Sprint to Elevated.
- 8.25 Wait one minute for train, and swear at delay.
- 8.50 Rush into office. Dock three clerks for being three minutes behind.
- 9.00 to 12.30. Do a great business. Telephone eight times, write four hundred letters, see ten men.
- 12.34 Hurry to restaurant.
- 12.36 After waiting nearly fifty seconds to get waited on, cram down a sandwich, a piece of pie, and a cup of hot coffee. Time wasted in doing so, one minute and thirty seconds.
- 12.42 Back at office.
- 12.50 to 6.00. More business. Telephone twelve times, see eighteen men, answer four telegrams, and write one hundred and fifty more letters.
- 6.15 Rush to Elevated to get express. See it coming in distance and jump up four steps at a time. Last man in.
- 6.45 Run upstairs to room. Strip off business clothes in three minutes. Pull on evening clothes in three minutes more.
- 6.52 Fume because dinner is two minutes late.
- 6.54 One hour at dinner. Awful bore. Fidget all the time. Guests.
- 7.54 Smoke.
- 8.00 Theater. Leave wife at second act to go to club.
- 9.40 Hearts at club.
- 10.15 Hearts too slow. Change to bridge.
- 12.00 Home and meet wife on

stairs. Kiss her good-night and jump into bed. Dead to the world.

How Japs Play Ken.

In its most widely practiced form the basis of the Japanese game of ken is that the fully outstretched hand signifies paper; the fully closed hand, a stone; and two fingers alone extended, the rest being closed, scissors. Each of the players, counting one, two, three, throws out his hand at the moment of pronouncing three, and the one whose manual symbol is superior to that of the others, according to the theory of the game, wins the trial.

Superiority is determined on the hypothesis that whereas scissors can not cut a stone they can cut paper, and whereas paper is cut by scissors it can wrap up a stone. Thus scissors is inferior to stone, but conquers paper; stone is inferior to paper, but

conquers scissors; and paper is inferior to scissors but conquers stone. There are innumerable varieties of the game—for it is not a mere method of determining a dispute or priority—and they are constantly added to by ingenious young ladies, the dancing girl class especially, who play it with exquisite grace and judicious enhancement of beautiful hands and arms.

The fruit crops in Europe this year are almost a complete failure. In England and France the home supply is far below the average and there is in consequence an unprecedented demand for American fruits. The California growers are putting their products upon the London market in great quantities and are realizing handsome prices. America has an abundance of fruit this year and the chance to enter the European markets will be appreciated.

The Man Whose Sole Object in Life is Money Making



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.

Cradesman Company, Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES

FOR SALE, EXCHANGE OR RENT—BUSINESS location January 1, 1901, for groceries, living, grain and coal; 2,000 Illinois city. Particulars and photograph for business, (\$1,000 groceries if wanted.) Lanford, Elyr, Ill. 807

FOR SALE OR TRADE FOR GOOD FARM land—1 brck block, all rented; 1 store, hardware; 1 store, bank; 1 store, dry goods; 3 flats over store and warehouse; also fine stock of dry goods in block; price of block and dry goods, \$17,000. Address F. S. Winslow, 209 So. Bluff st., Janesville, Wis. 808

FOR SALE FOR CASH—\$7,000 STOCK OF dry goods, 80c on the dollar, 3 years lease of store; rent, \$250 per year; this is a nice clean stock; one-third of it has been bought in 90 days. Address F. S. Winslow, 209 So. Bluff st., Janesville, Wis. 809

FOR SALE—A HALF INTEREST IN AN old and well-equipped manufacturing plant at Battle Creek, Mich. From ten to fifteen thousand dollars desired, and a man who has a sufficient amount of ability to take charge of the office, correspondence and sales department. Business does not require any advertising. Cash dividend of 10 per cent paid last year. Address Locked Box 23 0, Battle Creek, Mich. 810

FOR SALE—MEAT MARKET DOING A good business. The surrounding country furnishes everything required in the meat line and prices are low at this time. A bargain for someone. Good reasons for selling. Address No. 797, care Michigan Tradesman. 797

FOR RENT—MEAT MARKET, CORNER brick store; one of finest equipped markets in the state; nothing to invest in only the stock; low rent; possession at once; a big money maker. Address Benton Harbor Brick & Tile Co., Benton Harbor, Mich. 795

GOOD OPENING FOR FIRST-CLASS Jeweler if taken at once. Address No. 794, care Michigan Tradesman. 794

WILL SELL OR EXCHANGE IN PART payment for farm lands in Southern Michigan, one house and lot at Harbor Springs, worth \$1,600. Address No. 793, care Michigan Tradesman. 793

FOR SALE—ONE OF THE NEWEST, neatest, cleanest and best-selected general stores in Northern Indiana. No attention paid to traders. If you are looking for a shelf worn stock at a big discount, don't enquire about this. Address H. C. C., care Michigan Tradesman. 792

PORTABLE REEL OVEN; PANS, SCALES, dough tray. Sell cheap. Write for particulars. G. W. Kissell, Osborn, Kan. 791

FOR SALE—HALF INTEREST IN GENERAL merchandise business; or will sell to right party all but groceries. Large new double store. Profits sufficient for two, but too much work for one to do full justice to all lines. Address No. 798, care Michigan Tradesman. 798

IF YOU WANT A BRILLIANT LIGHT for your store, office or residence, buy the Stanley Gas Mantle, which gives 150 c p. h. t. uses no more gas than the smaller mantles now used. We guarantee this mantle to give 150 c p. h. t. and is made by a new process that makes it possible to use them on gas or gasoline lamps. Give them a trial. One dozen sent for \$3, express paid. Special prices to large buyers. General agent wanted for each state. Address Stanley Gas Mantle Mfg. Co., Station D., Baltimore, Md. 803

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. 25c per share. Address A. Snap, care Michigan Tradesman. 757

FOR SALE—DRUG STOCK; FINE LOCATION; will state reasons for selling. Address No. 804, care Michigan Tradesman. 804

FOR SALE—80 ACRE FARM, 3 1/2 MILES from town; good land; fair buildings; a snap at \$110 per acre; easy terms. We have stock and grain farms from \$40 to \$150 per acre. Also residence and building property in good live town. Address Lock Box 16, Marseilles, Ill. 805

FOR SALE—GOOD HARNESS BUSINESS in town of 500 on railroad; ill health reason for selling. Address James H. Thompson, Ken-dall, Wis. 788

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 shed, capacity 28 cars, with good business; sold separately if desired; stock reduced to suit purchaser. J. E. Crispy, Elgwood, Ill. 785

FOR SALE—30x40 POUNDRY, 20x30 THREE story machine shop and manufacturing business; small cash payment; balance can be paid for in work. Forge Factory, Marcellus, Mich. 786

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

FOR SALE—SAFE, 45x55 OUTSIDE MEAS- ure. Burglar proof box. Time lock. Jud-son Grocer Co. 781

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 HAR- ness 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 15 miles from Detroit—clothing and men's furnishing goods stock doing yearly business of \$4,000; or dry goods, millinery and ladies' furnishing goods stock doing yearly business of \$2,000 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 RENT—TWO BRICK STORES IN Milan, Mich., one 26x75 feet with basement; shelved for dry goods and shoes. The other, 16x75 feet, will be furnished to suit tenant on term lease to responsible party. Rent reasonable and taxes low. Population 1,600. Best town of its size in Southeastern Michigan. Write A. E. Putnam, Milan, Mich. 806

FOR SALE—DRUG STORE IN GRAND Rapids; centrally located; good trade; clean stock; involves \$3,500 to \$4,000. Address No. 768, care Michigan Tradesman. 768

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—TWO STORY FRAME STORE building and stock of general merchandise for sale cheap, or will exchange for real estate. Stock and fixtures will inventory about \$2,500. 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

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—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

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. 759

FOR SALE—GOOD COUNTRY STORE with clean, up-to-date general stock and postoffice. Store building, residence and glass-smith shop in connection. A. Green, Devil's Lake, Mich. 693

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 20x12 FEET, with basement; old stand; best located in city of 5,000 inhabitants; good opportunity for a hustler. Address M. Lehnert, Delphi, Ind. 736

FOR SALE—NEW DAYTON COMPUTING scale, highest grade. W. F. Harris, South Bend, Ind. 726

FOR SALE—OUR BOAT LINE, SAUGA- tuck 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—CROCKERY AND BAZAAR stock, Compelled to sell immediately at great sacrifice. Established fifteen years. John E. Kleintveld, Holland, Mich. 720

DIG 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. DeRoo, Holland, Mich. 684

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. 731, 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. Poulson, Battle Creek, Mich. 707

FOR SALE—90 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 OR EXCHANGE—143 ACRE farm in Clare county, eighty acres stumped and stoned; good buildings; eighty rods to good school and 2 1/2 miles from shipping point and market; value, \$2,600. S. A. Lockwood, Lapeer, Mich. 681

SHOE STOCK FOR SALE—FINE TOWN, S. Lake, Shenandoah, Iowa. 764

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. 635

BARGAIN—STORE BUILDING 28x133, Drug stock and fixtures. Inventories \$400. Will sell separate. Good opening for drug and general store. M. Fordham & Co., Elmira, Mich. 664

SAFES—NEW AND SECOND-HAND FIRE and burglar proof safes. Geo. M. Smith Wood & Brick Building Moving Co., 376 South Ionia St., Grand Rapids. 321

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—GENERAL STOCK, INVEN- tories about \$4,000, consisting of dry goods, groceries and shoes, in a bustling town near Grand Rapids. Splendid opportunity for a legitimate business. Speculators not wanted. Address X. Y. Z., care Michigan Tradesman. 651

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. 502, care Michigan Tradesman. 502

ADMINISTRATOR'S SALE—SAW MILL complete, consisting of two boilers, 24x36 feet, 36 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. 755

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. 754

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. 759

FOR SALE—\$5,000 STOCK OF GENERAL merchandise and \$2,500 store building in best county seat in Northern Michigan. Annual sales \$20,000. 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, Plerceon, Ind. 782

FOR SALE—A FIRST-CLASS SHINGLE mill, engine 12x16, center crank, ample boiler room, Perkins machine knot saws, boiler and cut-off saws, gummer, drag saw, endless log chain, elevator, all good belts, four good shingle saws, everything first-class. Address A. R. Morehouse, Big Rapids, Mich. 760

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 Jeffers n. ave., Detroit, Mich., or write to T. F. Giddings, General Supt. of Agencies. 763

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. Schrodner, 37 Monroe St., Grand Rapids, Mich. 457

ONE TRIAL WILL PROVE HOW QUICK and well we fill orders and how much money we can save you. Tradesman Company, Printers, Grand Rapids.

MISCELLANEOUS

PHARMACIST REGISTERED, WANTS position at once; fourteen years' experience; good references. Address F. W. Hamilton, Mantou, Mich. 800

WANTED—REGISTERED PHARMACIST at once for three or four weeks and perhaps permanently. C. E. VanEvery, Kalamazoo, Mich. 801

POSITION WANTED BY EXPERIENCED window trimmer, card writer and salesman. Have had ten years' experience in general store. Can furnish best of references. Address No. 802, care Michigan Tradesman. 802

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. 566, care Michigan Tradesman. 566

SALESMAN WANTED

HAT SALESMAN WANTED WITH established trade, to handle Kevstone hats, caps and straw goods. Sullivan & Dunn, 39 and 41 East 14th Street, New York. 796

WANTED—SALESMAN, TRAVELING specialty, to represent responsible manufacturer in this state. Want man with good address and clear record. Expenses and moderate salary to start and commission; permanent position to one not afraid to work. State age and experience. Party must also invest five hundred dollars in stock with this company. Address The King Tablet Co., Ltd., Kalamazoo, Mich. 779

TRAVELING MEN—I HAVE THE BEST selling side line ever introduced. Light, easily carried, sells at sight. Address E. McLean, Box 94, Grand Rapids, Mich. 780

WANTED—SALESMAN TO SELL AS side line or on commission Dillely Queen Washer. Any territory but Michigan. Address Lyons Washing Machine Company, Lyons, Mich. 558

AUCTIONEERS AND TRADERS

FERRY & WILSON MAKE EXCLUSIVE business of closing out or reducing stocks of merchandise in any part of the country. With our new ideas and methods we are making successful sales and at a profit. Every sale personally conducted. For terms and dates, address 1414 Wabash Ave., Chicago. 317

FOR SALE

Thorne typesetting machine in good order, with or without Crocker & Wheeler motor. Sell cheap for cash or on satisfactory terms.

TRADESMAN COMPANY
Grand Rapids, Mich.